

# drupa preview

Conference Area  
Exhibition Space  
Networking Plaza



drupa

no. 1 for printing technologies

## drupa 2021 – Press Release Nr. 36 / December 2020

### 3rd drupa preview day: focus on global trends

**The last edition of drupa preview in 2020 once again provided an opportunity for intensive knowledge transfer in the print community. Presentations and live web sessions by industry experts and partner associations focused on the future and current global trends and challenges. But also applications and uses in the field of additive manufacturing processes and packaging printing were addressed. Overall, 4.301 registered participants took advantage of the new platform.**

A panel discussion and videos in the conference area were dedicated to the growing importance of sustainability. The speakers in this edition were Tom Krause from igus, Beatrice Klose from Intergraf, Horst Huber from Priint Group/Werk II and Charles Jarrold from BPIF. The two panel discussions with James Nelson from EFI, Sebastian Hardung from Priint Group/Werk II, Jan de Roeck from Esko and Strategic Supervisor Kristin Kain as well as Elaine Campling, founder of Chemical Compliance Advisory Services, Ken Hanulec from EFI, David Zamith from Ruy de Lacerda and Thomas Poetz from 3T Inkjet Consulting invited participants to interact.

"The third drupa preview day once again underscored the industry's need for networking and orientation, and at the same time demonstrated the essential added value of high-quality content that industry experts have highlighted. The format also enables interaction and business development of the participants and the so important generation of new customer contacts via the matchmaking tool.



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Since the first preview day we have seen a continuous increase in registrations. This is further confirmation that we have developed the right solutions for the print community under the current conditions," says Sabine Geldermann, Project Director Print Technologies.

Over 4.300 participants registered for the previous drupa preview days. The proportion of international participants was 82 percent. The third edition of drupa preview attracted around 14.400 page impressions with 1,383 exhibitors from 49 countries.



All lectures and videos are available on demand in the Video Library at [preview.drupa.de](http://preview.drupa.de). The fourth edition of the drupa preview day is scheduled for February 2021.

For drupa press releases and photo materials: <http://medianet.messe-duesseldorf.de/press/drupa>.

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#### **Weitere Informationen unter [www.drupa.de](http://www.drupa.de) und in folgenden Social Networks:**

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