

drupa preview

Conference Area
Exhibition Space
Networking Plaza



drupa

no. 1 for printing
technologies

drupa 2021 – Press Release No. 42 / February 2021

Successful finale of the drupa preview

The last edition of the drupa preview once again boasted an exciting conference program and intensive knowledge transfer in the print & packaging community. Video presentations and live web sessions by industry experts and partner associations focused on topics and global trends such as Industry 4.0, Digitalization, the Circular Economy, Sustainability, E-Commerce and Platform Economy. Over 5,300 visitors once again took advantage of the platform's offerings, confirming the current relevance of the content before everyone's attention now turns to the four-day industry event virtual.drupa in April.

"The four editions of the drupa preview days have enabled continuous exchange with the industry on a global level since October 2020. The success is also documented in KPIs – key figures and analyses on international reach, access by existing and new users, and the significant increase in page views," sums up Sabine Geldermann, Director Print Technologies at Messe Duesseldorf. "These developments make us optimistic with regard to virtual.drupa; because the PR and marketing measures already launched internationally are additionally strengthened by the promotion of the event by our exhibitors, who activate their target groups and set positive impulses."



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Thanks to the virtual format and the ability to access content 24/7 in the wake of the live presentations, interested parties worldwide were able to participate in the drupa preview – and are now also automatically registered for the upcoming virtual.drupa, as all registrations remain valid for this event.

The international share at the fourth drupa preview day was 81%. The top 10 countries also included drupa's core target markets: Germany, India, USA, UK, Belgium, Italy, Brazil, Turkey, Switzerland and the Netherlands. Also, of note was the interest of new users in the format. drupa preview achieved a total of around 77% new registrations. This shows that the virtual offering is opening up new target groups and market potential for exhibitors. The number of around 15,400 page impressions in the fourth edition also indicates that all visitors have an in-depth interest in the topics of the industry and exhibitors and consider them essential in these times. In this respect, the extensive range of products and services on offer in the Conference Area and Exhibition Space at virtual.drupa bodes well for a far-reaching, positive response in the market.

All presentations and videos of the drupa preview are still available on demand in the Video Library:

https://preview.drupa.com/en/Exhibition_Space/drupa_preview_Video_Library/Overview_Video_Library

Press photos for drupa 2021 can be found under the following link: <http://medianet.messe-duesseldorf.de/press/drupa>.

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Further information can be found at www.drupa.com and in the following social networks:

Twitter: <http://www.twitter.com/drupa>

Facebook: <http://www.facebook.com/drupa.tradefair>

LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>

