



drupa

no. 1 for printing
technologies

drupa 2020

June 16-26, 2020
www.drupa.com

Düsseldorf/Germany



Messe
Düsseldorf



embrace the future

June 16-26, 2020 Düsseldorf/Germany

www.drupa.com

exceeded expectations

No. 1 for your business success

drupa 2016 impressively proved once again: there's no other industry event that has such great international appeal as the leading trade fair for printing technologies. If you asked exhibitors to sum up their reaction, it was nearly unanimous: "Exceeded all expectations."

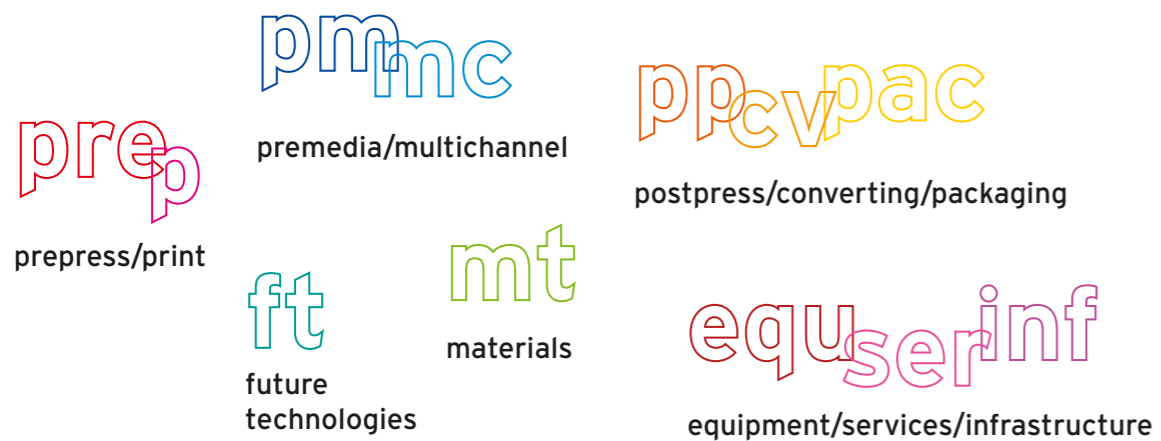
era of modern manufacturing
design thinking
virtual reality
materials
sensory branding
augmented reality
smart prototyping
artificial intelligence
decorative printing
3Dfab+print
next generation of substrates
textile printing
design innovation
robotics
packaging production
functional printing
printed electronics

touch inspiration

drupa provides crucial impulses for print, media, packaging production, and industrial applications - especially in the vertical markets as well. The world's leading trade fair for printing technologies offers outstanding networking opportunities and potential for excellent business dealings. This is where innovations are brought into the market, new business models are developed, and new partnerships are formed.

The entire product range of drupa 2020

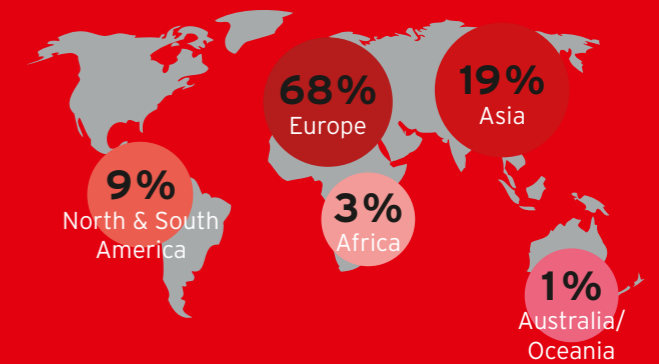
drupa's product categories provide a clear structure and easy orientation.



260,165

Total number of visitors

from **183** countries



touch new business

drupa is an international magnet for visitor target groups from a wide variety of industries. In addition to the printing and packaging industry, there are also groups from vertical markets such as consumer goods, luxury goods, cosmetics, bank and safety technology, and many more. More than half of its visitors come to drupa with specific investment projects.

75%

Executives
(with decision making authority when it comes to capital expenditure)

65%

had concrete investment intentions

34%

placed orders during drupa

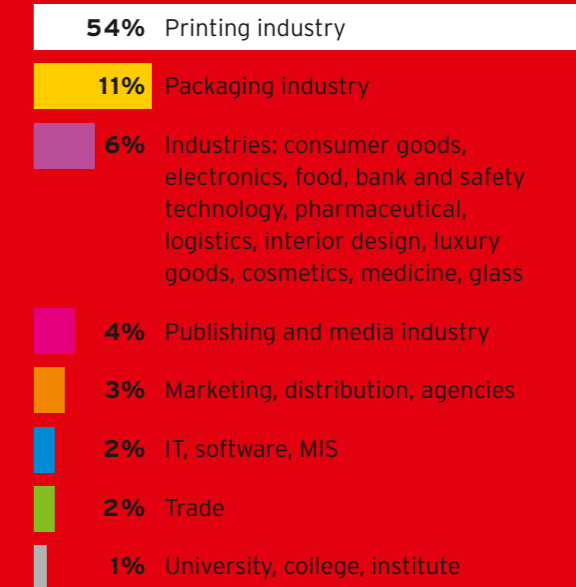
70%

found new suppliers

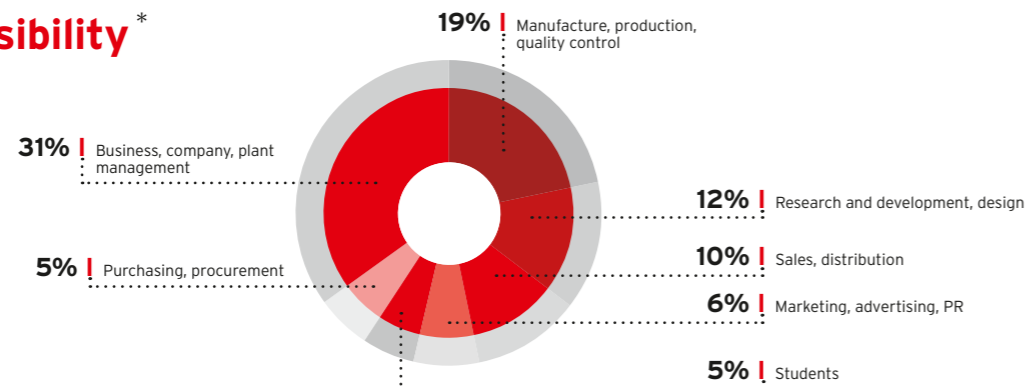
36%

were planning to place their orders after drupa

Economic sector**

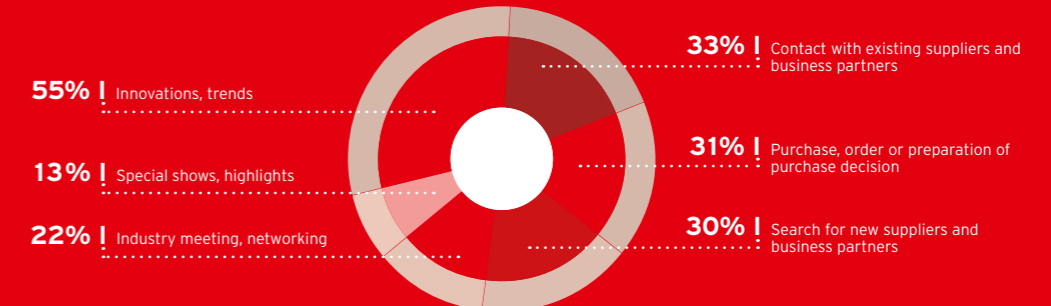


Area of responsibility*



* Extract visitor survey data 2016.

Reasons for visit



** Data from visitor registration 2016.

discover the spirit

The sector's must-attend event

Print and packaging production are essential parts of the show. Highlighted topics for drupa 2020 will again focus on functional/industrial printing, 3D printing, as well as future technologies. drupa stands for cutting-edge technologies and new solutions that can open up new target groups from extremely different markets. International, informative, future-oriented, congenial, and perfectly organized - that's how exhibitors and visitors characterize drupa - no. 1 for printing technologies.

p
print

pac
packaging
production

fp
functional
printing

3D
3D
printing

ft
future
technologies

ip
industrial
printing

p
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pac
packaging
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3D
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printing

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ip
industrial
printing



P

print

“The print sector reinvents itself constantly and presents an incredible range of facets with vast potential. And that’s exactly what drupa 2016 has impressively demonstrated. We experienced an extremely innovative industry here in the 19 trade fair halls. It’s an industry that has succeeded in leaving behind the vale of tears and seizing hold of the future.”

Claus Bolza-Schünemann, Chairman of the drupa Committee and President of the Executive Board of Koenig & Bauer AG

The fascination of print products is increasing with the steady ongoing evolution of technical possibilities. Print is moving into new dimensions - with new print technologies, with tactile impressions that make fabrics and materials more palpable, with enhancements that open up new dimensions, and with looks and feels that fascinate. drupa live and in real time will demonstrate which printing machines make this fascination possible and with what speed very different print products can be produced.

At drupa 2020, exhibitors will present the trend universes of print and reach new customers and new markets all over the world.

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3D
3D
printing

ft
future
technologies

ip
industrial
printing

"drupa 2016 was a real turning point for our business. [...] Sales to new and existing customers have far exceeded our expectations. drupa 2016 confirmed that digital technologies – and post-processing in particular – have become a matter of course."

Highcon | Aviv Ratzman, CEO and Co-Founder

pac

packaging production

The packaging and labeling sector is growing worldwide, and technological development is forging ahead. Whether a folded box, labels, corrugated board, or flexible packaging, advancements in the field of digitalization are paving the way for innovations in the customizing and personalization area. With new innovative "functional printing" technologies, "smart packages" are gaining importance and changing the industry. New markets are developing and demanding completely new competencies.

At drupa 2020, key trends and outstanding innovations as well as new products will set benchmarks for processes and applications. At drupa, world market leaders will be showcasing their innovations.

Against the background of markets that are growing internationally and increasing demands of the industries and branded companies, packaging production will be one of drupa's hot topics again in 2020. The touchpoint packaging, forums, and Top international speakers will inspire you in discussions and panels and be driving forces and provide orientation.

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“drupa 2016 has completely exceeded Kodak's expectations. [...] The fact that we had already reached our sales target on day 7 – and 168% of the target on day 9 – demonstrates the sector's trust in wholly new technologies [...]”

Kodak | John O'Grady, Managing Director, Worldwide Sales,
Kodak Print Systems Division and Vice President,
Eastman Kodak Company



functional printing

The term “functional printing” covers innovative printing processes for many applications and solutions from different vertical markets. Such as printed electronics: that is, printing conductive plastics or inks on films and foils or other substrates, for example, in entertainment electronics and the automotive sector and increasingly in other industries such as the health care sector.

Also smart packages: intelligent packaging with added functions are printed with special, screen, digital, inkjet, and last but not least, 3D printing on a wide variety of materials, for example, on metal, plastic, films and foils, textiles, glass, ceramics, and wood.

In the textile printing sector, new technologies and products such as digital textile printing machines and inks make numerous options possible for producing textile products that are adapted to the customer's specific requirements in the residential sector, interior furnishings, fast fashion, decorative fabrics, banners, sports clothing, and many other applications.

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3D

3D printing

The potential of additive manufacturing as a pioneering technology is extremely high in many vertical markets and therefore will be a prominent issue at drupa 2020. Fabbing is ushering in a new era of sustainable production and offers great opportunities for print services providers as well as machine manufacturers and users from, for example, the design and packaging industry, automobile manufacturing, and dental and medical technology. Numerous "classic" drupa exhibitors are working with this technology and will be presenting exciting solutions at their stands. So-called "first movers" will also be on hand.

Again in 2020, the touchpoint 3Dfab+print will be offered with internationally top-class speakers and future-oriented presentations.

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future technologies

Our exhibitor's innovative and novel interior furnishings will lead the industry into the future again at drupa 2020. As in the past, ideas will turn into prototypes at drupa 2020, prototypes will reach the production stage, and new markets and business models will be opened up.

Autonomous printing will be developed further in the coming years, and digitalized intelligently networked and automated production processes will shape the future. Cloud computing, the internet of Things, robotics, big data, and artificial intelligence will change the work and market environments.

At the same time, new trends are emerging, such as smart factory or collaborative manufacturing.

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“drupa 2016 was a milestone for HP. [...] The business deals not only exceeded business done in 2012 but also our ambitious target of 25 % for 2016. drupa remains the most important sector event for innovations [...]”

HP | François Martin, Worldwide Marketing Director
HP Graphics Solutions Business, HP Inc.

ip

industrial printing

The major themes of automation and robotics, new work flows in the production process, and the next generation of industry 4.0 will be at the center of many discussions. drupa's supporting programs will also focus on these topics with forums, touchpoints, presentations, discussions, and workshops.

In addition, exhibitors will present innovative printing processes and product solutions for use in industrial production and the packaging and functional and decorative printing application segments.

"[...] We were absolutely delighted by the busy and unbroken stream of visitors to our stand. There's nowhere else like drupa for bringing together decision makers from all the corners of the globe. The most remarkable things for us were the influence and the decision-making authority of so many of the visitors to our stand. [...] drupa 2016 was very eventful for us - overwhelming, but positively so, and we are already looking forward to drupa 2020."

Ricoh | John Blyth, Market Development
Manager & Production Printing Business Group

**be part
of it**

reach new target groups

drupa offers the highest international quality and quantity: 75% of the visitors are executives from top management. They have decision-making power and take part in investment decisions. drupa visitors come from different industries and diverse application areas. A broad range of industries is covered besides print and packaging production.

260,165

visitors

thereof **75%** decision makers

from **183** countries



print and packaging

- Printing houses of all kinds and specializations
- Print service providers and suppliers
- Bookbinders, print finishers, and processing companies
- Media production specialists
- Packaging designers
- Product managers
- Production specialists from many different industries such as consumer goods, food, cosmetics, pharmaceutical, or luxury goods

future technologies

- International research and development
- University research and teaching
- Major and important trade associations and professional organizations
- Start-ups
- Representatives of a wide range of cross-cutting technologies

marketing, publishing, and media

- Media producers
- Print specifiers, print buyers
- Agencies
- Brand owners
- Product designers from industry
- Decision makers and buyers in the publishing and media industries

vertical markets

Decision makers, engineers, designers, and product managers from industries and sectors such as

- Consumer goods
- Food
- Cosmetics
- Luxury goods
- Pharmaceuticals
- Medicine
- Electronics
- Bank and safety technology
- Glass industry
- Interior design
- Logistics

IT

- High-caliber IT and software experts
- System providers from all sectors of the industry such as premedia/prepress, print, postpress, and converting to packaging

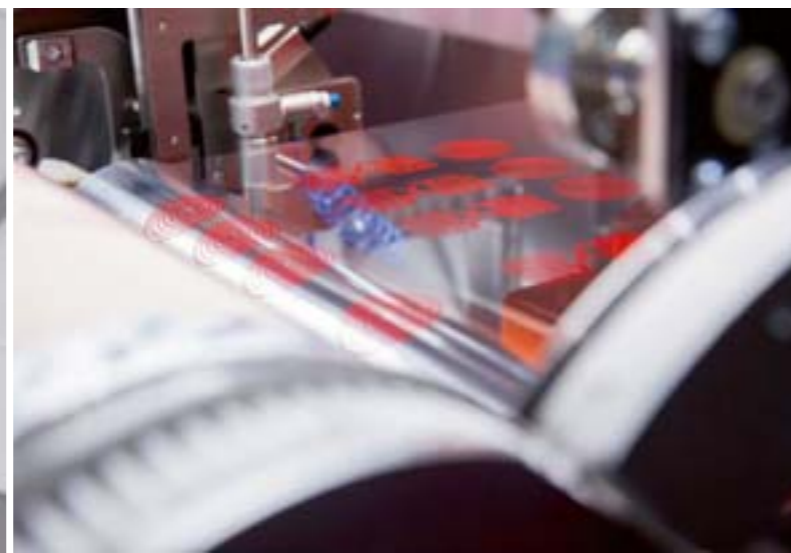
behind horizons

drupa cube

The innovative event and conference program with international expert speakers as well as touchpoints to the highlight topics offer drupa's exhibitors and visitors insights, inspirations, and impulses for their businesses and business models of the future.

drupa dip – the start-up area

In the drupa start-up area young companies present best practices and business cases. It offers new companies and start-ups a platform where their innovations and new products and services can be presented.



drupa touchpoints

touchpoints on highlight topics such as packaging or 3D fab+print offer drupa exhibitors and visitors impressions, inspirations, and impulses for their businesses and business models of the future.





meet drupa city

Düsseldorf is transformed into 'drupa city' as it warmly welcomes exhibitors and visitors to drupa, the world's leading printing technology trade show. The topics and influences from the exhibition travel into the city and extend the exhilarating commercial experience beyond the boundaries of the showground. From the exhibits to the events to the mobile laboratory - drupa city provides added value.

:D See you in Düsseldorf!

downtown D-town

Enjoy the drupa city of Düsseldorf on the Rhine. Shop on one of the most luxurious shopping boulevards in the world, Königsallee. Discover architecture of international star architects such as Daniel Libeskind, Richard Meyer, Frank O. Gehry, or David Chipperfield. Enjoy an *Altbier* with the fun-loving Rhinelanders at the “world’s longest bar” in Düsseldorf’s historic old town. Or have a drink in one of the stylish or trendy bars in Düsseldorf’s “MedienHafen” (MediaHarbor).

The whole world is at home in Düsseldorf when it comes to cuisine. The spectrum ranges from Rhenish specialties such as *Flönz* or *Himmel un Ääd* (you have to try it!) to the only Japanese Michelin-starred restaurant in Germany. The city will be waiting for you with many activities for drupa.



register now

see you at drupa 2020

Please register online
as an exhibitor:

www.drupa.com/registration

Registration deadline:
October 31, 2018

We look forward to seeing you!



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the key to future markets



2017

2018

2019...

2020



Sept 20-23, 2017
Bangkok, Thailand
www.pack-print.de



Oct 12-15, 2017
Tehran, Iran
www.ipap-iran.com



pacpro

Nov 7-10, 2017
Shanghai, China
www.pacpro-asia.com



March 11-13, 2018
Algiers, Algeria
www.printpackalger.com

indoprint

Sept 19-22, 2018
Jakarta, Indonesia
www.indoprint.net



2018
Tehran, Iran
www.ipap-iran.com



Oct 24-28, 2018
Shanghai, China
www.allinprint.com



Take advantage of the professionalism, the experience, and the special know-how of the "printing technologies" international network of specialist trade fairs and use the key to the markets of tomorrow. Thanks to drupa's many years of in-depth expertise in the markets, the international network extending around the globe, and the undisputed competence of the Messe Düsseldorf Group, we offer you more specialist trade fairs in the world's strongly growing and future-oriented markets.

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