



31. Mai - 10. Juni 2016
Düsseldorf
www.drupa.com
no. 1 for print and
crossmedia solutions

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drupa World Tour starts in September: Over 40 drupa events on all five continents

Around 440,000 flight kilometers on business for drupa

Things will really start hotting up for the drupa 2016 World Tour in September with a series of presentations, press conferences and trade press interviews in Asia, Europe and the US. Over 40 drupa events of all kinds will take place well into February 2016 to drum up business for the world's leading trade exhibition for print and crossmedia solutions and to learn about the most important trends and innovations. They range from expert and press meetings in small groups, one-day industry workshops right through to presentations with several hundred participants.

"The drupa World Tour plays a central role in our communications and marketing mix of advertisements, direct mailings, online campaigns, sponsorship activities, PR and press relations. We speak to our visitors and key advocates directly and inform them first hand about the latest drupa happenings", says Sabine Geldermann, Director of drupa, underlining the function of these events. "Another advantage: In direct dialogue it's possible to find out where the specific interests and needs lie. Alongside personal conversations with visitors, this is of course another inestimable advantage." In addition, by the end of this World Tour, "drupa ambassadors" will have travelled around 440,000 flight kilometers; in other words, going round the world almost eleven times.



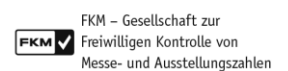
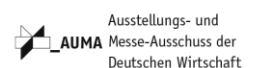
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It all gets started on 12 September with a presentation at Igas in Tokyo, directly followed by a press conference on 14 September for the North American media as part of the Graph Expo in Chicago. Activities focus on Asia and America with fourteen and eight drupa events. New on the drupa World Map: Almaty (Kazakhstan) with a Print Promotion Workshop. The destination furthest away from Düsseldorf is Auckland (New Zealand) – around 18,000 flight kilometers from the drupa city of Düsseldorf.

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More information is available at www.drupa.de and the following social networks:

Twitter: www.twitter.com/drupa

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

Xing: <https://www.xing.com/net/pri2b1dd0x/drupa>

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