

In the Digital Age, the power of print should not be overlooked

PARIS, FRANCE / DARMSTADT, HAMBURG, GERMANY: The World Association of Newspapers and News Publishers' (WAN-IFRA) 4th annual Printing Summit, to be held in Hamburg, Germany, in March, will focus on design, digital printing, energy savings and innovation for maximizing revenues from newspapers in print.



As newspaper companies delve deeper into digital strategies, print is still the main driver of revenues and the foundation of news publishing. The Print Summit is designed to provide publishers and printers with an annual opportunity to learn from the most successful examples of print innovation worldwide.

Full details of the conference, to be held on 19 and 20 March in Hamburg, Germany, can be found at <http://www.wan-ifra.org/events/printing-summit-2013>

"Newspaper printing technologies have developed fast in the past decade and offer more business opportunities on its innovations than ever before," said **Manfred Werfel**, Deputy CEO and executive director of Print Production at WAN-IFRA. "The Printing Summit brings together interesting and knowledgeable speakers who are up to date with latest developments and will share their experiences on the wide issues involved in newspaper production."

Speakers include:

- **Adrian Norris**, creative director for Canada's Globe & Mail, the national daily that has drawn international attention through its successful redesign. He will be speaking on design in newspapers, related products and its influence on attracting advertisers in a session that also includes **Martin van Ee**, sales director for Koninklijke BDU Grafisch Bedrijf in The Netherlands, and graphic designer **Koos Staal**, of Dutch-based , Staal&Duiker Designers.
- **Ann Gitao-Kinyua**, group marketing director for the National Media Group in Kenya, the largest independent media house in East and Central Africa, where both print and digital media are booming. She will be featured in a session on "The Power of Print," along with **Markus Ruppe**, managing director of ZMG Zeitungs Marketing Gesellschaft in Germany, **Takehiko Murase**, engineering centre manager at Asahi Printech in Japan (printer of Asahi Shimbun, the world's second largest newspaper) and **Patrick Zürcher**, operating manager and company secretary for Freiburger Druck in Germany.
- **Horst-Walter Hauer**, general manager for IBH Ingenieure für Druck-und Projekttechnologie, Germany, where he is

responsible for strategic investment calculation and planning, design and project management for printing presses and retrofits. Hauer, has more than 30 years experience in printing press design, will be speaking in a session on printing process innovations with **Markus Brehm**, managing director of Allgäuer Zeitungsverlag in Germany, **Wilfried Sutter**, technical manager for Allgäuer Zeitungsverlag in Germany, and **Moritz Schwarz**, consulting manager for Newspaper Production with WAN-IFRA.

- **John Filippakis**, publisher of Dimokratia in Greece, who launched the daily two years ago and found a successful niche - in print - with quality and compelling content in the midst of Greece's economic crisis. He will speak in a session on business and innovation in print along with **Eamonn Byrne**, business director of UK-based Byrne partnership, and other speakers to be announced.
- **Josef Konrad Schiessl**, technical director at Süddeutscher Verlag Newsprint in Germany, one of the most modern and efficient printing facilities in Europe, who will examine "green" publishing in a session on "less energy, less emissions, better costs, better future", along with **Manfred Werfelv**, deputy CEO of WAN-IFRA, and other speakers to be announced.
- **Hubert Pedurand**, INIGraph project manager at the Union Nationale de l'Imprimerie & de la Communication in France, who will share his digital printing expertise in a session dedicated to the art of digital printing, along with **Rodd K Winscott**, president of the printing division of Newsweb Corporation in the United States, who recently installed a TKS Jet Leader digital newspaper press.

Plus much more! Full details at <http://www.wan-ifra.org/events/printing-summit-2013>

The conference will offer simultaneous translation in German and English.

For more, visit: <https://www.bizcommunity.com>