

PRESSEMITTEILUNG

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For immediate release

Berlin Publishing Days 2019

World Printers Forum Conference to open Berlin Publishing Days 2019

- Day 1 of the new “Berlin Publishing Days”, from 7 to 10 October 2019, will begin with the World Printers Forum Conference.
- Frankfurter Allgemeine Zeitung to host the one-day opening conference

The World Printers Forum Conference will this year kick-off the re-launched “Berlin Publishing Days”. On Monday, 7th October 2019, the conference will provide an overview of the major print-related issues currently facing the publishing industry.

Print products continue to account for the largest share of turnover in the portfolio of publishing companies worldwide. A fact impressively evidenced by the Print Innovation Awards 2018: There is a large scope for innovation in the print sector. The new World Printers Forum Conference will describe the current challenges confronting the printed news media on Monday, 7 October 2019, at a selected location in the heart of Berlin.

The conference will be hosted by the capital city office of the Frankfurter Allgemeine Zeitung in Berlin. From 11.00 to 18.00 h the focus will be on topics of burning interest to the publishing industry – including print innovation, such as new concepts or individualised products, market and business developments, new investment concepts as well as the latest developments in print design and distribution, expansion and automation possibilities for existing printing processes and presses.

Speakers will include Thomas Drensek, COO Newspaper Printing at Axel Springer (Deutschland), Iris Chyi, Associate Professor and New Media Researcher at the School of Journalism of the University of Texas, Austin (USA), Björn Christian Wilms, Managing Director, Styria Print Group und Druck Carinthia (Austria), Gary Thomson, Senior Market Consultant at EMGE & Co. (UK) and Sebastian Haupt, Managing Partner, Multisense Institut (Deutschland).



IFRA World Publishing Expo
DCX Digital Content Expo
Berlin Publishing Days 2019
7. bis 10. Oktober 2019, Messe Berlin
www.ifra-expo.com

DCX
Digital
Content
Expo

IFRA
World
Publishing
Expo

Kick-off for the four-day Berlin Publishing Days

The refocused conference is the kick-off for the Berlin Publishing Days. On the two following days the IFRA World Publishing Expo and parallel DCX Digital Content Expo will take place in the Berlin Exhibition Centre (Messe Berlin). Conference attendees have the option on both conference days to concentrate on visiting the exhibitors' stands or benefit from the accompanying programme.

The Berlin Publishing Days continue for one day after the exhibition: On day four, Thursday 10 October, the Berlin Publishing Tours will lead the visitors to selected stations at publishing companies and start-ups throughout Berlin. Participants can choose between two tours organised around the focus topics of the two parallel IFRA and DCX exhibitions.

Included in the ticket to the World Printers Forum Conference is access to the IFRA World Publishing Expo and DCX Digital Content Expo. The Berlin Publishing Days can be booked also as a full package – including conference, exhibitions and Berlin Publishing Tours.

Registration is possible with immediate effect at www.ifra-dcx.com.

About IFRA and DCX

The IFRA World Publishing Expo offers the possibility to explore all aspects of newspaper production: from the technical creation of content to production, up to and including distribution. Publishers have the opportunity to gain first-hand information concerning international developments and innovations. The DCX Digital Content Expo is dedicated to the digital side of publishing: from content strategy and production up to monetisation, it provides an overview of the solutions available on the market. The combination of international marketplace and congress programme makes IFRA and DCX a gathering that publishing companies and publishers cannot afford to miss.

About the organiser

WAN-IFRA is the World Association of Newspapers and News Media. It represents worldwide more than 18,000 publications, 15,000 online sites and over 3000 companies in more than 120 countries. WAN-IFRA supports the newspaper industry worldwide in the defence and promotion of press freedom, quality journalism and editorial integrity. WAN-IFRA offers its members a broad spectrum of professional events, publications and research reports. The Association acts in addition as a worldwide platform for ideas, information and experiences. Publishing Exhibition GmbH & Co. KG, as a joint venture of WAN-IFRA and bødning Holding GmbH (bødning messe), is responsible for the organisation and development of the IFRA and DCX exhibitions.



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