

PRESS RELEASE

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Event-Relaunch

"Berlin Publishing Days" to enrich IFRA and DCX 2019

- IFRA and DCX dual exhibition event to become part of the "Berlin Publishing Days" from 7 to 10 October 2019.
- Awaiting visitors will be a one-day opening conference, a highly-concentrated exhibition offering on two days, an exceptional evening event as well as practice-oriented visits to publishers and start-ups in Berlin.

Orientation in the hype cycle of emerging trends, cooperation among media producers in times of fake news, networking with like-minded colleagues and a distinctive experiential quality – that is what visitors expect of top-events in the publishing industry. Accordingly, the IFRA and DCX exhibitions are becoming part of the re-designed "Berlin Publishing Days" from 7 to 10 October 2019.

Last year, many visitors praised the long-established IFRA World Publishing Expo and the DCX Digital Content Expo launched in 2017 for their international orientation and possibilities to share views and experiences with like-minded colleagues. Similarly, the exhibitors emphasised the importance of the platforms as industry gatherings ([see Final Report 2018](#)). The exhibition continues to be a local point in the publishing industry, and will remain so provided it repeatedly absorbs innovative impulses.

After two years in which the dual exhibition event for print and digital publishing has been staged by Publishing Exhibition GmbH & Co. KG, a joint venture of World Association of Newspapers and News Media WAN-IFRA and an exhibition organiser, the dual event is about to take the next step into the future with an expanded concept: Attendees will experience a one-day opening conference, a highly-concentrated exhibition offering on two days as well as practice-oriented visits to publishers and start-ups in Berlin. The decision-makers in the publishing industry will be able to select which events they wish to combine and thus compile an agenda tailored to suit their specific needs.

A new approach for digital times

"In many discussions held on location in Berlin we received a clear signal from visitors and exhibitors: The industry sees the exhibition as a platform for exchanging views and experiences and wishes an eventful, interactive format", says Alexander Petsch, CEO, Publishing Exhibition. Young companies and start-ups especially expect an exhibition



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

DCX
Digital
Content
Expo

IFRA
World
Publishing
Expo

marketplace to enable them without loss of time to quickly generate new contacts. At the same time, the international visitors value the discussions with other media producers and genuine insights into their operations.

New: World Printers Forum Conference

The four-day “Berlin Publishing Days” will commence with the World Printers Forum Conference. The conference will be hosted by the Frankfurter Allgemeine Zeitung: In its building located in the centre of Berlin, participants will kick-off the Berlin Publishing Days at the very heart of the lively media scene. The top-class programme with lecturers from all over the world will continue on the second and third days with events held on various stages in the halls of the Berlin Messe with a strong focus on providers. Taking place on the evening of the first exhibition day will be the “Berlin Publishing Night” (formerly “Networking Night”), featuring the presentation of the “Print Innovation Awards”.

Berlin Publishing Tours: Media at the heart of the action

The fourth day of the Berlin Publishing Days is reserved for visits to publishing professionals based in the publishing and start-up city. The Publishing Tours on 10 October will bring participants directly to various locations at media companies, start-ups and printing plants.

“The Berlin Publishing Days with the IFRA and DCX exhibitions form an overall event at which the visitors can experience at first hand what publishing means today”, says Alexander Petsch.

For more details, see 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 defense and promotion of press freedom, quality journalism and editorial integrity. WAN-IFRA offers its members a broad spectrum of professional events, publications and



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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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