



International Forum on Print Efficiency and Quality

InPEQ News

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The International Forum on Print Efficiency and Quality (InPEQ Forum) was founded at the Seventh Balkan Print Forum event in October 2012. It is the successor of the Balkan Print Forum. InPEQ Forum is uniting printers, manufacturers, professors and students to change business for success. InPEQ Forum is initiated by the Printing Industry Union of Bulgaria. InPEQ Forum is an international initiative of the Balkan Printers and their European Partners.

The Initiative for Printers' Education and Qualification (InPEQ) was founded at the Fifth Balkan Print Forum event in October 2010 with the aim to support professional education and qualification in the InPEQ partner countries.

Impressum

*InPEQ News
is an edition of the InPEQ partners*

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The Balkan Print Forum Annual Event 2012

October 18 – 19, 2012, Sofia, Bulgaria

The Seventh Balkan Print Forum event and the Second meeting of the Initiative for Printers' Education and Qualification took place on October 18–19, 2012 in the Inter Expo Center in Sofia, Bulgaria.

7th BALKAN Print Forum

AND 2nd InPEQ MEETING

PRINTING INDUSTRY UNION OF BULGARIA

Sofia, Bulgaria, Inter Expo Center, October 18-19, 2012

Sponsored by manroland web systems, MÜLLER MARTINI, sappi The art of adding value, PROCEMEX, océ, UPM, KURZ, BAUMÜLLER

Supported by Agfa Graphics, manroland sheetfed GmbH, Agfa, Oset

Mr. Petar Kanev, President of the Printing Industry Union of Bulgaria welcomed the participants and opened the Seventh Balkan Print Forum. He emphasised the importance of the annual meetings of

the Balkan print media community and its European partners. The Forum that was initiated by the Printing Industry Union of Bulgaria and manroland AG six years ago has developed into a big and important print media event.



Petar Kanev, President of the Printing Industry Union of Bulgaria welcomed the participants and opened the Seventh Balkan Print Forum.

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186 participants from 13 countries attended the Seventh Balkan Print Forum. Among them were participants from 7 member countries: Bulgaria, Croatia, Greece, Hungary, Romania, Serbia and Slovenia, as well as participants from the partner countries Austria, Belgium, Finland, Germany, Switzerland and Ukraine.



Hosts of the Seventh Balkan Print Forum were the Printing Industry Union of Bulgaria; manroland Bulgaria and Billboard JSC, Bulgaria.

The Seventh Balkan Print Forum has been sponsored and supported by the following companies: manroland web systems GmbH, Muller Martini Austria, Océ Printing Systems, UPM, Sappi, Procemex, KURZ,

Baumüller, Agfa Graphics, manroland sheetfed GmbH, PrintCity Alliance, Agression Group and Ofset.



Ulrich Pfefferer, Deputy Vice President Sales, manroland web systems, presented "Higher quality, profitability and competitiveness of print products". © InPEQ Forum

Managers and members of the National Printers Federations; professionals, experts and managers from the printing industry of the Balkan Print Forum member and partner countries; sponsors' and supporters' customers, representatives of the print media schools and universities; the trade press and the local press highly appreciated the interesting, innovative and informative presentations held on October 18th by speakers from manroland web systems GmbH, Muller Martini Austria, Océ Printing Systems, UPM, Intergraf, Procemex, PrintCity and Agression Group under the motto: "Higher quality, profitability and competitiveness of print products".



Andreas Frühwirth, Business Development Manager, Océ Printing Systems, talked about "The value of high speed digital inkjet for the printing industry".

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“Strengthen your competitiveness with innovative web offset printing for packaging” was presented by Dr. Andreas Hitzler, VP Sales and Marketing, Muller Martini Druckmaschinen GmbH.
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Rainer Kuhn, Managing Director PrintCity spoke about “Value Added Packaging – Differentiation and positioning at the point of sales”.
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Kari Ylönen, Director, Technical Sales, UPM Paper Business Group Marketing, presented “UPM’s new approach to the digital print market”.
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“High speed cameras increase web offset and gravure press efficiency” was presented by Mika Valkonen, Managing Director, Procemex Oy.
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Laetitia Reynaud, Policy Advisor, Intergraf, presented the subject “Economic developments in the European graphic industry”.
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Daiana Salagean, Foreign Relations Manager, Agressione Group, spoke about “Romanian and Bulgarian Paper & Board Markets from an European perspective”.
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The participants exchanged information and discussed professional issues during the coffee-break also.

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Dr. Rossitza Velkova, Coordinator of the Balkan Print Forum, discussed the topic: "Print is reality and future, not cyber space! You can touch it, you can feel it, you can enjoy it ..." with (from left) Ulrich Pfefferer, Deputy Vice President Sales, manroland web systems; Steffen Theuser, Executive Director Production Printing, Océ Direct Export, Océ Printing Systems; Thomas Lorenz, Area Sales Manager and Thomas Roller, Export Manager, KURZ and Sven Krausse, Head of Service department, Baumüller.

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The representatives of the trade press got detailed information about the new manroland web systems GmbH at a press-conference organised by the company before the start of the forum.



manroland web systems, Océ Printing Systems, KURZ and Baumüller participated in the discussion panel: "Print is reality and future, not cyber space! You can touch it, you can feel it, you can enjoy it ..." All sponsors and supporters presented information materials on table-tops in front of the event hall.

Students from the print and information media departments of three Bulgarian Universities had the possibility to participate in the event. The discussions with these young people showed their enthusiasm and confidence in the future of the printing industry in the host country.



Participants in the 2nd meeting of the Initiative for Printers' Education and Qualification.

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On October 19th about 30 representatives from European High Schools and Universities, the National Printers Federations and the trade press exchanged information under the motto: "Improving Printers' Education and Qualification". Professors from the Sofia University of Chemical Technology and Metallurgy; the Technical University – Sofia, Branch Plovdiv; the State University of Library Studies and Information Technologies, Sofia; the University of Zagreb; the Athens TEI and the Hellenic Open Uni-

versity, from Belgrade Polytechnic and the University of Novi Sad; the University of Ljubljana; the Ukrainian Academy of Printing discussed about different possibilities for collaboration and information exchange.



Nine journalists participated in the press-conference organised by manroland web systems GmbH before the start of the forum.
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During the 2-day event the participants received up-to-date information, established new direct contacts to the suppliers, discussed important professional issues. On October 19th the guests visited the Bulgarian printing company Billboard JSC in Sofia.



On October 19th the guests visited the Bulgarian printing company "Billboard JSC" in Sofia.
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At this 7th meeting of the Balkan printers and their partners Dr. Rossitza Velkova, coordinator of the event informed about the future development of the forum. It is a fact that in the last years the Balkan printers' event experienced positive changes. It is getting bigger, more popular and more interesting for countries and companies in East and West Europe. Today it is more than only a Balkan event and expands beyond the geographical borders of the Balkan Peninsula. All these changes naturally lead to a new title of the event. Taking into account the new

developments it was decided that the successor of the Balkan Print Forum will be the new International Forum on Print Efficiency and Quality (InPEQ Forum).



The Rector of the Ukrainian Academy of Printing Prof. Dr. Bohdan Durniak invited the participants to the 8th meeting of the Balkan Printers and their Partners – the InPEQ Forum 2013, which will take place in October 2013 in Lviv, Ukraine.
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InPEQ Forum intends to unite printers, manufacturers, professors and students from East and West Europe to change business for success. InPEQ Forum is initiated by the Printing Industry Union of Bulgaria. It is an international initiative of the Balkan Printers and their European Partners.

The InPEQ Forum 2013 event will take place in October in Lviv, Ukraine under the motto: „East meets West – uniting printers for efficiency and success“. It will be hosted by the Ukrainian Academy of Printing.

Info: InPEQ Forum



For more information please visit:

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