

# INTERGRAF

International confederation for printing and allied industries a.i.s.b.l.

**PRESS RELEASE**

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## Young Leaders in Print see the future in Europe

**On 6-8 November, some 65 participants gathered in Barcelona for the first European forum for Young Leaders in Print, organised by Intergraf. The conference included speakers on several important subjects such as investment strategy, future trends, innovation in products and services, digital systems as well as printed electronics and e-paper.**

In the current economic climate it is maybe more important than ever for printers to create innovative products and services as well as promote the strengths of print in the media mix. The European Forum for Young Leaders in Print's first meeting in Barcelona aimed at discussing the future for print in a world where clients are cutting their costs, and new media are constantly developing.

Participants came from Norway, Sweden, The Netherlands, Spain, Italy, Hungary and the UK. Several of these countries have more or less active groups for young managers and entrepreneurs organised by the national printers' associations. Meeting at European level was a welcome initiative, and participants all agreed that the initiative should continue with regular meetings and workshops.

The Norwegian "Forum for young leaders" held its autumn meeting at the occasion in Barcelona, and had brought some 25 of their members.

*"The event had both professional and social highlights, and the conference included many inspiring speakers. It was particularly interesting to learn from Prof. Baumann that regular printing equipment could allow for printing electronic inks in the future. It gave us many interesting ideas for new areas of use and product applications. It was great to meet with young printers from other European countries, and get to know them during the social activities"* said Leif Fløysvik, leader of the Norwegian group.

The event also included a social programme as well as a visit to the CREA plant in Barcelona, printing the *La Vanguardia* newspaper. The late night visit gave a unique opportunity to see the printing of the newspaper in action.



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More high resolution photos are available on request.