

PRESS RELEASE 11/03/2020

INTERGRAF CELEBRATES YOUNG TALENT AWARD WINNERS

We are thrilled to announce this year's winner and runners up of the Intergraf Young Talent Award. Bastien Combeau, engineering student at Grenoble INP – Pagora, France, has been awarded first prize, with his entry entitled: “How to attract young people to the printing industry”. The judges have also given special recognition to two runners up, with second place awarded to the entry from Sedef Kasim and Kevin Gnabry (Hochschule der Medien – Stuttgart, DE), and third place to Cédric Dumont (Grenoble INP – Pagora, FR). Congratulations to all of this year's deserving winners!

Intergraf's Young Talent Award celebrates excellence in print media from young people in the sector, with the winner awarded a cash prize of €3,000. As well as recognising excellence in the field, the Young Talent Award amplifies the voices of young people in discussions about the future of the European printing industry. As the sector's workforce of tomorrow, young people's views are invaluable in shaping the future of print.

The theme of the 2020 Young Talent Award directly addressed the problem of recruitment, a pressing issue in many printing companies, by asking entrants to submit their ideas on how to attract young people to the printing industry. We received a large number of notable entries from all over Europe which addressed this topic in many different and innovative ways – so much so that the judging committee exceptionally decided to award more than one entry, offering second and third prizes, in addition to first.

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We were very impressed with all of the entrants to our Young Talent Award this year. Attracting young people to the printing industry is consistently highlighted as one of the main challenges companies across Europe need to overcome; consequently, feedback from young people on this topic is vital. Alongside my congratulations to the winners, I'd also like to extend a heartfelt thank you to all of the entrants who took time to respond to this year's award call. The level of responses we received was extremely high and you should all be very proud of your work.

Beatrice Klose, Secretary General of Intergraf

Intergraf's 2020 Young Talent Award winner, Bastien Combeau, will present his paper “How to attract young people to the printing industry” at Intergraf's upcoming Print Matters for the Future conference in Stockholm on Friday 5 June. Delegates will hear Mr. Combeau's winning views on increasing awareness of the printing industry among young people, using and valorising young human resources, using social media and online influencers, opening the doors to curiosity, and feminising the workforce. For more information about the Print Matters for the Future conference, and/or to register, please visit Intergraf's website: www.intergraf.eu/events/print-matters

INTERGRAF

The European Federation for Print and Digital Communication

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Winners



1st place: Bastian Combeau Engineering student at Grenoble INP – Pagora (Graduate School of Engineering in Paper, Print Media and Biomaterials)



2nd place: Sedef Kasim and Kevin Gnabry Print Media Management students at Hochschule der Medien (Stuttgart)



3rd place: Cédric Dumont Engineering student at Grenoble INP – Pagora (Graduate School of Engineering in Paper, Print Media and Biomaterials)

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Notes to Editor

Intergraf is the European federation for print and digital communication. We are a Brussels-based trade association representing employers in the European printing industry. Intergraf represents 21 national printing federations in 20 countries. Our primary task is to represent and advocate for the interests of the printing and digital communication industry in Europe, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking and social dialogue. For more information, please visit: www.intergraf.eu

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