

## PRESS RELEASE

24/03/22

# JOIN US AT PRINT MATTERS FOR THE FUTURE CONFERENCE IN STOCKHOLM, SWEDEN



Intergraf and NOPA are looking forward to meeting you at **Print Matters for the Future!** Our conference will take place in person on 20 May 2022 in Stockholm, Sweden. You will finally have the opportunity again to network and meet colleagues from all over Europe to discuss the latest developments in the Printing industry.

**Print Matters for the Future** is an annual conference which has rapidly grown into a highly-anticipated fixture in the calendars of national printing associations, printers and suppliers to the industry.

This year the conference is organised by **Intergraf** and **Nopa** in **Stockholm, Sweden** and it will be an **in-person conference**. It brings together printing industry experts from all over Europe to discuss the future of print. Each year Print Matters for the Future focuses on different aspects of the industry. This has included: marketing, consumers, data protection and more. Participants will hear the perspectives of **printing experts**, as well as receive **exclusive insights**.

We will talk about **market issues** for example the current situation of **paper prices** and availability with the expert Alejandro Mata Lopez from Fastmarkts RISI. The giant Amazon will be analysed by Nick Rudikoff from UNI Global. Simon Biltcliffe, Webmart Managing Director, will present an overview of **print management** and **strategy**, Maria Johansen from Zuora will speak about subscription and the new old way of **connecting with consumers**. You will have the opportunity to attend a presentation on **door drops** by Eduard Quintana, from Traycco, and **case studies** from the innovative UK printing company 'Precision Proco' and from the Nordic publisher 'Bonnier'. Sarah Price from Sappi will highlight the **sustainability** challenges and how the paper industry is getting fit for the **future**. Carsten Bog from Grakom will explain how printers can reduce and promote their **carbon footprint** and avoid greenwashing. We will focus on CO2 calculations for printers and look at the topic of **environment** seen from the perspective of a paper manufacturer and a representative of the next generation. Our **Intergraf Young Talent Award winner 2022** will speak about print in a **circular economy**.

## PRESS RELEASE

24/03/22

# JOIN US AT PRINT MATTERS FOR THE FUTURE CONFERENCE IN STOCKHOLM, SWEDEN

Beatrice Klose, Intergraf Secretary General, states *“The printing industry is facing severe challenges and in our event we will finally have the opportunity to discuss them together face to face. Participants and high-level speakers will come to Stockholm from all over Europe. I feel that it is so important to meet again in-person and share our views on the latest developments and the future of our industry”*.

The event starts already the evening before, with a **Welcome Cocktail on Thursday 19 May** at 19:00 to give participants the possibility to network in a relaxed atmosphere. The **conference on Friday 20 May** will run from 9:00 - 16:45 and concludes with a **dinner on Friday evening**.

Register [HERE!](#)

Find more details about the conference on [Intergraf event page](#). We can't wait to finally meet you again **in person!** Let's shape the **Future of Print** together!

**- ENDS -**

The **European printing industry** supports all economic activities with their products, be it for information, news, entertainment, education, advertising or packaging. Print plays a huge role in everyday life – so much so that it is frequently overlooked. Our sector supplies the packaging for goods at the supermarket, the books, newspapers and magazines we read as well as the boxes our digitally ordered food, clothing, gadgets and much more are packaged in. These products are produced by 112,000 printing companies all over Europe that employ 640,000 people and generate a turnover of 82 billion EUR (EU27 + UK, Switzerland, and Norway). The industry throughout Europe consists mainly of small enterprises, as 90% of them employ fewer than 20 persons.

Intergraf ([www.intergraf.eu](http://www.intergraf.eu)) is the **European printing industry association**, representing employers in this sector. We are a Brussels-based umbrella organisation with 20 members from 19 countries. Contact **Despoina Melissinou, Membership & Events Officer at Intergraf**, for more information: [dmelissinou@intergraf.eu](mailto:dmelissinou@intergraf.eu).