



**drupa**

no. 1 for printing  
technologies

**embrace the future**

**June 16-26, 2020**

Düsseldorf/Germany  
[www.drupa.com](http://www.drupa.com)

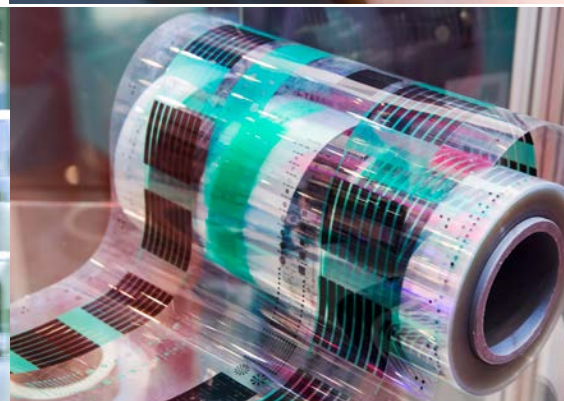
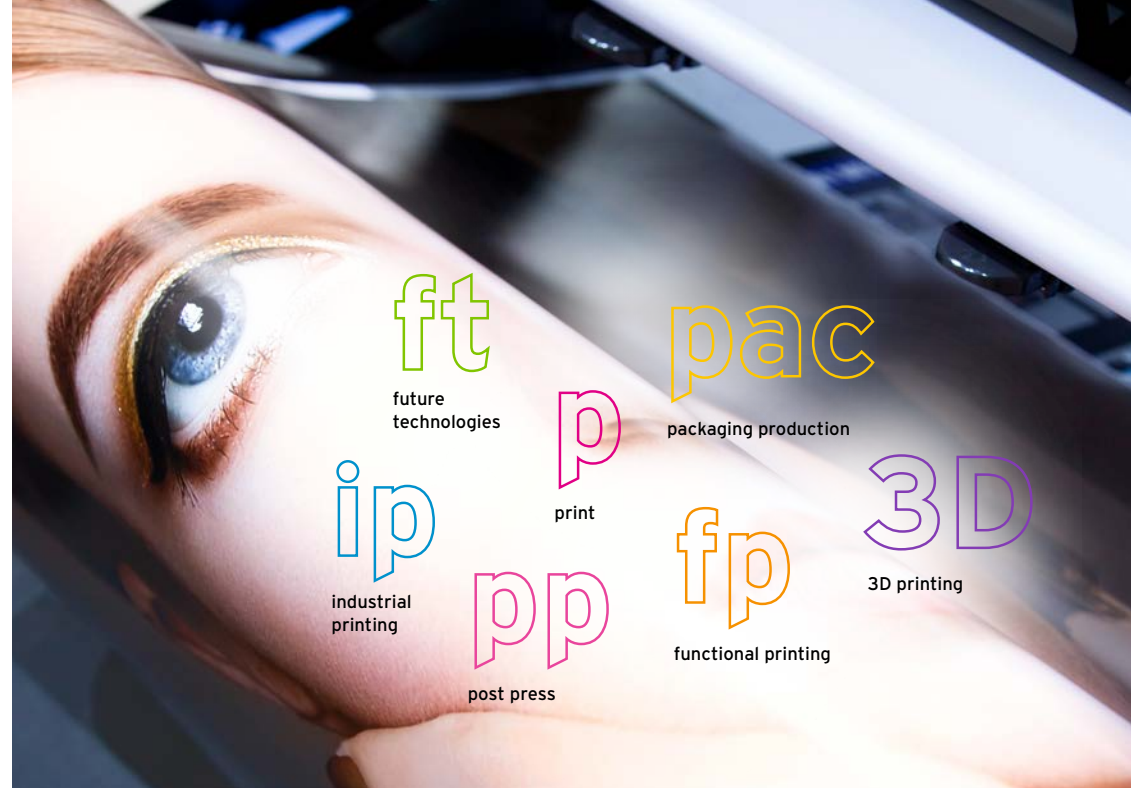


Messe  
Düsseldorf

# discover the spirit

## The No. 1 for your success

From June 16-26, 2020, the future will be the guest of honor in Düsseldorf. drupa, the world's leading trade fair, is where the latest trends and future technologies for the global print industry take off and enjoy the spotlight. This is a premium event where "education, engagement, and entertainment" are focal points amid a fascinating, inspiring atmosphere. The motto for drupa's eleven-day run? Embrace the future. In a time of continuous change and transformation, drupa 2020 is a must-attend event for the industry - the fair provides orientation, creates crucial momentum for sustainable, future-oriented business models, and last but not least, offers the best environment for networking and making excellent new business contacts.



Approximately  
**1,800** exhibitors\*

from **54** countries\*

**260,000** visitors\*

on  
**160,000** net, sq m\*

from **183** countries\*



\*Predicted



# move forward

## Get connected

drupa 2020 is the must-attend event for everyone who wants to get up close and personal with the latest innovations from around the world. It's where innovative applications from the print media industry, industrial and functional printing, to packaging production captivate visitors. The international printing and packaging industry as well as experts from vertical markets such as food, non-food, pharmaceuticals, cosmetics, luxury goods, and many more all come together in Düsseldorf.

drupa provides the opportunity for professional exchange at the highest level, so you can discover innovative business models, examples of the best practices, groundbreaking concepts, technological innovations, and solutions for your success in business.



Approximately 1,800 exhibitors from 54 countries, an international audience from 183 countries\*, and special shows of the highest caliber such as cube, dna, touchpoint packaging, touchpoint 3D fab+print, touchpoint textile, and other highlights prove once again that drupa is the global hub, with no other event matching it in terms of significance for the entire international industry.

\*Predicted

visitors come from the following market sectors along the entire value chain

print media

packaging

marketing

publishing

vertical markets

industrial printing

functional printing

IT

research and development

future technologies

start-ups

young talents

agencies

brand owners

...and many more!



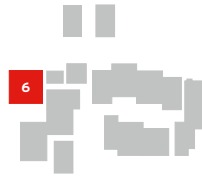
# touch inspiration

## Discover trends live

drupa is accompanied by a top-caliber framework program featuring prestigious international speakers. It provides an in-depth look at trends and development opportunities in your industry. Get inspired by key notes from internationally renowned visionaries, panel discussions, start-up areas, best practices, and business cases!

packaging production  
security printing  
connected consumer  
circular economy  
artificial intelligence  
platform economy  
industrial printing  
inkjet  
functional printing  
multisensory printing  
finishing  
printed electronics  
interactive print  
digital printing  
large format





**engage - entertain - educate**

The drupa cube 2016 was a great success with our delegates. We delivered presentations, workshops, and discussions led by a range of inspirational international speakers. For 2020 we plan to build on that success. In the drupa cube delegates and exhibitors can get actionable insights on business trends, leadership best practices, and print futures that they can take back to apply and implement in their own companies. The cube is free to all visitors and our goal is to help you deliver business transformation and improved competitive advantage for your company and greater value to your customers.



Michael Gale  
drupa 2020  
Innovation Partner  
Keynote Speaker



**Keynote presentations**

from globally respected business leaders and visionaries.

**Executive think tanks**

Sessions with our major content contributors designed for board-level delegates (preregistration required with limited numbers of participants).

**Business evolution presentations**

that cover a broad range of topics including consumer trends, sales and marketing, environmental considerations, as well as business planning and strategy.

**Print futures**

Stimulating presentations in which print experts share their perspectives and predictions on the future of print technology and what that means to the industry.

**Brand stories**

World-class brands have great stories to share about how they use print in their customer journeys and their brand experience.

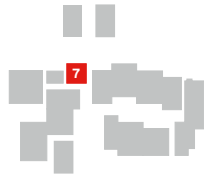
**20** featured speakers

**5** keynotes

**40** sessions

Join us at the drupa cube 2020

**Program and registration at [www.drupa.com/cube-en](http://www.drupa.com/cube-en)**



### Innovative cross-sectional technologies make up dna's main area of focus:

- Advanced Manufacturing
- Digital Direct Manufacturing
- AI & Robotics
- New Materials
- Bioprinting
- New Business Models

## The print industry of tomorrow is exploring new horizons - join in on the journey!

drupa 2020 has established a special new area: dna - drupa next age, the center of disruptive developments. This is the innovative heart of drupa, a transparent hall and stand concept that creates a networking space where global players, start-ups, and key players in the industry can engage in productive exchange about new product ideas, prototypes, and business models, as well as present new approaches, solutions, and technologies for relevant cross-sectional technologies in the print, media, and packaging industry. The clear and open exhibition area is grouped around the central dna stage, the epicenter for talks and carrying on discussions. Get inspired by numerous visionaries from a wide array of industries!

[www.drupa.com/dna-en](http://www.drupa.com/dna-en)

In the dna framework program, experts work with current formats such as perfect matches, elevator pitches, and the 3-minds-1-vision method to find the answers to three topic clusters:

### NXT CHALLENGE

What major hurdles do we anticipate in the print industry? Companies established in the industry will present their innovative products and forward-looking ideas here.

### NXT SOLUTION

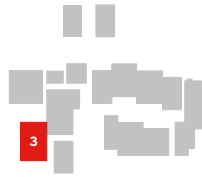
What solutions can we use to overcome these hurdles? Up-and-coming game-changers and representatives from innovative start-ups answer this question for us.

### NXT HORIZON

What does the world of tomorrow look like, and what significant contributions will the print industry make to it? Key speakers give us a look at their founded expertise.







## Discover trends, find solutions and visions

Discover and understand packaging trends. See and touch advanced solutions. Get inspired by visionary concepts. Meet packaging experts to learn about future challenges and opportunities. In one single location you will embrace the future of packaging design and production. The forum covers various printing technologies, market segments, and packaging types. This is the perfect place to be for brand owners, designers, material suppliers, converters, and overall experts in the packaging industry.



touchpoint packaging is a drupa initiative in partnership with:

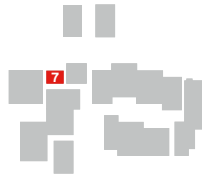


[www.drupa.com/tpp-en](http://www.drupa.com/tpp-en)





**drupa**  
**touchpoint**



### **Additive manufacturing: Inspiration and three-dimensional experience**

At the drupa touchpoint 3D fab+print, experts from the AM world (additive manufacturing) shed light on 3D printing and its diverse possibilities - from design to the production processes, materials, and the many and varied areas of application for successful technologies. In numerous specialist lectures from technology providers and users, you'll get to experience fascinating examples of successful AM technologies for the manufacturing of machine and spare parts, tools, promotional items, and objects of utility.



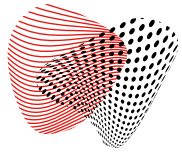
The additive manufacturing working group in VDMA, which is responsible for both designing the content and running the ten-day lecture program, offers about 80 specialist lectures during drupa's run.



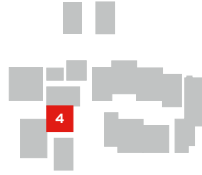
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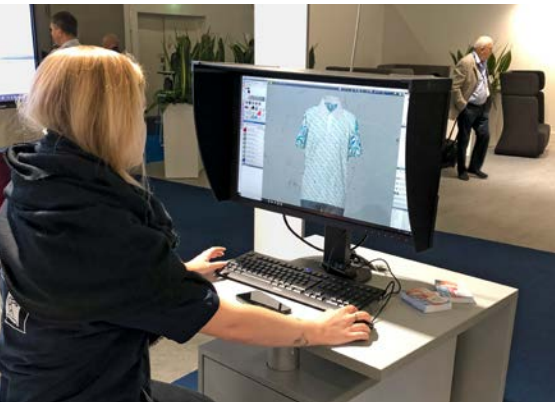


**drupa**  
touchpoint  
textile



### Digital Textile Micro Factory

Digital and industrial textile printing offers enormous potential for growth. In the textile printing trend forum, you'll see applications in various industries such as textile direct printing, screen printing, transfer printing, and digital printing. In touchpoint textile, a new approach to technology awaits you with the Digital Textile Micro Factory, a 3D simulation that connects directly to production and shows how clothing can be produced on demand and individually. Experience a fully networked, integrated production chain - from design to finished product. Discover a milestone in the fashion industry on the way to Industry 4.0.



Europe's biggest textile research center, the German Institutes of Textiles and Fiber Research in Denkendorf (DITF), coordinates the trade fair showcase and will be on hand with their expertise from application-based research to discuss the entire textile production chain.

In cooperation with



DEUTSCHE INSTITUTE FÜR  
TEXTIL+FASERFORSCHUNG



Driving Print Excellence

[www.drupa.com/tp-textile-en](http://www.drupa.com/tp-textile-en)










## Welcome to the print metropolis #drupacity2020 Düsseldorf!

Düsseldorf is in a turbulent state of chaos for drupa 2020: approximately 260,000 visitors and 1,800 exhibitors from every continent around the world will be warmly welcomed to the city on the Rhine starting June 16.

Traditional microbreweries, trendy restaurants, rooftop bars, and exclusive shopping experiences - after a successful day at the trade fair, a wealth of diverse events and restaurants awaits you in Düsseldorf, the drupaCity!

For general information on hotels, restaurants, shopping spots, and ten places you absolutely must see during your drupa stay in Düsseldorf, visit [www.drupacity.com](http://www.drupacity.com)

#drupacity2020   





# register now

**Ticket shop: [www.drupa.com/ticketshop](http://www.drupa.com/ticketshop)**



drupa ticket shop

## eTicket: Save time and money, seize the benefits

- 25% savings on price
- Enter the trade fair right away without waiting in line
- Free travel to and from the site in the VRR/VRS public transit association

How to register and get your discounted ticket:

- Go to **[www.drupa.com/ticketshop](http://www.drupa.com/ticketshop)**
- Log in
- Get your admission ticket as a pdf or mobile ticket

## drupa app with new features

- All exhibitors and products
- Interactive floor plan
- Special events and framework program
- drupa daily



drupa app

## Matchmaking

Your advantages:

- Targeted establishment of contacts
- Plan your visit efficiently with scheduled events and messenger
- A smart algorithm provides you with an optimum selection of new contacts, exhibitors, and products



matchmaking



drupa matchmaking

**[www.drupa.com/mm-en](http://www.drupa.com/mm-en)**

## Stay connected

#drupa2020     [blog.drupa.com](http://blog.drupa.com) [www.drupa.com](http://www.drupa.com)



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