

embrace the future

June 16-26, 2020

Düsseldorf
www.drupa.com



no. 1 for printing technologies

drupa 2020 – Press Release No. 6 / December 2017

New Partnership

Cooperation agreed between drupa and Federazione Carta e Grafica

The new Italian paper and graphics umbrella organisation Federazione Carta e Grafica established in June 2017 and drupa, the No. 1 for printing technologies, agreed on an extensive cooperation in November. The primary goal is to recruit Italian exhibitors for participation in trade fairs in the global drupa portfolio, thereby paving the way for them to develop international markets. Forming part of this federation ACIMGA, the Italian manufacturers' association of machinery for the graphic, converting and paper industry, plays a key role in this agreement: as a partner it will be actively involved in trade fair participations and will take care of their operative implementation.

Pietro Lironi, President of the Federazione Carta e Grafica, explains what prompted the cooperation: "The agreement with drupa represents a quality leap. By entering into a crucial alliance with industry heavyweights and through ACIMGA's solid global expertise, our industry vision can now expand beyond its previous boundaries. Established last June, our federation – generating a total of € 23 million in revenue from its three pillars – is growing at an impressive rate".

Aldo Peretti, President of ACIMGA, adds: "At ACIMGA we are the first to achieve an agreement of this importance. It represents a springboard to increase the calibre of our international network supporting Italian companies. The alliance with Messe Düsseldorf and drupa opens up new business opportunities for our members on emerging markets, it allows access to the



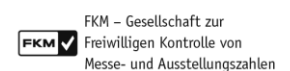
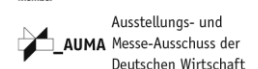
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

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drupa global show portfolio and – last but not least – it strengthens our exhibition Print4All. This initiative will certainly increase the importance of our exhibition with the aim of positioning it as the ‘go-to industry event in Europe for 2018’”.

Sabine Geldermann, Global Head of Printing Technologies at Messe Düsseldorf, is just as delighted with the benefits of this cooperation: “In the Federazione Carta e Grafica and its association network we have found a strong partner that can provide us with optimum support in the extension of our international portfolio. We hope to now increasingly also harness the innovative power and expertise of the Italian print industry for our international satellites.”

Italy is an important market for drupa and accounted not only for the third largest group of visitors at the 2016 event after Germany and India but also ranked third after Germany and China in terms of exhibitors, thereby constituting a firm pillar of this world leading trade fair.

On top of this, the cooperation with the Federazione Carta e Grafica accompanies the longstanding, successful work by Honegger Gaspare Srl., Messe Düsseldorf’s official foreign representation in Italy. This means Honegger Gaspare will also continue serving as the principal point of contact for Italian exhibitors and visitors – be it for drupa 2020 in Germany or for one of the drupa satellites around the globe.

The international portfolio of trade fairs for the print and packaging industry now includes seven events in six countries. Alongside its No. 1 trade fair drupa in Germany Messe Düsseldorf organises outstanding regional trade fairs with its subsidiaries on key growth markets. These include printpack Alger in Algeria (11 - 13 March 2018), indoprint in Indonesia (19 - 22 September 2018), All in Print in China (24 - 28 October 2018), IPAP in Iran

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(October 2018) as well as PACK PRINT INTERNATIONAL in Thailand (18 - 21 September 2019) and pacpro in China (25 - 28 November 2019).

For more details on drupa, the No. 1 fair for printing technologies, and its global satellites go to www.drupa.com.

Your contact

Press department for drupa 2020

Julia Lauber / Anne Schröer

Tel.: +49 (0)211-4560 996

Tel.: +49 (0)211-4560 465

Fax: +49 (0)211-4560 87996

E-mail: LauberJ@messe-duesseldorf.de

E-mail: SchroeerA@messe-duesseldorf.de

More information at www.drupa.com and on the following social networks:

Twitter: www.twitter.com/drupa

Facebook: www.facebook.com/drupa.tradefair

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