

# drupa preview

Conference Area  
Exhibition Space  
Networking Plaza



**drupa**

no. 1 for printing  
technologies

## drupa 2021 – Press Release No. 34 / November 2020

### **2nd drupa preview day: positive results again confirm success**

**The second edition of drupa preview was again a successful event. Until today the new digital platform registered over 3,848 participants. International top speakers provided important impulses on current topics, technologies and trends in the field of print and packaging solutions.**

What potential does Inject Print offer for production processes? What packaging trends are emerging in global stationary trade and the constantly growing e-commerce sector? And what solutions do technology providers offer for industrial printing applications? These and other questions were answered by top-class speakers such as futurologist Jack Stratten, Deborah Corn, Intergalactic Ambassador to The Printerverse at the Print Media Centr platform and Fons Put, Senior Consultant at VIGC. Participants had the opportunity to interact with them via chat functions during the live web sessions and thus enter into a targeted dialogue. In a second round, Strategic Advisor Kristin Kain and Marco Kersch, member of the Bertelsmann Group Executive Board, also answered questions on how print can survive in a digital world.

"The response to the second drupa preview proved once again that this new digital format is an essential tool for staying in regular contact with the global community. We are also providing the industry with an expanded virtual business platform to reach the desired target groups via

the existing worldwide drupa network in these challenging times," explains Sabine Geldermann, Project Director Print Technologies.

The number of attendees at the second drupa preview increased significantly by almost 50%. The proportion of international participants was 81%. The drupa preview and the 1,383 exhibitors from 49 countries recorded about 15,500 page impressions.



All presentations and videos are available on demand in the [Video Library](#) at [preview.drupa.de](http://preview.drupa.de). The third drupa preview day will take place on December 8, 2020.

For drupa press photos: <http://medianet.messe-duesseldorf.de/press/drupa>

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#### **Weitere Informationen unter [www.drupa.de](http://www.drupa.de) und in folgenden Social Networks:**

Twitter: <http://www.twitter.com/drupa>

Facebook: <http://www.facebook.com/drupa.tradefair>

LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>