

drupa preview

Conference Area
Exhibition Space
Networking Plaza



drupa

no. 1 for printing
technologies

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Successful launch of drupa preview will reinforce the digital network

The digital platform drupa preview was opened on 27 October. Over 1.900 interested visitors took part in panel discussions and live web sessions as spectators, received valuable input on current issues via video keynote speeches and virtually connected with exhibitors and industry players. The three areas ‘Exhibition Space’, ‘Conference Area’ and ‘Networking Plaza’ reflect drupa’s cornerstones digitally, bridging communication needs between now and the next live event.

The global pandemic has been a major challenge for the printing industry for months. This makes drupa preview a key tool, offering a platform in these difficult times for companies to showcase their innovative products and reach their target audiences. For exhibitors and visitors alike, this clearly marks a new beginning.

“The drupa preview also has a special significance for Messe Düsseldorf: it shows that even in times of crisis we can offer solutions to keep the industries interacting and networking. We are working intensively on strengthening global communication not only through our local events, but also by expanding new, virtual formats”, explains Erhard Wienkamp, COO Messe Düsseldorf.

“The response from exhibitors and visitors following the first preview was very positive”, says Sabine Geldermann, Project Director Print Technologies. “drupa preview offers a valuable basis for regular customer



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contacts, enabling ongoing interaction within our community during this pandemic. Its digital format helps enhance our customer communications, focusing on the industry's future topics. From now on, it is our goal to create a hybrid concept, perfectly combining the best of both worlds in order to ensure the April event can take place under optimal conditions.”

Around 1.900 experts took advantage of drupa preview. The proportion of international visitors was at 70% (Top 5 countries: Japan, India, UK, the Netherlands and Germany). More than 14.000 pageviews also highlight the print community's high level of interest in the content on offer. Around 1.400 exhibitors from 50 countries presented their products, solutions and applications within the Exhibition Space.

All speeches and videos will shortly be available on demand at preview.drupa.com, providing an opportunity for everyone to benefit from the content presented, even after preview day. The next drupa preview day with further live web sessions will take place on 17 November.



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

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