

# we create the future

28. Mai - 7. Juni 2024

Düsseldorf  
www.drupa.de



## drupa

no. 1 for printing  
technologies

### drupa 2024 – Press Release No. 21 / July 2023

## drupa next age: Platform for networking and new business

*The Special Area drupa next age (dna) sets the scene for newcomers and young talents from the print and packaging sector in a targeted manner. In Deborah Corn and Frank Tueckmantel drupa has enlisted two strong partners with longstanding industry expertise for organising and designing this show-in-show for cross-sectional technologies.*

Big ideas, small budgets – many young companies find it hard to make the right contacts and establish their exciting and forward-looking solutions on the market. For this target group drupa has created a special platform: drupa next age (dna). Here newcomers, young talents, start-ups and long-established enterprises can network on a level playing field, find matching cooperation partners and swap innovative business ideas. For some participants this is the opportunity to present themselves to an international professional audience for the first time ever.

“In today’s digital age, there is one thing technology can’t replace: personal communication,” explains Frank Tueckmantel, who with Deborah Corn is responsible for shaping the dna programme. “Here’s why Face-to-Face marketing matters: no Tweet, Snap, or chat can ever replace a real human connection. Face-to-face marketing is all about visibility and trust. Moreover, in-person interaction fosters engagement. For this reason I’m honoured and excited to work together with drupa on the 2024 drupa dna program, hopefully engaging with many of the attendees that will participate in the largest get together our industry has to offer.”



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 The global  
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## Participation made easy thanks to Plug-and-Play

To keep the hurdles for participation low, drupa for dna focuses on a transparent stand concept with flexible modules and Plug-and-Play. Presentations, panel discussions and interviews on the *dna Stage* complement the exhibition area in Hall 7.0 providing the ideal forum to win over investors with new business models, product solutions and technologies. The focal themes at dna will include among others: Additive Manufacturing, Artificial Intelligence, Business Intelligence, New Materials, Platform Economy, Predictive Maintenance, Printed Electronics, Remote Services, New Business Models and Process Design. At present, interested companies can still register for participation at the dna Forum – and there are even several ways to get involved: as an exhibitor, sponsor or speaker.

“drupa dna is the ‘Big Bang’ for new companies, new ideas and fresh perspectives that will form and define the future of print,” confirms Deborah Corn. “Our curated program is designed to provide a global stage for global conversations focused on the technology, tools and people who are pushing the industry forward and enabling unique business opportunities for the graphic communication value chain. I encourage everyone to stop by Hall 7.0 during their time at drupa and get a head start on creating a profitable future.”

Companies that exhibit or would like to take part as sponsors at the trend forum dna will be assisted by Benedikt Salmen from the drupa Team ([SalmenB@messe-duesseldorf.de](mailto:SalmenB@messe-duesseldorf.de)). Companies interested in appearing as speakers can obtain more information from Deborah Corn ([deborah@printmediacentr.com](mailto:deborah@printmediacentr.com)) and Frank Tueckmantel ([tuecki@mac.com](mailto:tuecki@mac.com)).

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## **About Deborah Corn:**

Deborah Corn is the Intergalactic Ambassador to The Printerverse, providing printspiration, education and resources to print and marketing professionals around the world, helping them achieve creative and business success through their printed materials. She is the host of Podcasts from The Printerverse playing in 146 countries, producer of ProjectPeacock.TV, founder of International Print Day, Print Across America and Girl #1 at Girls Who Print – the largest independent, global organisation for women in the industry. Through her website [PrintMediaCentr.com](http://PrintMediaCentr.com), content endeavours and social channels, Deborah engages with more than 250,000 printing professionals, print buyers, marketers and students worldwide.

## **About Frank Tueckmantel:**

Frank Tueckmantel, Ambassador of Face-To-Face Marketing, spent his entire career in the print industry. In his last role at EFI he served as the VP of Corporate Marketing. In this role he and his team oversaw all worldwide face-to-face marketing activities, like trade show and customer events activities.

## **About drupa:**

Under the umbrella of the megatrends sustainability and digitalisation the international print and packaging sector will meet at drupa from 28 May to 7 June 2024. The world's leading trade fair for print technologies is synonymous with inspiration, innovations, high-calibre knowledge transfer and intense networking. This is where the international top decision-makers of the industry meet and exchange on current technology trends and groundbreaking developments. For more information please visit: <http://www.drupa.com>

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#### **Programme of the dna Stage**

Deborah Corn/Frank Tueckmantel

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