

embrace the future

April 20-28, 2021

Düsseldorf/Germany
www.drupa.com



drupa

no. 1 for printing
technologies

drupa 2021 – Press Release No. 27 / July 2020

drupa starts in 2021 with shortened runtime: April 20-28

drupa, the world's leading trade fair for printing technologies, has decided to reduce the duration of the trade fair from eleven to nine days for 2021. By doing so, it is responding to the wishes of the partner association VDMA (Printing and Paper Technology Trade Association) and many exhibitors to make the trade fair presentation more efficient and to concentrate the volume of visitors in a targeted manner. This is also in reaction to any continuing travel activities and restrictions.

"Since we are currently assuming that fewer visitors from overseas will be able to travel to drupa 2021, we consider a reduction from eleven to nine days to be sensible in order to direct visitor flows more efficiently. At the same time, the duration of nine days ensures that running machines can still be shown, which is a unique selling point of drupa," explains drupa President Claus Bolza-Schünemann.

Despite some corona-related cancellations, the current booking status remains at a high level with over 1,500 exhibitors and a net hall space of more than 140,000 sqm. This once again underlines the industry's confidence in the international appeal of the event and the need for face-to-face meetings, acquisition of new customers or live presentation of running machines still exists. "Many of our customers also see it as their own responsibility to strengthen the industry and provide important impulses personally on site," says drupa Director Sabine Geldermann.



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Mitgliedschaften der
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Bus 722: Messe-Center Verwaltung

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In order to guarantee a professional and safe trade fair as usual, drupa not only adapted the general conditions but also relies on a hygiene and infection protection concept that is continuously adapted to the latest corona protection regulations and official requirements. Sabine Geldermann points out: "The character of drupa in 2021, due to the pandemic and hygiene regulations, will certainly be different from what we are used to, but it will continue to make a very important contribution to the economic recovery."

Additional information on Messe Düsseldorf's hygiene and infection protection concept can be found at www.drupa.com



You can find accompanying press photos at <http://medianet.messe-duesseldorf.de/press/drupa>.

Your Contact

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Further information can be found at www.drupa.com and on the following social networks:

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

Facebook: www.facebook.com/drupa.tradefair

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