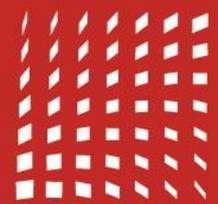


# embrace the future in 2021

New date:  
April 20-30, 2021

Düsseldorf/Germany  
www.drupa.com



## drupa

no. 1 for printing  
technologies

## drupa 2021 – Press Release No. 25 / April 2020

### 365 days to drupa: New anticipation for 2021

Here we are again: 365 days before drupa. The new date of April 20 - 30, 2021 is now firmly established in the international calendar. The decision to postpone was difficult, but the only right choice for everyone involved. But what is now to follow on the way to drupa 2021? Following are some statements from the industry confirming loyalty to the trade fair and stressing the importance of direct interaction with existing and new customers that global trade fairs make possible. The industry hopes for a quick end of the pandemic and is counting on a strong drupa 2021.

"We are glad Messe Düsseldorf decided to postpone drupa to 2021," says Giacomo Farnè (Sales Representative) of Italian exhibitor Pentabox. "drupa is the industry's key event everyone is waiting for. That's why it is so important that the fair can function without restrictions, that many visitors come and that we can exchange ideas intensively for 11 days". Hiroaki Shimosaka (General Manager of Graphic Systems Business Div.) of Fujifilm Corporation agrees: "We were already in the final stages of preparing for drupa 2020. However, given the current exceptional situation, we believe the decision to postpone was both right and unavoidable. The announcement in March has minimised the economic damage to exhibitors and we are grateful that the decision was made before the impact could become even more drastic. However, while the Coronavirus is causing social-distancing and general caution, the communication infrastructure provided by the printing industry, and the role of print remains unchanged. We are therefore preparing for drupa 2021 to be successful, when the extent of the Coronavirus has subsided."

**M**  
Messe  
Düsseldorf

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

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Thomas Geisel

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

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

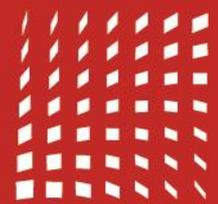
 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

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

# embrace the future in 2021

New date:  
April 20-30, 2021

Düsseldorf/Germany  
www.drupa.com



## drupa

no. 1 for printing  
technologies

Of course, the postponement goes hand in hand with adjustments, but it also offers opportunities: Some exhibitors plan to make the most of the additional time and complete and redevelop further innovations – and thus ask for a greater presence at the trade fair in 2021. In the meantime, drupa invites its community to take advantage of the website's various features to present themselves, publish company and product information free of charge and keep up to date via the newsroom and social media channels. These services can bridge the current need for presentation and visibility as well as provide the industry with targeted information and interaction.

There are also positive comments from countries with strong representation at drupa which are heavily affected by the Coronavirus such as China and Italy – for example from the Italian Paper Flow Group: "Due to the pandemic, we need to give people and companies the time to regain their strength and wait for confidence to return as the driving force for private and business life. We believe that the postponement of drupa gives everyone the opportunity to regain balance on which to build the future," says Stefano Monfredini (Sales Director), Technomac Italia. Loretta Sellecchia, Marketing & Export Manager at SCS Atomaberg is equally hopeful: "Although it will take some time to get back to normal, we are confident that drupa will be the solution to give the printing industry a new boost".

drupa is an indispensable platform for industry participants, providing orientation, impetus and, above all, meeting the demand for face-to-face meetings to a high degree. "At the first drupa in 1951, Bobst sold 43 machines. 70 years later, in 2021, we will be shaping the future of the packaging world at drupa by actively driving change in the industry," says Jean-Pascal Bost, CEO of Bobst, "sharing our vision in a changing world is essential, and drupa 2021 will be the right place to do so." Claus Bolza-Schünemann,

**M**  
Messe  
Düsseldorf

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

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Thomas Geisel

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

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

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

# embrace the future in 2021

New date:  
April 20-30, 2021

Düsseldorf/Germany  
[www.drupa.com](http://www.drupa.com)



## drupa

no. 1 for printing  
technologies

CEO of Koenig & Bauer adds: "drupa is the leading trade fair and the highlight of an entire industry. We at Koenig & Bauer have already put a lot of energy and passion into drupa. We would like to share this with you – also in 2021 – and of course on the way there. Stay tuned, it's worth it!"

Therefore, 365 days before the start of drupa, the team is working hard to support the exhibitors in their efforts to remain successful in the market even after the effects of the Coronavirus. "After the storm comes a rainbow", believes Guanghui Wu, Chairman of Shanghai Yoco Printing Machinery. And Wei Huang, Chairman of UP Group adds: "We are looking forward to April 2021 to meet at the most important global meeting place for the industry – drupa!"

The online ticket shop for drupa 2021 is now open. For further information and regular updates, please visit [www.drupa.com](http://www.drupa.com).

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

### Your Contact

#### **drupa 2021 Press Office**

Anna Weidemann/Michelle Pietsch

Tel: +49(0)211-4560 588/465

Email: [WeidemannAn@messe-duesseldorf.de](mailto:WeidemannAn@messe-duesseldorf.de)

E-Mail: [PietschM@messe-duesseldorf.de](mailto:PietschM@messe-duesseldorf.de)

Further information can be found at [www.drupa.com](http://www.drupa.com) and on the following social networks:

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

Facebook: [www.facebook.com/drupa.tradefair](http://www.facebook.com/drupa.tradefair)

LinkedIn: [www.linkedin.com/groups/drupa-print-media-messe-4203634/about](http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about)



Messe  
Düsseldorf

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

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Thomas Geisel

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

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

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