Excellent business deals, an outstanding climate for investment, a remarkable number of extremely promising contacts, an even more international character, and a positive spirit for the global print sector: That was drupa 2016.

drupa’s new positioning and its focus on tomorrow’s topics with huge potential for growth – such as 3D-printing, functional printing, and packaging printing – have really proven themselves. Whether printing for publication, advertising, packaging or industrial applications, print technology offers the appropriate solutions for all application areas and enables new areas of business and business ideas.

The print sector reinvents itself constantly and presents an incredible range of facets with vast potential. And that’s exactly what drupa 2016 has impressively demonstrated. We experienced an extremely innovative industry here in the 19 trade fair halls. It’s an industry that has succeeded in leaving behind the vale of tears and seizing hold of the future.

Claus Bolza-Schünemann, Chairman of the drupa Committee and President of the Executive Board of Koenig & Bauer AG

“drupa has further boosted its importance in the global market and extended its international significance. It’s the undisputed globally leading trade fair for the entire print and media sector.”

Werner Matthias Dornscheidt, President and CEO Messe Düsseldorf GmbH

“drupa has demonstrated its global significance and its charisma with extremely high exhibitor and visitor quality. The positive climate for investment and a significant change in mood could be felt on every day. drupa has lent momentum in order to open up new market potential for the future. We are already looking forward to the continuation of this success story and the planning for drupa 2020.”

Sabine Geldermann, Director drupa

“Excellent business deals, an outstanding climate for investment, a remarkable number of extremely promising contacts, an even more international character, and a positive spirit for the global print sector: That was drupa 2016.”

Excellent business deals, an outstanding climate for investment, a remarkable number of extremely promising contacts, an even more international character, and a positive spirit for the global print sector: That was drupa 2016.
What our exhibitors say

"This year’s drupa was once again an excellent platform, on which we could show that we supply the right solutions for our customers’ applications […]"

BOBST
Jean-Pascal Bobst, CEO

"Visitors’ reactions […] were unbelievably positive. Customer investment was 30% up on the figure for drupa 2012 but also our ambitious target of 25% for 2016. drupa remains the most important sector event for innovations […]"

Canon
Jeppe Frandsen, Executive Vice President Canon Europe

"Epson 2016 has exceeded all our expectations […]. The decisive factor for many of Canon’s customers here at drupa 2016 was ideas from the live print demonstrations - so much so, that this drupa will go down in history as the ‘applications drupa.’"

EPSON
Duncan Ferguson, Executive Director, Professional Printing & Robotics, Epson Europe

" […] the visitor numbers at our stand exceeded all our expectations! Thanks to drupa, we were able to meet people who we had previously only known by mail or phone, and to substantially strengthen existing contact."

CHILI publish
Kevin Goeminne, CEO

" […] That was Enfocus’ most successful drupa to date."

Enfocus
Fabian Prudhomme, Vice President

" […] the vast number of visitors from all around the world has exceeded our expectations with respect to both transactions and new contacts."

Esko
Udo Panenka, President

" […] That was Enfocus’ most successful drupa to date."

Enfocus
Fabian Prudhomme, Vice President

" […] That was Enfocus’ most successful drupa to date."

Esko
Udo Panenka, President

" […] That was Enfocus’ most successful drupa to date."

Enfocus
Fabian Prudhomme, Vice President

" […] That was Enfocus’ most successful drupa to date."

Esko
Udo Panenka, President
we touched our target groups

May 31 - June 10, 2016
The whole world met up at the sector’s must-attend event. Impressive numbers underline the international importance of the world’s leading trade fair.

260,165
Total number of visitors

from 183
countries

25%
Visitors from other countries

75%
Visitors from Germany

Top 10
Countries of origin
1. India 5%
2. Italy 4%
3. Netherlands 4%
4. France 4%
5. USA 3%
6. Great Britain 3%
7. China 3%
8. Belgium 3%
9. Turkey 3%
10. Spain 3%

Asian countries
22% China
4% Taiwan
4% South Korea
4% Malaysia
3% Philippines
10% Japan

Area of responsibility*
19% Manufacture, production, quality control
31% Business/company/plant management
12% Research and development, design
5% Purchasing/procurement
10% Sales, distribution
6% Marketing, advertising, PR
5% Pupils, students

Reasons for visit
55% Innovations/trends
33% Contact to existing suppliers and business partners
31% Purchase/order or preparation of purchase decision
13% Special shows/highlights
30% Search for new suppliers and business partners
22% Industry meeting/networking

Visitors:
Average length of stay
4 days
from Germany
2 days
from other countries

* Extract visitor survey data.
May 31 – June 10, 2016

The whole world met up at the sector’s must-attend event. Impressive numbers underline the international importance of the world’s leading trade fair.

260,165
Total number of visitors

from 183 countries

25%
Visitors from Germany

75%
Visitors from other countries

Economic sector**

Top 10 Countries of origin

1. India 11%
2. Italy 4%
3. Netherlands 4%
4. France 4%
5. USA 3%
6. Great Britain 3%
7. China 3%
8. Belgium 3%
9. Turkey 3%
10. Spain 3%

International

Asian countries

21% China
18% India
3% Philippines
4% Indonesia
4% Thailand
4% South Korea
5% Japan

Visitor interests**

70% of all participants gave top marks

drupa

Conferences, touchpoints, special shows

Economic sector**

6% Packaging Industry
4% Publishing and media industry
3% Marketing, distribution, agencies
2% IT, software, MIS
2% Trade
1% University/college/institute

Top 10 Industries: consumer goods, electronics, food, bank and safety technology, pharmaceuticals, logistics, interior design, luxury goods, cosmetics, medicine, glass

Economists (in a decisive and/or co-decisive capacity when it comes to capital expenditure)

65%
had concrete investment intentions

70%
found new suppliers at drupa

34%
placed orders

36%
plan to place orders after drupa

** Data from visitor registration.
*** Several answers possible.

75% Visitors from other countries

drupa 2016 – Fair Profile

we touched economy 2016

we touched economy

May 31 – June 10, 2016

The whole world met up at the sector’s must-attend event. Impressive numbers underline the international importance of the world’s leading trade fair.

260,165
Total number of visitors

from 183 countries

25%
Visitors from Germany

75%
Visitors from other countries

Economic sector**

Top 10 Countries of origin

1. India 11%
2. Italy 4%
3. Netherlands 4%
4. France 4%
5. USA 3%
6. Great Britain 3%
7. China 3%
8. Belgium 3%
9. Turkey 3%
10. Spain 3%

International

Asian countries

21% China
18% India
3% Philippines
4% Indonesia
4% Thailand
4% South Korea
5% Japan

Visitor interests**

70% of all participants gave top marks

drupa

Conferences, touchpoints, special shows

Economic sector**

6% Packaging Industry
4% Publishing and media industry
3% Marketing, distribution, agencies
2% IT, software, MIS
2% Trade
1% University/college/institute

Top 10 Industries: consumer goods, electronics, food, bank and safety technology, pharmaceuticals, logistics, interior design, luxury goods, cosmetics, medicine, glass

Economists (in a decisive and/or co-decisive capacity when it comes to capital expenditure)

65%
had concrete investment intentions

70%
found new suppliers at drupa

34%
placed orders

36%
plan to place orders after drupa

** Data from visitor registration.
*** Several answers possible.

75% Visitors from other countries

drupa 2016 – Fair Profile

we touched economy 2016

we touched economy
The mood at drupa was refreshingly positive. The sector is clearly in an optimistic mood.

Dr. Albert Deimel, Managing Director

"[...] All in all, drupa 2016 far exceeded our expectations [...]"

Goss International
Eric Bell, Marketing Director

“Thanks to drupa, Heidelberg made an optimistic start in the new business year. [...] We are seeing a high demand for our range of products for industrial printing and have exceeded our own targets. [...] We're on course for growth with the tailwind from drupa.”

Heidelberg Druckmaschinen AG
Gerold Linzbach, CEO

“drupa 2016 was a real turning point for our business. [...] Sales to new and existing customers have far exceeded our expectations. drupa 2016 confirmed that digital technologies - and post-processing in particular - have become a matter of course.”

Highcon
Aviv Ratzman, CEO and Co-Founder

“ [...] And our expectations are more than fulfilled. We have made some good sales, primarily to print services providers working with large formats. 3D-printing offers an opportunity for this target group in particular to expand their business by a further step in the direction of visual communication.”

Massivit 3D Printing Technology
Lilach Sapir, VP Marketing and Business Development

“ [...] The fact that we had already reached our sales target on day 7 – and 168 % of the target on day 9 - demonstrates the sector's trust in wholly new technologies [...]”

Kodak
John O'Grady, Managing Director, Worldwide Sales, Kodak Print Systems Division and Vice President, Eastman Kodak Company

“ [...] The mood at drupa was refreshingly positive. The sector is clearly in an optimistic mood.”

bvdm
Dr. Albert Deimel, Managing Director

“ [...] All in all, drupa 2016 far exceeded our expectations [...]”

Goss International
Eric Bell, Marketing Director

“Thanks to drupa, Heidelberg made an optimistic start in the new business year. [...] We are seeing a high demand for our range of products for industrial printing and have exceeded our own targets. [...] We're on course for growth with the tailwind from drupa.”

Heidelberg Druckmaschinen AG
Gerold Linzbach, CEO

“drupa 2016 was a real turning point for our business. [...] Sales to new and existing customers have far exceeded our expectations. drupa 2016 confirmed that digital technologies - and post-processing in particular - have become a matter of course.”

Highcon
Aviv Ratzman, CEO and Co-Founder

“ [...] And our expectations are more than fulfilled. We have made some good sales, primarily to print services providers working with large formats. 3D-printing offers an opportunity for this target group in particular to expand their business by a further step in the direction of visual communication.”

Massivit 3D Printing Technology
Lilach Sapir, VP Marketing and Business Development

“ [...] The fact that we had already reached our sales target on day 7 – and 168 % of the target on day 9 - demonstrates the sector's trust in wholly new technologies [...]”

Kodak
John O'Grady, Managing Director, Worldwide Sales, Kodak Print Systems Division and Vice President, Eastman Kodak Company

“ [...] The mood at drupa was refreshingly positive. The sector is clearly in an optimistic mood.”

bvdm
Dr. Albert Deimel, Managing Director

“ [...] All in all, drupa 2016 far exceeded our expectations [...]”

Goss International
Eric Bell, Marketing Director

“Thanks to drupa, Heidelberg made an optimistic start in the new business year. [...] We are seeing a high demand for our range of products for industrial printing and have exceeded our own targets. [...] We're on course for growth with the tailwind from drupa.”

Heidelberg Druckmaschinen AG
Gerold Linzbach, CEO

“drupa 2016 was a real turning point for our business. [...] Sales to new and existing customers have far exceeded our expectations. drupa 2016 confirmed that digital technologies - and post-processing in particular - have become a matter of course.”

Highcon
Aviv Ratzman, CEO and Co-Founder

“ [...] And our expectations are more than fulfilled. We have made some good sales, primarily to print services providers working with large formats. 3D-printing offers an opportunity for this target group in particular to expand their business by a further step in the direction of visual communication.”

Massivit 3D Printing Technology
Lilach Sapir, VP Marketing and Business Development

“ [...] The fact that we had already reached our sales target on day 7 – and 168 % of the target on day 9 - demonstrates the sector's trust in wholly new technologies [...]”

Kodak
John O'Grady, Managing Director, Worldwide Sales, Kodak Print Systems Division and Vice President, Eastman Kodak Company
we touched

new business

What our exhibitors say

“drupa always brings together visitors from all around the world and from all the different segments of the print sector. [...] The organization of drupa was flawless as ever, and also succeeds in keeping pace with the trends of a developing sector.”

Mimaki
Mike Horsten, General Marketing Manager EMEA

“drupa was a fantastic trade fair for QuadTech! [...] There’s nowhere better than drupa for getting in touch with these markets and making use of the media interest. We not only had a very large number of visitors, but they were also of very high quality. It seemed like almost all of them were already customers or were interested in our print technology [...]”

QuadTech
Karl Fritchen, President

“ [...] We were absolutely delighted by the busy and unbroken stream of visitors to our stand. There’s nowhere else like drupa for bringing together decision makers from all the corners of the globe. The most remarkable things for us were the influence and the decision-making authority of so many of the visitors to our stand. [...] drupa 2016 was very eventful for us - overwhelming, but positively so, and we are already looking forward to drupa 2020.”

Ricoh
John Blyth, Market Development Manager & Production Printing Business Group

“For Kolbus, drupa 2016 was probably the ‘best trade fair since 2000.’ With the unbelievable percentage of visitors, the unique qualification of visitors and the good mood in the industry, some of the business days we had at drupa might indeed be remembered as the best - until now, that is [...]”

Kolbus GmbH & Co. KG
Kai Büntemeyer, Managing Partner of Kolbus GmbH & Co. KG and CEO of Kolbus Group

“Our first participation in drupa was a great success. [...] drupa 2016 exceeded our expectations and we’re already looking forward to the next issue!”

Ink Router
Robert Godwin, Director of Business Development

“We not only had an extremely positive response to our own VDMA stand but our member companies have also reported that the quality of the discussions and the number and scope of the contacts and the new orders were extremely gratifying.”

VDMA
Dr. Markus Heering, Managing Director Print and Paper Technology

“ [...] We are happy to be able to say that drupa was also, once again, a success for us in 2016. [...] drupa is a unique experience, not only due to its size but also thanks to its diverse public. The countdown for the 2020 issue is already running!”

Xeikon
Danny Mertens, Corporate Communications Manager

It was fantastic.
We’re looking forward to 2020.

From left to right: Joerk Cardeneo, Melanie Thomalla, Christoph Schweinböck, Anne Schröer, Alexander Günther, Hans Werner Reinhard, Monika Kissing, Marc Langenbein, Christian Hirischka, Max Dreieckmann, Sabine Geigermann, Viren Scheffelin, Anna Welberc, Julia Tudor, Frederike Sanders, Michael Wöstmann, Jennifer Dübelt

That was drupa 2016
You can find the best memories and impressions of drupa 2016 at: www.drupa.com/2016-e