PDC – PRINT DIGITAL CONVENTION 2027 – Press release No.1 / November 2026

PRINT DIGITAL CONVENTION 2027: The next chapter for Smart Solutions, Brand Power and Collaboration

Following its most successful edition to date in terms of visitor attendance, PRINT DIGITAL CONVENTION (PDC) is looking ahead to 2027 – building on a community that extends well beyond the traditional printing industry and exploring new opportunities at the intersection of print, packaging, technology and brand communication. On 29 and 30 June 2027, Düsseldorf will once again bring together brands, marketing and communications decision-makers, creatives, technology providers and producers. What unites them is a shared ambition to take technological possibilities further and turn them into practical applications. The new motto captures this approach: "Smart Solutions. Brand Power. Collaboration."

Turning technology into tangible value

Artificial intelligence and automation are reshaping processes and workflows, while data is opening up new opportunities for personalised communication and customer experience. At the same time, demands for efficiency and sustainability continue to grow. For the print, packaging and brand communication sectors, the challenge is increasingly to translate technological advances into commercially viable applications. Which solutions deliver in practice? Where are new business opportunities emerging? And how can companies make the most of new technologies?

This is where PDC 2027 comes in. The event addresses key challenges facing the industry and demonstrates how technological potential can be translated into practical applications and new opportunities for effective print communication.

“The response to PDC 2026 showed just how strong the demand is for dialogue, guidance and practical solutions,” says Rüdiger Maaß, Managing Director of Fachverband Medienproduktion e.V. (FMP). “‘Make it move’ is what drives us in 2027. We don't just want to talk about change – we want to make things happen together. PDC combines a conference programme, real-world applications and face-to-face interaction, bringing together people and expertise to spark new ideas, solutions and partnerships.”

Innovation thrives when expertise comes together

Smart Solutions focuses on intelligent approaches that translate technological advances into practical applications and viable business cases. **Brand Power** highlights the impact print and packaging can have on brands – from capturing attention and creating differentiation to delivering customer experiences that can be seen and felt. **Collaboration** underscores the value of working across disciplines, recognising that new approaches often emerge when technology providers, producers, brands and creatives combine their expertise.

Several well-known companies and partners have already confirmed their participation in the next PDC or reserved exhibition space. These include Heidelberger Druckmaschinen, Konica Minolta, Berberich Papier, HOTSUSHI.BRAND, OVOL Papier, Fedrigoni and Terminal A0. They are joined by WE.LOVE.PRINT and the “Vitamin P” initiative, together with its partners ITA, DMS, FKS, Impressed and Obility. The diversity of participants reflects PDC’s cross-industry approach – spanning printing technologies and materials, digital solutions and creative brand communication.

How these different elements come together in practice is reflected in the event concept: The conference programme provides fresh perspectives, exhibition stands bring innovations to life, and highlight projects demonstrate how new ideas take shape in practice. By combining expert discussion with first-hand insights into technologies and applications, PDC creates opportunities for direct dialogue with the people developing and using these solutions.

Taking place one year ahead of drupa 2028, PDC gains additional relevance as an industry meeting point. It offers an opportunity to explore current developments from different perspectives, experience emerging applications first-hand and establish connections beyond individual disciplines.

“PDC thrives on the close connection between people, topics and practical applications,” says Sabine Geldermann, Director drupa, Portfolio Print Technologies at Messe Düsseldorf. “This is not just a place to discuss the future of print and packaging – it is a place to help shape it. Visitors can experience first-hand what solutions are already possible today and discover the new opportunities they create for the industry. We want to build on this momentum in 2027. And, of course, it also adds to the anticipation surrounding drupa 2028, when many of these developments and valuable connections will gain visibility on the major international stage.”

Further information: www.printdigitalconvention.de/en/
Information for prospective exhibitors: Exhibitor information

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