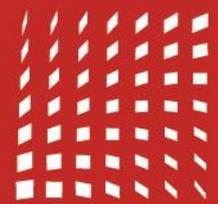


virtual.drupa

April 20.-23. April 2021

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

drupa 2021 – Press Release Nr. 43 / March 2021

virtual.drupa: More than 2,700 minutes of concentrated know-how and knowledge transfer in the Conference Area

From April 20 to 23, 2021, the Conference Area of virtual.drupa will feature a top-class, English-language program focusing on the global trends of Artificial Intelligence, Circular Economy, Connected Consumer and Platform Economy. International industry experts, brand owners and speakers from vertical markets will provide valuable knowledge transfer through best cases, keynote speeches and panel discussions. Two parallel live streams will offer visitors the opportunity to participate flexibly in the conference presentations between 10 am and 6 pm CET. For participants around the world, these will also be available 24/7 on demand in a video library.

Outstanding keynotes every day

The conference program will kick off with keynotes from three top international speakers on each of the four days: Two presentations by Wall Street Journal bestselling author and consultant Michael Gale will focus on Artificial Intelligence. As author of the book "The Digital Helix," he will share where companies can use digital potential, how to make it accessible to everyone and how to activate business growth with the help of AI. In his keynote speech, James Sommerville from Great Britain will illustrate the great importance of product design in



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
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp

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

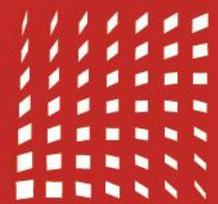
 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

virtual.drupa

April 20.-23. April 2021

Düsseldorf
www.drupa.de



drupa

no. 1 for printing technologies

driving innovation and fostering growth. The star designer played a key role in shaping the iconic Coca-Cola brand, is revolutionizing business and corporate goals and will inspire the print & packaging community with his creative approaches at virtual.drupa. On World Earth day, Dr. Gabrielle Walker will address sustainability issues. The lecturer, author and climate expert will discuss global challenges with a special focus on sustainability, energy consumption, circular economy and climate change. As a strategist, she advises companies on topics such as future investments and process optimization, as well as on the impact that changing business models can have on a company's corporate identity, its external impact and acceptance.

Inspiring presentation content

The morning keynotes will be followed in two streams by the English-language daily program of the five drupa special forums "drupa cube," "touchpoint packaging," "touchpoint textile," "drupa next age" and "3D fab+print," which will be accompanied by a professional team of moderators. An international network of industry representatives, associations and competent partners guarantees a cutting-edge agenda. With their combined expertise and impressive variety of topics, the speakers will highlight relevant content and growth potential in the various sectors, focus on global trends and provide exciting insights.

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
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp

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

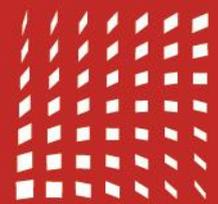
 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

virtual.drupa

April 20.-23. April 2021

Düsseldorf
www.drupa.de



drupa

no. 1 for printing technologies

Individual scheduling

Visitors can already organize their participation in virtual.drupa by getting an initial overview of the conference program as well as the exhibitors' product offerings and presentations. They can add relevant conferences, exhibitors and Live Web Sessions to their personal agenda in order to make their visit of the virtual event as efficient as possible.

The Conference Area program will be published shortly at https://virtual.drupa.com/en/Conference_Area/Conference_Area.

Participants can register for virtual.drupa free of charge at <https://virtual.drupa.com/> – over 6,000 visitors from 130 countries have already registered.

Press photos for drupa 2021 can be found under the following link:
<http://medianet.messe-duesseldorf.de/press/drupa>.

Your Contact:

Press Team drupa 2021

Anna Weidemann
Tel: +49(0)211-4560 588
E-Mail: WeidemannAn@messe-duesseldorf.de

Anne Schröer
Tel: +49(0)211-4560 465
E-Mail: SchroererA@messe-duesseldorf.de

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

Twitter: <http://www.twitter.com/drupa>
Facebook: <http://www.facebook.com/drupa.tradefair>
LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>



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
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp

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