



**drupa**

no. 1 for print  
and crossmedia  
solutions

# Post Show Report **drupa 2016**

May 31 - June 10, 2016

Düsseldorf/Germany

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



Messe  
Düsseldorf

# we touched

# success

## drupa 2016: Success all across the board

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.

**Top marks**  
**Excellent business deals**  
**An outstanding climate for investment**  
**Decisive momentum for the worldwide print sector**

# 1,828

Total number of exhibitors

from **54** countries

# 520

Exhibitors from Germany

# 1,308

Exhibitors from other countries



"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**



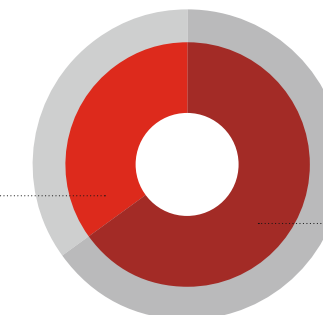
"drupa has demonstrated its global significance and its charisma with extremely high exhibitor and visitor quality. The positive climate for investment and a significant change in mood could be felt on every day. drupa has lent momentum in order to open up new market potential for the future. We are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

**Sabine Geldermann, Director drupa**

# 158,237

Space (net, sqm)

55,179 sqm | Germany

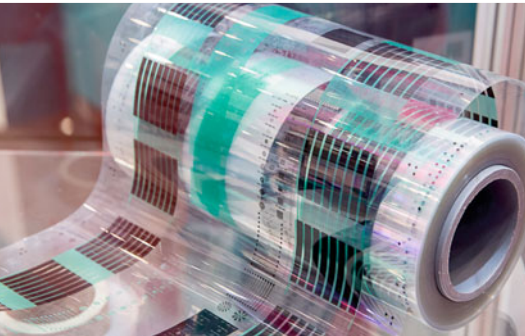
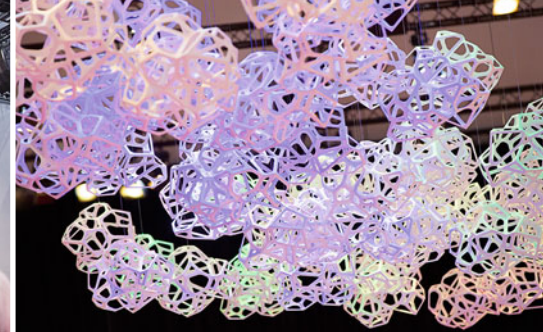


103,058 sqm | Other countries

# 1,824

Accredited journalists

from 73 countries



# we touched the future

## 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



"drupa 2016 was a milestone for HP. [...] The business deals not only exceeded business done in 2012 but also our ambitious target of 25 % for 2016. drupa remains the most important sector event for innovations [...]."

**HP**  
François Martin, Worldwide Marketing Director  
HP Graphics Solutions Business, HP Inc.



"Visitors' reactions [...] were unbelievably positive. Customer investment was 30 % up on the figure for drupa 2012. [...] 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.'"

**Canon**  
Jeppe Frandsen, Executive Vice President Canon 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 contacts."

**CHILI publish**  
Kevin Goeminne, CEO



"drupa 2016 has exceeded all our expectations [...]. drupa is indisputably the world's most important trade fair - the heart of the print sector beats at drupa."

**EFI**  
Guy Gecht, CEO



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

**Enfocus**  
Fabian Prudhomme, Vice President



"This drupa offered Epson the biggest 'shop window' so far [...]. The trade fair has been a great success for us."

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



"[...] 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



# we touched our target groups

## drupa 2016 - Fair Profile

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%

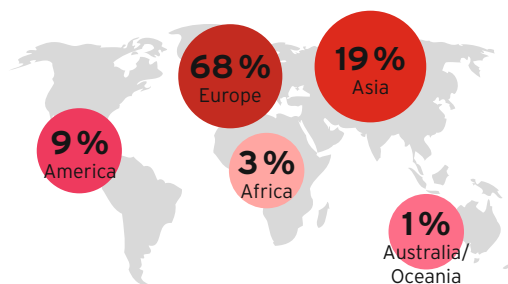
Visitors from other countries

## Top 10

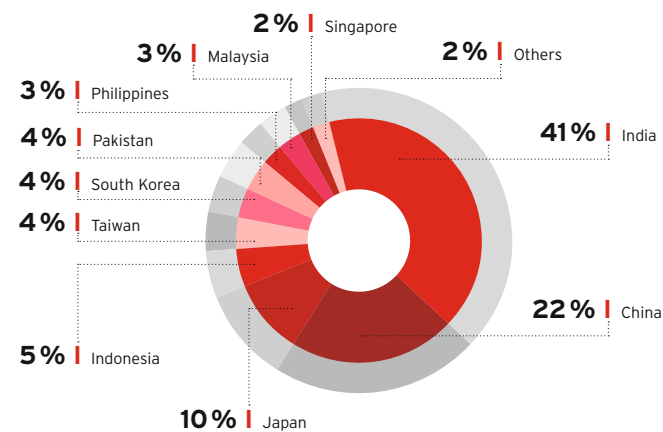
Countries of origin

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%

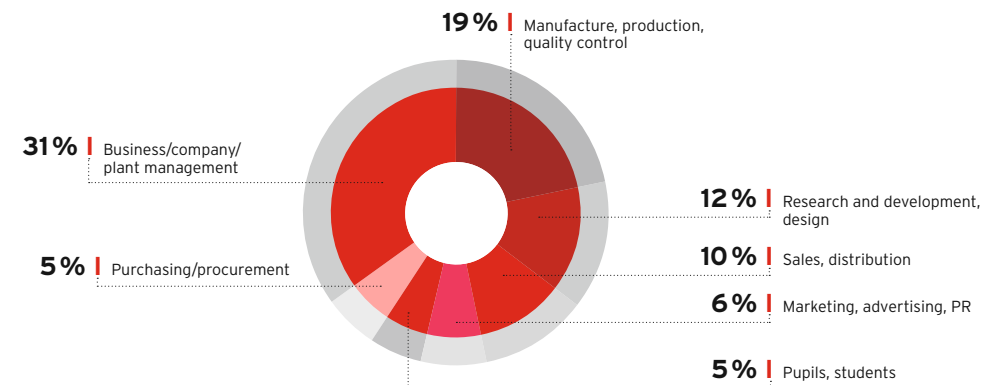
## International



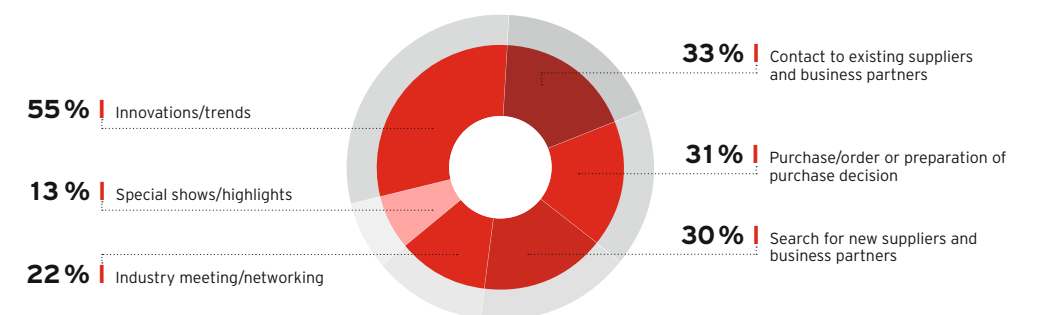
## Asian countries



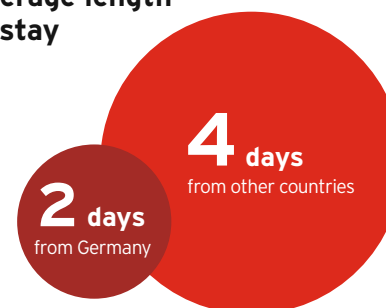
## Area of responsibility\*



## Reasons for visit



Visitors:  
Average length of stay



\* Extract visitor survey data.

# we touched economy

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### Economic sector\*\*

- 54% Printing industry
- 11% Packaging industry
- 6% Industries: consumer goods, electronics, food, bank and safety technology, pharmaceutical, logistics, interior design, luxury goods, cosmetics, medicine, glass
- 4% Publishing and media industry
- 3% Marketing, distribution, agencies
- 2% IT, software, MIS
- 2% Trade
- 1% University/college/institute

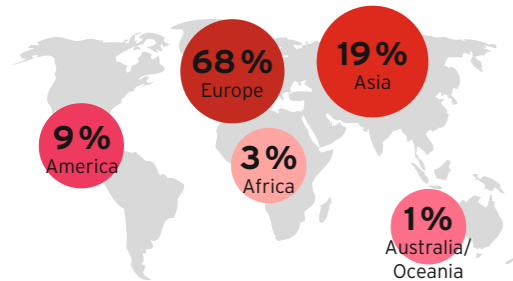
### drupa

Conferences, touchpoints, special shows

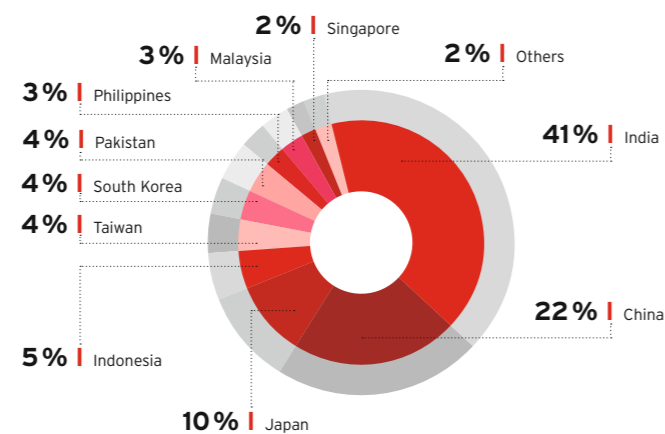
**70%**

of all participants gave top marks

### International

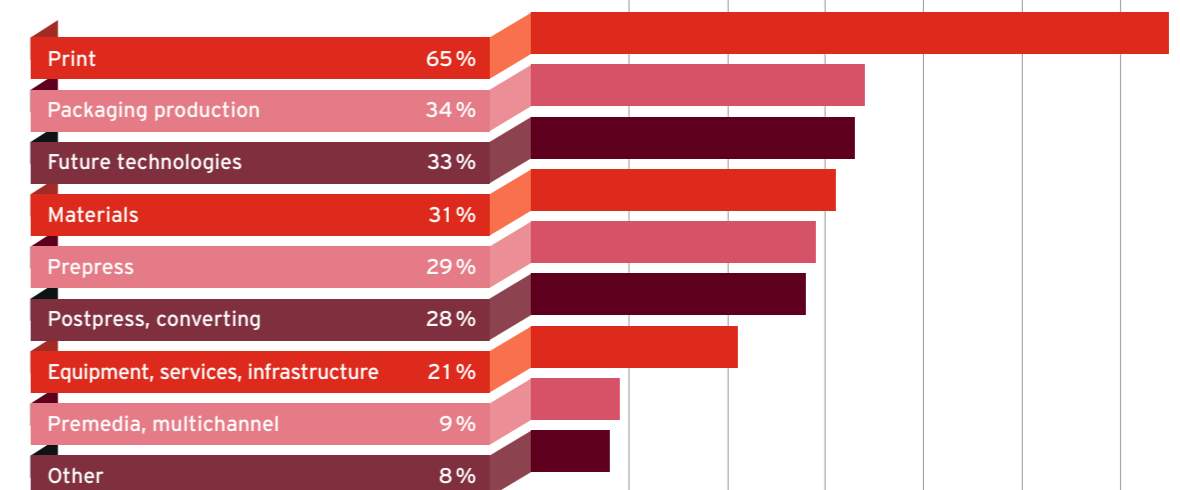


### Asian countries



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

### Visitor interests\*\*\*



**75%**

Executives

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

**65%**

had concrete investment intentions

**34%**

placed orders

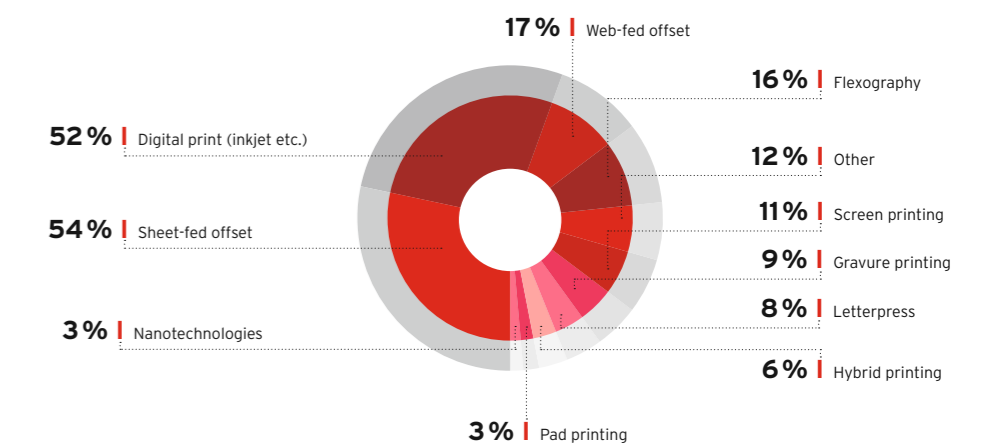
**70%**

found new suppliers at drupa

**36%**

plan to place orders after drupa

### Print\*\*



# we touched

# new markets

## What our exhibitors say



"[...] 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."

**Heidelberger 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**



"The mood at drupa was refreshingly positive. The sector is clearly in an optimistic mood."

**bvdm**  
**Dr. Albert Deimel, Managing Director**



"With more than 100 new customers, drupa 2016 was unbelievably successful for Scodix. In this dynamic environment, we were able to experience how sales doubled, day by day. After an unbelievably successful start at the 2012 trade fair, our company grew from 12 to 200 customers. That's why we had hoped for a similar success in 2016, but the trade fair did even better. Scodix' vision of 'enhance your competitive edge' and drupa's message 'touch the future' went hand in hand for us, and the synergies revealed themselves in phenomenal business results."

**Scodix**  
**Amit Shvartz, Vice President Marketing**



"drupa 2016 has completely exceeded Kodak's expectations. [...] 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**



"drupa 2016 will be remembered as the turning point in the sector's transition from mechanical to digital print."

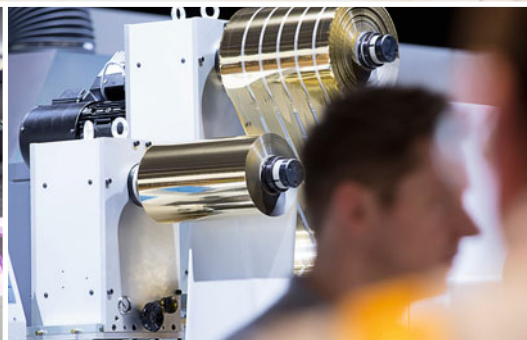
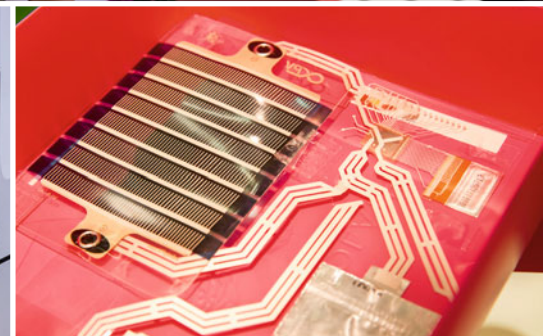
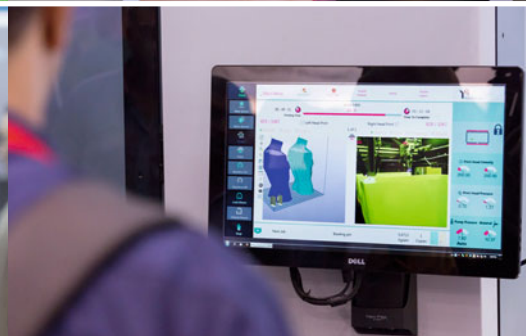
**Landa Digital Printing**  
**Benny Landa, Chairman**



"[...] 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**





# 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 Schröder, Alexander Günther, Hans Werner Reinhard, Monika Kissing, Marc Langenstein, Christian Hruschka, Max Dreckmann, Sabine Geldermann, Vivien Scheffran, Nina Wellbrock, Jutta Tjaden, Friederike Sander, 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](http://www.drupa.com/2016-e)





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# 2020

## June 23 - July 3

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