



Print Matters for the Future

1 June 2018, Milan
Print4All Fair, Fiera Milano
(Gutenberg Room, Hall 20)

Annual conference by **INTERGRAF**

Speakers



Cees Verweij, President of Intergraf (NL)

Until 2008, Cees ran a family-owned label and general printing company in the Netherlands with over 100 employees. Now Chairman of Intergraf's Dutch member association (KVGO), a position he has held since 2009, Cees' day-to-day work is to represent and advocate for the printing industry in the Netherlands. As a member of the Intergraf Board since 2009, former Vice-President and now current President, Cees oversees the strategic direction and success of Intergraf. He helps to direct the work of the organisation with the support of the Steering Committee and Secretariat in Brussels. Cees will moderate today's event.

Andrea Briganti, Co-Owner of Print4All and Managing Director of ACIMGA (IT)

With an Executive MBA from SDA Bocconi, Andrea is the Director of ACIMGA - the association representing manufacturers of printing and converting machinery in Italy. After being in the industry for several years, Andrea has accumulated extensive experience working with associations, exhibitions and Confindustria - the General Confederation of the Italian industry. He has significant knowledge of market dynamics in connection to printing applications, with a particular focus on packaging manufacturing. Andrea will welcome delegates to today's conference and Print4All.



Giulio Olivotto, Vice President of Assografici and Chairman of L.E.G.O. S.p.A (IT)

Giulio is Vice President of Assografici, Intergraf's Italian member association, and was a member of Intergraf's Board from 2007 to 2013. After serving as an Officer with the National Mountain Troops, Giulio gained a degree in political science from Padova University in 1970. In the same year, he joined the family company as the fourth generation in the business. While he was Sales Director in 1974, the company began to export printed and bound books, and in 1990, production capacity was expanded by in-house printing. Giulio will speak about the Italian printing industry.

Antony Paul, Head of Enterprise Marketing at Neopost (UK)

Antony has been with Neopost for over 11 years, holding a number of senior marketing positions before becoming Head of Enterprise Marketing. He has responsibility for strategic and tactical marketing activities across enterprise customers, public sector and the printing industry. The methodology Antony employs revolves around gaining insight to understand key market drivers and challenges in order to create relevant, value based conversations, with key stakeholders in his target markets. Antony will speak about Big Data and how it relates to the printing industry, addressing the importance and utilisation of data in a GDPR world.



Emanuele Bona, Vice President of Assografici & Vice President of VINCENZO BONA and Enrico Barboglio, Coordinator of Assografici's Scientific Committee (IT)

Emanuele is the Vice President of the Italian printing company VINCENZO BONA. He is also a former Intergraf Board Member. In addition to this, Emanuele is Vice President of Assografici, Intergraf's Italian member association, and a Member of the Board of the Italian Paper & Printing Federation. Enrico is the Coordinator of Assografici's Scientific Committee. Emanuele and Enrico will present their recent research on Industry 4.0.

Andrea Gerosa, Founder, ThinkYoung (Europe)

Andrea is an entrepreneur, working with and for startups and young people since 2002, beginning at university when he joined the junior enterprise network. Today, Andrea is the founder of and Chief Thinker at a think-tank about Millennials: ThinkYoung (www.thinkyoung.org). ThinkYoung is the first think-tank which focuses on young Europeans, conducting research on Millennials, Generation Y and Generation Z. Andrea is also the founder of a consulting company focused on student housing, and a series of schools for young entrepreneurs. He will speak about how younger generations look at work and life.



Theresa Muecke, Intergraf Student Award Winner (DE)

With her Master Thesis about digital transformations in industrial digital printing, Theresa - a student and Engineer for Printmedia, Technology & Management - won the inaugural edition of the Intergraf Student Award, which awards one student annually for their outstanding contribution to print media research. Theresa analysed the digital printing workflow of Schattdecor AG, a medium-sized company in a niche market for printing decorative surfaces, before proposing a way to optimise their workflow process using individually tailored software. This is projected to optimise the company's workflow by up to 80%. Theresa will present her Master Thesis.

Bram Dekker, Owner of Dekker Creatieve Media and Arjan Renkema, Co-Founder & Developer at NoardCode (NL)

Bram is the 3rd generation Owner & Managing Director of Dekker Creatieve Media, a Dutch company which started life in 1940. Dekker is no longer just a printing company, however, but into media, whatever the form. Arjan is a specialist in modern web and app technologies, who in 2013 began intensive collaboration with Dekker Creatieve Media to create innovative web, app and cloud solutions for the printing industry. Bram and Arjan will present an innovative company case study, demonstrating one of their modern digital solutions for printers and publishers.



Arnold Martowidjojo, Student (NL)

As a recent graduate from the study programme Science, Business & Innovation at Vrije University Amsterdam, Arnold conducted research on behalf of the KVGGO, the Dutch national printing association and Intergraf member. Arnold is interested in the innovation process and implementation of (new) technologies to drive business. His research for the KVGGO suggests that entrepreneurs in the graphic industry should work in more innovative ways in digitalisation and personalisation, leaving behind the conventional way of doing business, because these are topics that will characterise the future of print. Arnold will present his research conclusions.

Alberto Luppi, Production & Investment at Sacchital (IT)

Alberto has worked for Sacchital, an Italian flexible packaging company, since 2009. Before this, he was a Consultant at a management consultancy. At Sacchital, he has been a Production Planner, Production Manager and Facility Manager. He is now Technical Buyer in charge of new investments, with responsibility for digital packaging innovation. Alberto is specialised in the Internet of Things (IoT) and innovative solutions. He is also a member of the Young Entrepreneurs Group of Assografica. Alberto will present about two of his professional specialisations: packaging and the Internet of Things.



Agenda

- 10:30-10:45 **Opening of Conference:** *President of Intergraf and Moderator, Cees Verweij (NL)*
- 10:45-11:00 **Welcome:** *Co-Owner of Print4All and Managing Director of Acimga, Andrea Briganti (IT)*
- 11:00-11:30 **The Italian Printing Industry:** *Vice President of Assografici and Chairman of L.E.G.O. S.p.A, Giulio Olivotto (IT)*
- 11:30-12:00 **Coffee Break**
- 12:00-12:30 **Big Data:** *Head of Enterprise Marketing at Neopost, Antony Paul (UK)*
- 12:30-13:00 **Joint Research on Industry 4.0:** *Vice President of Assografici & Vice President of VINCENZO BONA, Emanuele Bona and Coordinator of the Scientific Committee at Assografici, Enrico Barboglio (IT)*
- 13:00-14:00 **Lunch**
- 14:00-14:30 **How the Younger Generation Looks at Work & Life:** *Founder of ThinkYoung, Andrea Gerosa (Europe)*
- 14:30-15:00 **Intergraf Student Award Winner:** *Engineer for Printmedia, Technology & Management, Thesesa Muecke (DE)*
- 15:00-15:30 **Augmented Reality in Print:** *Owner & Managing Director of Dekker Creatieve Media, Bram Dekker and Co-Founder & Developer at NoardCode, Arjan Renkema (NL)*
- 15:30-16:00 **Coffee Break**
- 16:00-16:30 **Packaging & the Internet of Things:** *Production & Investment at Sacchital, Alberto Luppi (IT)*
- 16:30-17:00 **The Future of Print:** *Student, Arnold Martowidjojo (NL)*
- 17:00-17:15 **Closing of Conference:** *President of Intergraf and Moderator, Cees Verweij (NL)*