

# virtual.drupa conference area

Concentrated expert knowledge, inspiration and interaction

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## Program for Friday, 23.04

### Stream I

#### artificial intelligence

All times in CEST

10:15 A.M. – 10:20 A.M.

Welcome Session

10:20 A.M. – 11:00 A.M.

**Michael Gale:**

The AI opportunity. A dawn of a new age for you with the right AI schematic.



11:00 A.M. – 11:20 A.M.

**Lorena Hoffmann, Heidelberg Digital Unit:**  
Artificial intelligence and its benefits for the print media industry



11:20 A.M. – 11:40 A.M.

**Tarik Vardag, Kronert GmbH & Co. KG:**  
Steps towards an Autonomous Production Line



11:40 A.M. – 12:00 P.M.

manroland Goss Group



12:00 P.M. – 12:30 P.M.

Break

12:30 P.M. – 12:50 P.M.

**Lucia Dauer, ISRA Vision AG:**  
New 100% inline print inspection for digital print in corrugated packaging



12:50 P.M. – 1:10 P.M.

**Markus Pennekamp, Matthews Europe GmbH:**  
From Gutenberg to Artificial Intelligence - Reimagine the quality control in the printing industry



1:10 P.M. – 1:20 P.M.

Break

1:20 P.M. – 1:40 P.M.

**Marco Schmidt, Morphoria:**  
The Fortuna Story



1:40 P.M. – 2:00 P.M.

**Lea Niwar, RWTH Aachen University:**  
AI Strategies for Polymer A.M.



2:00 P.M. – 2:20 P.M.

Print Debate number 2 Analogue vs. Digital technologies. Panel discussion



2:20 P.M. – 2:35 P.M.

Break

2:35 P.M. – 2:55 P.M.

2:55 P.M. – 3:10 P.M.

Break

3:10 P.M. – 3:30 P.M.

**Brecht Demedts, Centexbel:**  
Water-based, biobased and biodegradable printing inks for textiles



3:30 P.M. – 3:50 P.M.

**Dieter Stellmach, DITF:**  
Circular textile value creation by networking digital textile microfactories



3:50 P.M. – 4:10 P.M.

Kodak



4:10 P.M. – 4:30 P.M.

Break

4:30 P.M. – 4:50 P.M.

**Jonathan Droplewski, priint:**  
Webinar with priint Group



4:50 P.M. – 5:10 P.M.

**Güneri Tuğcu, Digimarc:**  
Digimarc - The platform of everything



5:10 P.M. – 5:50 P.M.

**Density Media - Expert Panel:**  
Many printers believe that their success depends on printing and focus predominantly on it. In a series of four panel discussions we meet 12 entrepreneurs and executive managers who consider print a functional component of their product or service. With them we look at printing from a broader perspective, and try to get into a new mindset.  
**Spice your prints up.**

5:50 P.M. – 6:00 P.M.

Closing Session

### Stream II

#### platform economy

11:00 A.M. – 11:40 A.M.

**ESMA:**  
The transition of textile printing



11:40 A.M. – 12:00 P.M.

**ESMA:**  
Wrap-up Session



12:30 P.M. – 12:50 P.M.

**Jean Wandimi & Marc Zander, africon:**  
Key trends in the African packaging markets



12:50 P.M. – 1:10 P.M.

**Rüdiger Maaß, fmp:**  
Panel discussion on the necessary MindShift of the graphic arts industry



1:20 P.M. – 1:40 P.M.

**Christian Menegon, HP Inc.:**  
Delivering value through a connected consumer experience



1:40 P.M. – 2:00 P.M.

**Victor Asseiceiro, GMG Color:**  
How to optimize digital packaging production with the right color management solution



2:00 P.M. – 2:20 P.M.

**Francois Martin, BOBST:**  
Making sustainability in packaging a reality today



2:35 P.M. – 3:30 P.M.

Panel Discussion  
VDMA & ACIMGA



3:30 P.M. – 3:50 P.M.

Kampf Schneid- und Wickeltechnik



3:50 P.M. – 4:10 P.M.

**Stefan de Groot, PROTIQ GmbH:**  
Innovative Materials for Additive Manufacturing



4:30 P.M. – 4:50 P.M.

**Jay Mandarino, CJ Graphics:**  
How to become a Global business without investing a \$



4:50 P.M. – 5:30 P.M.

**Andrea Briganti, ACIMGA:**  
Sustainability and Digitisation - Changes in the industrial context



5:30 P.M. – 5:50 P.M.

**Ryan McAbee, Key-point Intelligence:**  
The Print Ecosystem Needs Platforms

