



# BRIDGING Industry with Research and Education



Scientific Conference at **drupa**

Organized by



International Circle  
of Educational Institutes  
of Graphic-Media  
Technology & Management

**iarigai**

International Association of  
Research Organizations for the Information, Media  
and Graphic Arts Industries



**Thursday 30 May 2024, 11:30-15:30**, Congress Center South- CCD, Room 001

Visit us at  
**Hall 7.0-G01**

## PROGRAM

**11.30 - 12.00: Welcome and Introduction**

**Gunter Hübner and Anastasios Politis**, IC - International Circle of Educational Institutes of Graphic-Media Technology and Management

**Fritz Bircher**, iarigai - The International Association of Research Organizations for the Information, Media and Graphic Arts Industries

### Keynote speakers:

**12:00-12:30: Prof. Dr. Anayath Rajendrakumar**, Deenbandhu Chhotu Ram University of Science and Technology & Haryana State Government University, India

**The future of Printing Industry in the light of drupa 2024: What to look and what to adopt?**

**12:30 - 13:00: Jan de Roeck**, Marketing Director, Industry Relations,

**EskoMarket dynamics fuel the need for operational efficiency in packaging production**

**13:00 - 13:20: Nicola Kopp-Rostek** DTFA - The German Technical Flexographic Association, Germany

**Employer Branding at the nexus of current challenges**

**13:20 - 13:40: Martin Dreher**, University of Media - HdM Stuttgart, Germany

**Saves on Resources & Cost! - What REALLY counts in terms of Sustainability & Print Quality!**

**13:40 - 14:10: Stylianos Manousakis**, Head of Digital Strategies BOBST, Barcelona

**Optimizing Printing Workflows for Energy Efficiency**

**14:10 - 15:00: Discussion, Conclusions, end of Conference**