

ANNUAL CONFERENCE

2017
25-26 September
Nuremberg, Germany



Invitation and programme



Manfred Janoschka
ERA President



James Siever
ERA Secretary General

Welcome to Nuremberg!

Our Annual Conference this year will be held in Nuremberg, Germany, a city with a great tradition in printing.

Nuremberg was the birthplace of Albrecht Dürer, renowned for his woodcuts, copper engravings and etchings. It is perhaps no coincidence that Dürer's godfather Anton Koberger was the most successful publisher in Germany, with twenty-four printing presses. Today, Nuremberg is the site of two of the largest and most advanced publication gravure plants worldwide.

The conference theme "Print in the digital world" will show the changing role of printed matter in communication and marketing. How brand owners and international retailers see the role of print in the digital age will be discussed. We will also hear of an update to the Process Standard Rotogravure, and plans to attract young talent into the industry. And another meaning of "Print in the digital world" will also be covered: the transition to digital printing processes.

Our Annual Conference is open to members and non-members of the ERA as well as friends of our industry, and we invite you to join us in Nuremberg.

Yours,

Timetable

Monday 25 September

14:00	Departure by bus to Prinovis
14:30	Plant visit
16:00	Return to the hotel by bus
19:00	Departure to the restaurant on foot
19:30	Dinner at the "Heilig-Geist-Spital" restaurant
22:30	Return to the hotel on foot

Tuesday 26 September

08:00-09:00	Management Meeting – General Assembly (Plaza Suite 5)
09:00-09:30	Annual Assembly of the Associate Members (Plaza Suite 5)
10:00	Annual Conference – Morning Session (Plaza Suite 1 & 2)
13:00	Lunch Break
14:00	Annual Conference – Afternoon Session (Plaza Suite 1 & 2)
16:30	End of Conference

Conference Programme



Bernhard Niemela



Emanuele Bona



Clemens Hadtstein



Ulbe Jelluma



Markus Kaiser



Michael Zenke

Moderation

Mr James Siever

ERA Secretary General
and

Mr Bernhard Niemela

Publisher Deutscher Drucker Verlag

Morning Session (10:00 – 13:00)

Mr Emanuele Bona

Eurograph, Pulp and Paper Products Council, Belgium

▶ "Publication paper demand: past, present and future trends"

Mr Clemens Hadtstein

Metro Advertising, Germany

▶ "Role of print in the marketing of an international retailer"

Mr Ulbe Jelluma

Print Power, Belgium

▶ "The pendulum – is adspend swinging back to print?"

Mr Jörg Hunsche

HP, Germany

▶ "Considerations when going digital"

Afternoon Session (14:00 – 16:30)

Prof Markus Kaiser

Nuremberg University of Applied Sciences, Germany

▶ "Publishing in the digital age – how to take print publications online"

Dr Michael Zenke

Sun Chemical, Germany

▶ "Heatset ink for the retail segment – quality and environmental demands"

Prof Lutz Engisch

Leipzig University of Applied Sciences (HTWK), Germany

▶ "Future of print: initiative to acquire young talents for the printing industry"

Mr Thomas Hebes

Prinovis, Germany

▶ "Print on! Improved process standards for better colour communication between print buyers and gravure printers"

Mr Josef Bernard

ERA

▶ "Status of chromium trioxide authorization"



Lutz Engisch



Thomas Hebes



Josef Bernard

Plant Visit

South of the site of the Nuremberg rallies, in a suburb developed during the 1960s, is the printing plant of Prinovis, formerly Maul Belser. The railway line built to deliver the crowds of supporters to the rallies is now used to deliver paper to the printing plant. The pioneer of the 4,32 m web width, Prinovis Nuremberg has a total of nine KBA presses in use, with web widths from 2,65 m upwards.

Registration



Discounted travel with Lufthansa Group Airlines

We offer special prices and conditions to all participants.

Reservation link www.lh.com/event-flight-booking

Access code DEZJWGE in the "Access to Your Special Lufthansa Offer" area. This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

Note Pop-ups must be enabled otherwise the booking platform window will not open. These promotional fares are also available through your IATA / ARC travel agent. Travel agents can obtain ticketing instructions by sending an email to lufthansa.mobility@dlh.de and providing the access code as a reference.

Cancellation policy

After 1 September 2017 the registration is not refundable, only transferable to another person. ERA reserves the right to cancel, defer or modify the event proceedings without prior notice.



Nuremberg

The Freie Reichsstadt Nürnberg (Free Imperial City of Nuremberg), founded in the eleventh century, is the largest city in Franconia, and second largest in Bavaria. It was one of the most important cities of the Holy Roman Empire and a significant centre of trade and craftsmanship. The city was location of the Reichsparteitag rallies in the 1930s, and following the war, the Nuremberg Trials of the surviving leaders of the Third Reich. It is well known for its historic centre, castle, and Christmas market.

Evening Event

The Evening Event will be held on Monday 25 September at 19:30 in the "Heilig-Geist-Spital", a traditional restaurant inside a building with over 700 years of history (see picture centre left). It is located within walking distance of the conference hotel in the old town.

Conference & Accommodation

The conference and meetings will be held in the recently renovated **Park Plaza Hotel** where a room contingent has been reserved. The hotel was built in the 1930s as an annex of the Grand Hotel, for use by Party officials during the Rallies, and from the 1950s until 1995 was run for the US Forces as the Bavarian American Hotel.

The closest major airport is **Nuremberg Airport (NUE)**, which is 8 km away from the hotel. A taxi from the airport to the hotel will cost around € 30. The hotel is opposite the main train station, which has direct connection (U2) to the airport.

Park Plaza Hotel

Bahnhofstrasse 5
90402 Nuremberg, Germany
+49 911 21555 0
ppnuinfo@pphe.com

Room rates (incl. breakfast and tax)

Single occupancy: **€ 190**
Double occupancy: **€ 210**

Registration Fees

For ERA members **€ 499** + 19% VAT per person
For non-members **€ 699** + 19% VAT per person
To be paid in advance to ERA, includes the whole conference, coffee breaks, lunches, evening reception and bus transport.

Please note

To guarantee your hotel reservation, registration forms should be received before **Monday 28 August 2017**

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