



## Conferences Present Potential for Modern Printing and Paper Technology

*PrintPromotion GmbH organizes specialized conferences in five Central American countries / Leading German technology manufacturers configure the lecture programme of the conferences*

This Tuesday, PrintPromotion GmbH starts a series of specialized conferences in Central America. During five one-day events taking place between 21 and 31 March, nine leading technology manufacturers will present technical and business potentials of modern printing technology. The stops of the conference tour are Cuba, the Dominican Republic, Trinidad and Tobago as well as Costa Rica and Guatemala.

“Taken together, our industry always made annual sales in the double-digit million range in these five Caribbean markets during recent years,” says Dr. Markus Heering, the Managing Director of PrintPromotion GmbH. Since 2013, sales rose from 10.8 million Euro to 19.5 million Euro in 2016.

### **A region with potential...**

Although these figures seem to be low considering the 4.28 billion Euro total export volume of the German printing and paper technology industry, the companies take business in this region seriously, not only because this is a domestic market with 42 million inhabitants, but also because these countries are engaged in brisk export trade to North and South America. Growing sales in industry, the food and the service sectors set the tone. According to the country-specific expert

reports of Germany Trade & Invest (GTAI), the growth potentials in this region are far from being fully exploited.

Heering, too, sees chances in this region: “Important export products are food, tobacco and spirits,” he explains, adding that in order to ensure that they can be marketed worldwide in future as well, an increase in innovative packaging solutions will be required. “Modern printing technology is indispensable because it upgrades the products through the look and feel of their packaging,” says the PrintPromotion Managing Director.

During the five conferences, experts from the technology manufacturers BW Papersystems, Heidelberger Druckmaschinen, H.C. Moog, IST Metz, KAMA, Koenig & Bauer, Kolbus, Müller Martini and Polar Mohr will contribute to the programme.

### **...needs future-proof printing technology**

“We will use the conferences in order to make automation and digitally networked printing processes known in this region,” Heering explains. With that in mind, the participating technology manufacturers will present their digitization strategies and concrete solutions for gravure and offset printing as well as the postpress process chain. For companies in Central America, investments in German high-tech machines are often difficult to manage. “However, precisely because they do not have unlimited resources, we wish to encourage them locally to invest in future-proof technology. This would enable them to meet the quality standards of international markets and to lay the cornerstone for long-term success stories,” Heering stresses.

PrintPromotion has been present with conferences, courses for specialist teachers as well as joint pavilions at fairs and exhibitions in nearly all regions of the world for many years. This global presence also outside the top markets pays off. Business of the German printing and paper technology manufacturing industry has markedly stabilized recently despite the partly strongly declining demand in the four BRIC markets and despite all political tensions. “Next to the big markets, also small and medium-sized markets such as the Caribbean play an important role,” says Heering. The present conference tour shall help ensure that the positive market development for German printing technology in Central America will continue.