

## **PrintPromotion: Good training is the key to market growth**

### **German instructors train specialist teachers in Sri Lanka**

Colombo, 26 September 2013 – In the shadow of the big neighbour India, a small, but promising market has developed for German manufacturers of printing technology in Sri Lanka. The print volume continues to rise there, like in many other newly industrialised countries. The quality of the printed product is, however, very often poor. Therefore, for the first time, a seminar for specialist teachers was carried out in the capital of Colombo from 24 to 26 September 2013. The target group of this PrintPromotion training is specialist teachers for printing, because they pass on what they know and are, therefore, valuable multipliers. Within the scope of the seminar, specialist teachers are trained for the machines on site.

In the course of three days, more than 20 specialist teachers learnt how they can use the available machines to get out the very best in terms of quality: all the way from prepress to printing. "The seminar was a big success. It showed us that it makes sense to go into smaller markets as well," said Dr. Markus Heering, Managing Director of the Printing and Paper Technology Association within VDMA, in Colombo on Thursday. "Smaller markets bordering on large ones are always interesting as well, because they help us in the correct assessment of the total region."

With the courses and seminars offered by PrintPromotion, the German printing technology manufacturers have supported specialist teachers above all from newly industrialised and developing countries for more than 25 years. The seminars take place in the respective countries. Once per year, there is a four-week intensive course in Germany at the partner institute of PrintPromotion: the AZP (Ausbildungszentrum Polygrafie) training centre for print and media in Chemnitz. During recent years, the course participants also included several specialist teachers from Sri Lanka. "What good is our technological leadership if the customers and users don't have sufficient trained staff to fully benefit from it," said Heering.

The market for printing technology in Sri Lanka is still tiny compared with the world market which is running into billions. In 2012, the country imported machines worth 10.5 million euros; in 2011, imports amounted to approx. 18.5 million euros – the majority of them were used machines. The higher the demand for quality, the higher will be the potential of the market in Sri Lanka for new machines from Germany as well.

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