

PRINT INDUSTRY SUMMIT

PRINT 4.0 AND PACKAGING – COUNTDOWN TO DRUPA 2020

SCHEDULE | CONFERENCE MALAYSIA, KUALA LUMPUR

Tuesday, 10th December 2019
The Majestic Hotel Kuala Lumpur
5, Jalan Sultan Hishamuddin,
50000 Kuala Lumpur, Malaysia

Continued globalisation and digitalisation have a great influence on large parts of the printing industry.

Highly sophisticated machines are required to meet customer demands: convenient online ordering processes, top quality, low costs and short production times. With Industry 4.0, machine manufacturers are developing solutions for highly automated, integrated process chains, digital workflows, sensor networks and modern changeover solutions to meet the challenges of globalization and digitization and to consistently develop future-proof technologies.

Packaging printing is the fastest growing segment. The demands of customers in the competition for the end consumer have also increased in this area. High-quality finishing for eye-catching effects, falling print runs and cost reductions require the mastery of complex processes with economical production.

Leading press manufacturers will be presenting their Industry 4.0 and packaging printing solutions with a special focus on drupa 2020.

8:00 > **Registration and welcome coffee**

8:30 > **Welcome and Overview:
Printing industry in Malaysia**

> **NN**
Malaysia Printers Association

8:45 > **Embrace the future – global trends impacting the
printing industry and preview drupa 2020**



> **Sabine Geldermann**
*Director drupa & Global Head Print Technologies
Messe Düsseldorf GmbH*

Sabine Geldermann has been with Messe Düsseldorf since 2013 and has overall responsibility for drupa, the world leading trade fair for printing technologies. In addition to drupa, her global portfolio also includes satellite trade fairs in Asia such as All in Print China (AIP), Shanghai, Pack Print International Bangkok (PPI), Pack Print Plas Philippines, Manila, and the Print and Digital Convention in Düsseldorf.



> **Dr. Markus Heering**
CEO VDMA and PrintPromotion

Dr. Markus Heering has held the position of Managing Director of the German Association for Printing and Paper Technology in the VDMA (the German Mechanical Engineering Industry Association) since January 2008 and, in that capacity, is also a member of drupa's Board of Directors. He began his professional career as an engineer and project manager in an engineering company having been specialist in environmental protection technology before joining the VDMA in 2000. Dr. Heering is also Managing Director of PrintPromotion and AGAM, the Additive Manufacturing Association.

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Industry 4.0

9:30 > **The genesis of a book – the transformation from the order form to web to print**



The prerequisites for profitable business models and new applications are founded in new technologies. Muller Martini is presenting examples, based on «Finishing 4.0», of how printing companies have successfully transformed new technology into new business for example with book-of-one applications.



Hans Fehr

Müller Martini AG, Zofingen, Switzerland

Regional Sales Director for UK, South East Asia and Oceania
Müller Martini Print Finishing Ltd

10:00 > **Networking Coffee**

10:30 > **Product enhancement with digital foiling and digital services**



Learn how digital foiling helps to realize outstanding metalized effects, seamlessly integrated into analog and digital printing processes. Get to know how to achieve the most efficient foil utilization for printing jobs. Finally, see how unique optical security elements combined with tailored software solutions protect products and brands.



Mr. Yuen Wei Yao

LEONHARD KURZ Stiftung & Co. KG, Fürth

Product Manager at Multifoil Malaysia Sdn.Bhd.

11:00 > **Digitalization: Zero make-ready time with Compucut and Automation with POLAR PACE**



Compucut software reduces the make-ready time to zero by using data from prepress to automatically generate cutting programs.

Automation of the cutting process with fully automatic gripper systems handling the material.



Martin Seifert

Polar Mohr Maschinenvertriebsgesellschaft GmbH & Co. KG, Hofheim

Sales Director, Middle East, Asia and Pacific.
Martin has been involved in the Graphic Industry for over 17 years. He having spent more than 10 year in worldwide technical service for Post press equipment and becomes a specialist in cutting process and user problem shooting before he changed to sales. He is an expert for complex, industrial paper cutting, die-cutting and laser systems In the past few years, he is responsible for managing/supporting the maximising and performance of his agents and distributors and representing the company towards clients in his region.

11:30 > **Panel discussion Industry 4.0**



Participant companies: Müller Martini, LEONHARD KURZ, Polar Mohr

11:45 > **Lunch**

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Packaging

12:45 > **Koenig & Bauer – the future-proof partner for your business** >

KOENIG & BAUER

As One-Stop-Shop for packaging, the presentation provides an overview about latest solutions for the industry.

While delivering sophisticated technologies, the future is more than just machines with Koenig & Bauer 4.0.



Michael Choong
Koenig & Bauer AG, Würzburg

With 28 years of experience in the industry, Michael Choong has seen it all through the evolution of Graphic Arts Industry over the decades. Currently, he has been with Koenig & Bauer South East Asia for more than one and a half years as a Sales Director, responsible for sales of Sheetfed and Postpress equipment from Koenig & Bauer in Malaysia and Singapore.

13:15 > **MOOG Solutions** >



H. C. Moog is the leading manufacturer of sheet-fed gravure and flexo presses covering the entire range of package printing in the fields of beauty, confectionary, premium liquor, pharmacy, tobacco, security printing, labels, mock-ups and varnishes. Gravure press is an environmentally friendly, variable, fast and stable production: low start-up waste, cost efficient and reliable printing production. Sheet-fed gravure presses handle all kind of paper, cardboard and synthetic substrates



Achim Kurreck
H.C. Moog GmbH, Rüdeshheim am Rhein

CEO of H.C. Moog GmbH
Achim has been involved in the high quality printing industry for over 25 years, focused on the performance of the MOOG sheet- and web-gravure presses as well as the special projects in the rotary screen and flexo printing presses. During this period, he was also involved in many projects of security-, label, tobacco, beauty- and liquor- package printing.

13:45 > **Tradition meets Modernity** >



How are light-emitting curing systems used today in conjunction with Print 4.0?

New systems for new applications in packaging printing



Rudy Bienert
IST Metz GmbH, Nürtingen

Position: Key Account Manager for sheetfed application in light emitting curing systems
Background: electrical and electronic technical education
Area of responsibility Asia Pacific
IST METZ GmbH since 1981

14:15 > **Partnering with Heidelberg – for the future of packaging** >



The outlook on the growing packaging market underlines the chances for printers in the production of packaging products. Our innovative solutions address these market developments and deliver an efficient production environment, thus supporting the economic success of print shops. We show examples of printers, also in the Asia Pacific Region, participating in that success by using smart workflow solutions and the latest technology from Heidelberg.



Ralph Streng
Heidelberger Druckmaschinen AG, Wiesloch

Ralph has been working in the Graphics Arts Industry for almost 30 years, in Sales and Marketing functions, first in Germany but always closely connected to Asia.
He joined Heidelberg more than 12 years ago and was holding positions as Managing Director of HD Taiwan and HD Philippines for almost 10 years.
Ralph is now the Cluster Head of HD South East Asia being responsible for HD's local Sales and Service organizations in Malaysia, Indonesia and Singapore.

14:45 > **Panel discussion Packaging** >

Participant companies: Koenig & Bauer, H.C. Moog, IST Metz, Heidelberg

15:00 > **lucky draw and end**