

# virtual.drupa conference area

Concentrated expert knowledge, inspiration, and interaction

[Click here for the live web sessions of the exhibitors in the Exhibition Space.](#)

## Program for Wednesday, 21.04

### Stream I

#### connected consumer

All times in CEST

10:15 A.M. – 10:20 A.M.

Welcome Session

10:20 A.M. – 11:00 A.M.

**James Sommerville, LLC - „KNOWN UNKNOWN“**  
The creative business model of tomorrow. The cusp of another revolution.



11:00 A.M. – 11:40 A.M.

**Ofar Shochet, Jan Krausmann, Thomas Kolbusch, Copprint, OEA, Coatema Coating:**  
Conductive copper ink for additive electronics - sustainable circuit boards



11:00 A.M. – 11:20 A.M.

TKM



11:40 A.M. – 12:10 P.M.

**Carsten Lohmann, J.C.C. Bruns Betriebs-GmbH / Mindener Tageblatt:**  
BigContentData - new insights into digital transformation



11:40 A.M. – 12:00 P.M.

**Sascha Ungewiss, Gefertec GmbH:**  
3D Metal Printing



12:10 P.M. – 12:30 P.M.

Break

12:00 P.M. – 12:30 P.M.

Break

12:30 P.M. – 12:50 P.M.

**Olga Munroe, The Retail Institute, Leeds Beckett University:**  
Increasing Consumer Satisfaction Using Sensory Packaging



12:30 P.M. – 1:10 P.M.

**Peter Buttiens & Thomas Poetz, ESMA:**  
The Roadmap of textile printing



12:50 P.M. – 1:10 P.M.

**Steve Knight, Digital Direct Technologies Ltd:**  
Opportunities for Digital Print In Product/Brand Protection with some Lessons from Security Print PART I

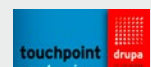


1:10 P.M. – 1:20 P.M.

Break

1:20 P.M. – 2:00 P.M.

**Kristin Kain, Werk2:**  
Use case - a just-in-time print supply chain that connects brands and consumer



1:20 P.M. – 1:40 P.M.

LA.M.BDA TECHNOLOGY GmbH



2:00 P.M. – 2:20 P.M.

**Roman Strauß, Leonhard Kurz Stiftung & Co. KG:**  
Using the web and 3D technology to connect to the customer - Use cases from online print to predictive workflows



2:00 P.M. – 2:20 P.M.

**Jeremy Lindley, Diageo:**  
The power of distinctive brand codes



2:20 P.M. – 2:35 P.M.

Break

2:35 P.M. – 2:55 P.M.

**Ralf Scharf, Baumer hhs GmbH**  
Sustainable Solutions for packaging production



2:35 P.M. – 2:55 P.M.

2:55 P.M. – 3:10 P.M.

Break

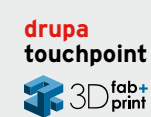
3:10 P.M. – 3:50 P.M.

**ESMA:**  
The reshuffle of textile printing



3:50 P.M. – 4:10 P.M.

**Stephan Braun, KSB SE & Co. KGaA:**  
Manufacturing of parts for pressure equipment with additive manufacturing, especially PBF-LB (powder bed fusion - laser beam)

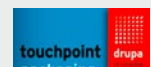


4:10 P.M. – 4:30 P.M.

Break

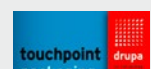
4:30 P.M. – 4:50 P.M.

**Luca Ferreccio, NABA - Nuova Accademia di Belle Arti di Milano:**  
NABA & EPDA for TPP // Most Advanced Yet Acceptable



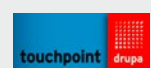
4:50 P.M. – 5:10 P.M.

**Bodo Schiefer, snoopstar GmbH:**  
Best practices about how Augmented Reality can push sales when added to a packaging or comms material



5:10 P.M. – 5:30 P.M.

**Yann Ischi, SICPA:**  
Discussion around the interaction between packaging and the consumer in the prevention of counterfeit goods



5:30 P.M. – 5:50 P.M.

**Paul Tykodi:**  
3D Printing within an Industry 4.0 Context - Evolving Roles for Standards in a Digital World



5:50 P.M. – 6:00 P.M.

Closing Session

### Stream II

#### platform economy

#### IC and iarigai at Virtual DRUPA 2021 VIRTUAL CONFERENCE

**Bridging Education, Research and Industry  
in Graphic Communication,  
Print and Media**



3:10 P.M. – 3:20 P.M.

**Moderator: Prof. Dr. Martin Habekost, Ryerson University, IC Circular Journal:**  
Welcome by the Organizational committee  
Presentation of the Virtual Conference - Topics and Speakers

3:20 P.M. – 3:40 P.M.

**Frank Romano, Professor Emeritus, RIT USA:**  
The future of printing

3:40 P.M. – 4:00 P.M.

**Beatrice Klose, Intergraf:**  
How can we remain attractive for the next generations?

4:00 P.M. – 4:20 P.M.

**Prof. John R. Craft, Graphic Communications Education Association, USA:**  
Innovative Initiatives at University Graphic Communications degree programs in the United States: A Virtual Awakening

4:20 P.M. – 4:40 P.M.

**Jan De Roeck, Marketing Director, Esko, Belgium:**  
Industry and Education - Real life examples of joint initiatives to inspire and boost innovation

4:40 P.M. – 5:00 P.M.

**Jörg Hunsche, Market Development Manager, HP Indigo, Germany:**  
Amplifying our future - Together, digital print and digital media, a living experience of young generations

5:00 P.M. – 5:05 P.M.

**Prof. Dr. Anastasios E. Politis, HELGRA.M.ED and GRAPHMEDLAB, Greece:**  
Presentation of the iarigai and IC conferences, September 2021, Athens Greece

5:05 P.M. – 5:10 P.M.

**Prof. Dr. Martin Habekost, Prof. Dr. Ing. Gunter Hübner, Prof. Luk Bouters:**  
Closing of the virtual conference

5:10 P.M. – 5:50 P.M.

**Density Media - Expert Panel:**  
Many printers believe that their success depends on printing and focus predominantly on it. In a series of four panel discussions we meet 12 entrepreneurs and executive managers who consider print a functional component of their product or service. With them we look at printing from a broader perspective, and try to get into a new mindset.  
**Manage data as others don't.**