

# virtual.drupa conference area

Concentrated expert knowledge, inspiration, and interaction

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## Program for Thursday, 22.04 World Earth Day

### 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.

**Dr. Gabrielle Walker:**  
All change: Implications of the climate megatrend for the printing industry.



11:00 A.M. – 11:20 A.M.

**Pongthira Pathanapiradej, Thai Printing Association:**  
The Next Normal - The future of printing and packaging in Thailand and SEA



11:00 A.M. – 11:20 A.M.

**Nicole Brandl, Mondi Paper Sales GmbH:**  
Climate-neutral printing and the business value of sustainability



11:20 A.M. – 11:40 A.M.

**Jan De Roeck, Esko:**  
A Digital Maturity Model for packaging printers



11:20 A.M. – 11:40 A.M.

**Jonathan Graham, Sustainable Green Printing Partnership:**  
Sustainability in Action



11:40 A.M. – 12:00 P.M.

**Andrew Manly, Active & Intelligent Packaging Industry Association (AIPIA):**  
The Digitization of Packaging: How new printing technologies are changing the packaging landscape



11:40 A.M. – 12:00 P.M.

**Achim Halpaap, United Nations:**  
Sustainability in the printing and packaging industry: Trends, tools, and leadership



12:00 P.M. – 12:30 P.M.

Break

12:30 P.M. – 1:10 P.M.

**Hochschule der Medien:**  
Print your future - Worlds Print Campus



12:30 P.M. – 12:50 P.M.

**Rolf Köppel, Zünd Systemtechnik AG:**  
Cutting automation in the textile industry



12:50 P.M. – 1:10 P.M.

**DITF:**  
DITF Rooms for free: European Network for textile design



1:10 P.M. – 1:20 P.M.

Break

1:20 P.M. – 1:40 P.M.

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



1:20 P.M. – 2:00 P.M.

**ESMA:**  
Make sustainability fashionable, make fashion sustainable



1:40 P.M. – 2:00 P.M.

**Peter Wülfert, Sun Chemical:**  
Printing Inks in a Branded World



2:00 P.M. – 2:20 P.M.

**Gerd Pesendorfer, Trovus Tech GmbH:**  
Metal 3D design&print - Know-how & use cases for your component booster



2:00 P.M. – 2:20 P.M.

**Jürgen Seibold, Deutsche Institute für Textil- und Faserforschung Denkendorf (DITF):**  
Transparent and Sustainable Production within Digital Textile Microfactories based on the MFCA Method

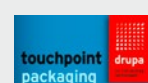


2:20 P.M. – 2:35 P.M.

Break

2:35 P.M. – 2:55 P.M.

**Achim Halpaap, United Nations**



2:35 P.M. – 2:55 P.M.

**Blauer Engel**



2:55 P.M. – 3:10 P.M.

Break

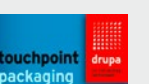
3:10 P.M. – 3:30 P.M.

**Zsolt Rozsnyai, Krones AG**  
Customized direct-to-shape



3:10 P.M. – 3:50 P.M.

**Tim Sykes, Packaging Europe & Marcel Verhaaf, SGK Anthem:**  
Packaging sustainability: a design perspective - panel discussion



3:30 P.M. – 3:50 P.M.

**Leonhard Kurz Stiftung**

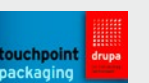


3:50 P.M. – 4:10 P.M.

**Tim Sterbak, IST METZ:**  
Connected Consumer - Permanent connectivity is the new state of being



3:50 P.M. – 4:10 P.M.



4:10 P.M. – 4:30 P.M.

Break

4:30 P.M. – 5:10 P.M.

**Thomas Fischer, DITF:**  
Panel Discussion: Digital Textile Microfactory - a Gamechanger for Nearshoring?



4:30 P.M. – 4:50 P.M.

**Anoosheh Oskouian, Ship & Shore Environmental:**  
Nice and Necessary: The Importance of Achieving Balance Between Commercial Success and Environmental Responsibility



4:50 P.M. – 5:10 P.M.

**Thorsten Hickmann, Eisenhuth GmbH & Co. KG:**  
Hybrid Moulding, the necessity of doing it



5:10 P.M. – 5:30 P.M.

**Frederik Petzold, Windmüller & Hölscher:**  
Digitalisation of packaging production for increased productivity

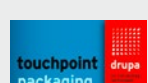


5:10 P.M. – 5:50 P.M.

**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.  
**Empower your pre and post-press.**

5:30 P.M. – 5:50 P.M.

**Isabelle Billerey Rayel & Florent Lagant (DECATHLON SA), Dalim Software:**  
A new Country launched every month? DECATHLON unpacks its Secrets!



5:50 P.M. – 6:00 P.M.

Closing Session