



Press Release

connection of competence

Media Contact: David Stamp, Director of Marketing & Communications, PrintCity
E: press@printcity.de T: + 44 15242 76425 M: + 49 172 1010 929

Successful GIPP & PrintCity Alliance Moscow Seminar

Gröbenzell, Germany, May 4th 2009 – A successful seminar with over 110 visitors was concluded by GIPP, the Guild of Press Publishers in Russia, together with PrintCity Alliance members in Moscow on April 22nd.

Under the headline *Managing the Change - Practical Approaches to Act on Market Developments*, PrintCity Alliance members **UPM**, **Sun Chemical**, **Procemex** and **manroland**, plus partners **UpCode** and **Dalim Software** made presentations on a series of topics prior to a visit to the Extra M printing house in Moscow.

Following a welcome by Mr Eugene Abov, GIPP Board Member and Mr John Dangelmaier, President of PrintCity, the full day seminar presentations included:

- **Paper, Always in Fashion** – Erik Ohls, UPM
- **Managing the Change: Creating Value – Increasing Efficiency** – Josef Aumiller, manroland
- **Improving Press Efficiency** – Gert Volmer, Procemex
- **Instruments of optimisation of publisher's costs when working with a printing house. Practical examples** – Andrey Suleikov, Pushkinskaya Plozhad Printing House
- **The Colour of Your Money** – Gerry Schmidt, Sun Chemical
- **Global Reach of Premedia** – Dr Carol Werlé, Dalim Software
- **UpCode – New Income in Business**, Sture Udd, UpCode

The audience totally filled the seminar presentation room at the Hilton Leningradskaya Hotel in Moscow and included many top managers of the Russian publishing and printing industry.

Seminar attendee Alexander Maximov, Development Director of Z-Card, commented, “This was a striking and very useful event. Before I came here, I had thought that it would be a usual routine conference for clients. But I’ve learned about many innovative technologies and ideas that can be turned into reality.

“The global situation has made everyone wake up. Many fresh ideas are emerging on the market. Today, I met some of my old partners and we discussed new ideas. I sincerely thank PrintCity and the Guild of Press Publishers for this event!”

Boris Kagan, Production Director, Expert Media Holding indicated, “This is a very interesting event. This has been the third PrintCity event that I’ve visited. Every time I learn very useful information.

“PrintCity selects very good presentation topics and speakers. They discuss new topics and reveal new aspects of various issues. This time, I’ve especially liked the presentation about the paper web control and check-up system. It’s a very important aspect.”

Julia Kazakova, GIPP Executive Director, summarising the event said, “The idea of the conference is reflecting the situation at the market. Today the publishers are forced to optimize their production costs, the quantity of editions is decreasing, the layouts are changing, they are choosing cheaper paper grades and printing services. But it is necessary to think about future development during the time of economic downturns.

“By initiating this conference the organisers wanted to tell about the new possibilities existing in the printing industry, of paper companies, of machine producers that can offer new solutions to advertisers and readers. For the first time such a conference was not a client event where the companies just sell their products and services. The participants mentioned that the conference has added value in providing new possibilities during the economic downturn.”

GIPP is a non-profit organisation of Russian print publishers and suppliers. The PrintCity Alliance has a long history of delivering successful seminars in Russia, in both Moscow and St. Petersburg, across the commercial printing, publishing and packaging sectors.

ENDS

These publication images are available by visiting

http://www.printcity.de/index.php?site_id=318 or by emailing press@printcity.de



Mr. Eugene Abov, Board Member of GIPP, The Guild of Press Publishers in Russia, is seen opening the full day seminar on April 22nd at the Hilton Leningradskaya Hotel in Moscow.



The audience at the full to capacity GIPP/PrintCity Alliance joint seminar in a central Moscow hotel on April 22nd.

About the PrintCity Alliance

PrintCity is a Strategic Alliance that shares worldwide expertise from independent companies in the graphic arts industry. Members work together in partnerships within a complete workflow - from pre-press to press to post-press - across the packaging, commercial and publishing sectors.

PrintCity was founded in 1998 and is an established long-term alliance, representing businesses active in all global markets.

PrintCity is an Alliance:

- Connecting the competence of members to offer added value solutions worldwide
- Delivering knowledge through seminars, trade fairs, project studies, publications and electronic platforms
- Promoting the value of print & packaging as media to responsibly satisfy the world's needs
- Encouraging networking within the whole industry to stimulate worldwide co-operation among all partners

More information on PrintCity Alliance projects, events and seminars can be found at www.printcity.de

Contact David Stamp at PrintCity E: david.stamp@printcity.de or T: + 44 15242 76425 or M: + 49 172 1010 929 if you have questions about the PrintCity Alliance.