

# POLIGRAFIA, Euro-Reklama 2009 PROGRAMM OF EVENTS

(Last update: 14 April 2009)

**Tuesday, 21.04.09**

9.30 am –  
3.30 pm

## **Complementary Visual Communication in Digital Signage and Digital Outdoor Media**

Green Room

*Organiser:* EUROPEAN MEDIA GROUP Sp. z o.o

9.30 am – 10 am Registration of participants

10 am – 10.10 am Conference opening

10.10 am – 10.25 am **Efficiency of DS media – Who is looking and for how long? Searching for answers** – Mariusz Stachowiak, Product Manager, Pol-Tv Multimedia Sp. z o.o.

10.30 am – 10.55 am **Development directions for outdoor digital media** – Paweł Borowiec – Sales Director, Tomasz Kędzior – Network Director, Sellsys Vision Sp. z o.o.

11 am – 11.25 am **LCDs in Digital Signage systems, example solutions** – Mariusz Orzechowski, Director Sales & Marketing, NEC Display Solutions Europe GmbH

11.25 am – 11.40 am Coffee break, workshop: **“Benefits of Digital Signage in trade marketing”**

11.40 am – 12.05 pm **Virtual Mannequin Lucy – an innovative communication medium and a creative POS example** – Lloyd Cole, European Marketing Manager, Display & Graphics, 3M Optical Systems & Digital Out Of Home

12.10 pm – 12.35 pm **The role of digital media in advertising campaigns** – Marcin Boruta, President, Screen Network

12.40 pm – 12.55 pm **Digital merchandising in a bank on the example of Alior Bank** – Leszek Golonka – Board Member, DDS Poland

12.55 pm – 1.10 pm Coffee break

1.10 pm – 1.25 pm **The untapped potential of Digital Signage, the essence of players and content** – Michał Rędziaś, Manager for AV Systems, Veracomp S.A.

1.30 pm – 1.55 pm **Innovation in outdoor advertising** – Michał Gieracz, Marketing Manager, City Screen

2 pm – 2.30 pm **Capabilities of outdoor digital communication, combination with classic formats, interaction, personalisation and what’s next?** Lech Kaczoń, Chairman of the Outdoor Advertising Chamber of Commerce

2.30 pm – 2.55 pm Discussion panel

3 pm – 3.25 pm PRN

3.30 pm Lunch

11 am – 2 pm **Educational conference: Modern vocational education as a prerequisite for modern printing** WTC, room 108

*Organiser:* Central Research and Development Facility for Printing Industry, Poznań International Fair

- New needs, a new profession and new expectations – speaker: **Jerzy Parketny**
- A computer as a tool for modern education – speaker: **Jacek Hamerliński**
- Print Media Academy – experience, presence and a look into the future of vocational education – speaker: **Bernd Schopp** (Heidelberg)
- Practical experience in gaining knowledge abroad – speaker: **Joanna Chamera** (QuadWinkowski)

*Discussion*

11 am – 2 pm **Presentation of Smart'up offset inks for printing secure documents and special effects** Large Room, Pavilion 14A

*Organiser:* GRAFMAJ AM

12 noon - 2.30 pm **How to get and manage a few hundreds of orders daily? Tools for receipt and streamlined management of printing orders.** Eastern Lobby, Blue Room

*Organiser:* Xerox Polska Sp. z o.o.

12.30 pm **A series of seminars prepared by the Polish Printers' Corporation SIMP - Ligum Pol Sp. z o.o. as part of the PRINTING ACADEMY** Stand 9, Pavilion 5

- ROLLER - ID – roller identification system
- LOTO TEC – the world's number one among coating systems
- Tubes for flexo printing

2.30 pm – 5 pm **Meeting of the Foundation of Printing Staff Training** WTC, room 112

*Organiser:* Foundation of Printing Staff Training

10.15 am –  
4.15 pm

**7th Conference of the Polish Chamber of Printing: "Standards in Printing"**

Large Room,  
Pavilion 14A

*Organiser:* Polish Chamber of Printing

*Entry:* Admission charge following registration at [www.izbadruku.org.pl](http://www.izbadruku.org.pl)

**SESSION 1**

*Moderators:* A.Naruszko, Poligrafika / A.Dziedzic, Vidart

- "PDF standardisation in printing processes" – Tomasz Drążek
- "Standardisation of descriptions of technological processes in printing on the basis of JDF" – Mariusz Sosnowski
- "Modern solutions for process management in printing companies" – Robert Wieczorek
- "Normalisation and standardisation of production files in prepress" – Krzysztof Sadziński
- "Communication, normalisation, automation – new technologies, new challenges" – Tomasz Gogacz

EXPERTS: Konrad Blachowski, Maciej Lewy (apart from the above mentioned authors of papers)

**SESSION 2**

*Moderators:* I.Kwiatkowska, Print & Publishing / J.Ziemiak–Ronke, Świat Druku

- "Standardisation elements when signing contracts pertaining to colours on prints" – Tomasz Dąbrowa
- "A colorimetric profile and the standardisation of the printing process" – Konrad Blachowski
- "Standardisation of technological processes in colour management systems" – Andrzej Kunstetter
- "Inks printed in accordance with ISO 2846 and ISO 12647" – Robert Kuczera
- "Comprehensive colour management – a new perspective" – Mariusz Geras

EXPERTS: Maciej Baur, Cezary Nazar (apart from the above mentioned authors of papers)

**SESSION 3**

*Moderators:* M.Pawliński, Świat Poligrafii / A.Palacz, Wydawca

- "Methods for assessing bookbinding durability and possibilities for creating a European standard" – Jerzy Petriaszwili, Yuriy Pyryev

- "Computer integration of production systems in bookbinding processes – the prospects for implementing CIM" – Piotr Skarbek–Kozietulski
- "Elements of standardisation in the planning of postpressprocessing of newspapers and magazines" – Jacek Bucholc

EXPERT: Ryszard Maćkowiak (apart from the above mentioned authors of papers)

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|--------------|---|-----------------------------|
| 11 am – 2 pm | <b>Sectoral Loan Guarantee Fund for the Printing Industry</b><br><br>Organiser: Polish Fraternity of Gutenberg's Fellows, MTP   | Eastern Lobby,<br>Blue Room |
| 12.30 pm     | <b>A series of seminars prepared by the Polish Printers' Corporation SIMP - Ligum Pol Sp. z o.o. as part of the PRINTING ACADEMY</b><br><br><ul style="list-style-type: none"> <li>• ROLLER - ID – roller identification system</li> <li>• LOTO TEC – the world's number one among coating systems</li> <li>• Tubes for flexo printing</li> </ul> | Stand 9, Pavilion 5         |
| 2 pm - 3 pm  | <b>Open house at the Polish Chamber of Promotional Goods</b><br>Organiser: PIAP   | Room 301<br>Pavilion 14B    |
| 4 pm         | <b>Announcement of the SuperstarPoland 2009 competition results</b>   | Pavilion 3                  |

## Thursday, 23.04.09

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| 10 am – 1 pm | <b>Seminar: Stronger in crisis!</b><br><i>Organiser:</i> Poligrafika Magazine and MTP<br><br><u>Admission free following registration at <a href="http://www.poligrafika.pl">www.poligrafika.pl</a></u><br><br><p><i>10 am – 10.10 am Welcome address</i></p> <p>10.10 am – 10.35 am<br/>Jacek Hamerliński, independent expert from the sector <b>"What to rely on in difficult times? On the value of common sense, strategic reserves and flexibility"</b></p> <p>10.40 am – 11.05 am<br/>Krzysztof Pindral, President of Heidelberg Polska Sp. z o.o.<br/><b>"Streamlined costs and increased efficiency thanks to modern integrated production management systems. Case studies"</b></p> <p><i>11.05 am – 11.20 am Coffee break</i></p> <p>11.25 am – 11.50 am<br/>Marzena Tarkowska, President of Xerox Polska Sp. z o.o. <b>"Prospects for the development of the printing market"</b></p> <p>11.55 am – 12.20 pm<br/>Jarosław Fordoński, Director of the EU Office, BRE Bank <b>"Companies and the problem of bank-based financing in the financial crisis"</b></p> | Eastern Lobby,<br>Blue Room |
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12.25 pm – 12.50 pm

Anna Łacińska, Vice-President of EFICOM and Andrzej Ferber, Product Manager, EFICOM **“EU grants – a remedy for the crisis”**

12.50 pm

*Closing address*

11 am – 2 pm

**Presentation of Smart’up offset inks for printing secure documents and special effects**

Large Room,  
Pavilion 14A

*Organiser:* GRAFMAJ AM

## SPECIAL AREAS

### **Polish Printers’ Village**

*Organiser:* MTP

*Under the auspices of:* Polish Chamber of Printing

*Partner:* PrintinPoland.com

*Media partner:* “Wydawca” Magazine

*Venue:* Pavilion 3A

### **Large-Format Print Exhibition**

*Organiser:* MTP

*Venue:* Pavilion 3A

### **PRINTING ACADEMY**

*Organisers:* Foundation of Printing Staff Training, Central Research and Development Facility for the Printing Industry and MTP

*Venue:* Pavilion 5

### **RETRO Printing – exhibition of old printing equipment**

*Organisers:* Polski Drukarz sp. z o.o., publisher of „Świat DRUKU”

*Monthly and MTP*

*Venue:* Pavilion 5

### **Gallery of Unconventional Advertising Gifts**

*Organisers:* Polski Drukarz sp. z o.o., publisher of “Pro-KREACJA” Bi-Monthly and MTP

*Venue:* Pavilion 3

### **Display Show**

*Organiser:* Display GmbH from Hamburg and MTP

*Venue:* Pavilion 3