

Baltprint 2008



**Second
international
conference for
printing industry**

**Printing industry
business
environment
improvement**

**October 2nd, 2008
Vilnius, Lithuania
www.lispa.net**



SAULIUS JOKUŽYS

Chairman of the Board of LISPA,
Owner of S. Jokužys Publishing - Printing House

Dear colleagues,

The second international conference “BaltPrint 2008” is approaching. When organizing the first conference we were not able to tell what kind of conference it would be, but with the second one, we know full surely that it is going to be a yearly event initiated and arranged by the Lithuanian Printers’ Association, with the participants caring about the future of the printing industry and planning to continue taking part in it.

Let me shake everyone’s hand, who believes that a qualitative result comes out of making common efforts, by means of discussions and experience pickup, adaptation and application skills, ability to analyze and adopt optimal business development mechanisms in the branch of the printing industry.



Foto: Redas Vilimas / BFL

ERIKA FURMAN

President of LISPA
Chairman of the Board of “Firidas” Publishing - Printing House

Dear participants of printing industry and related activities,

All year round we have had discussions on committees’ meetings and the Board of the Association on the vision of our organized conference and we have come to the conclusion: *we have to be open to the world, if we wish that the world would become open to us.*

In this year’s international exhibition DRUPA for the first time in the history of the Lithuanian printing, LISPA presented the Lithuanian printing industry to the countries of the whole printing world. Therefore, the conference “BaltPrint” is an international conference to which we are inviting more and more colleagues from different parts of the world. We hope, that both for the printers of Lithuania and foreign countries it will become a yearly meeting place.



RAIMUNDAS SAVUKYNAS

Board Member of LISPA
Director UAB “Spandos kontūrai”

Joy experience regarding low price lasts shorter than feeling sorrow for poor quality.

The road of technological standards of printing in Lithuanian is extremely rocky, however, we are not placed in the unique position in the world and the experience we are going through has been survived and solved by others as well. Therefore, I would like to invite you to listen to the actions that helped to solve standardization questions in other countries, which encouraged the colleagues to join their forces and find a common solution to this problem. Let us decide upon which actions should be taken by us in the standardization field relevant for us.



CONFERENCE PROGRAM

8.30 – 9.00 Registration

9.00 – 9.30 Opening of the conference, welcoming words.

9.30- 11.00 **Keynote speech: Competition and common tendencies of printing industry in Europe. The future of life in print.**



NEIL FALCONER,
Strategic Consulting, Pira International,
United Kingdom.

Overall aim of the speech

The presentation begins with an assessment of the market landscape from a printer's perspective. Followed by an evaluation of the current market drivers and trends across the printing sector including: magazines, books, direct mail, commercial and packaging print and how printers are responding to the sector changes. This will be followed by a look at technology developments, best practice, lean manufacturing and the challenges and opportunity this creates for printers. Understanding the future and preparing for it is the key to success. The presentation will explore globalization, social and demographic changes, emerging markets, the impact of the internet, environmental consciousness and what this means for the print industry and in particular the Baltic countries.

Work experience

Neil has over 27 years experience of working in the printing, packaging and publishing sector. His management career has diversified across the web offset, sheetfed, screenprint, flexographic and digital print sectors. His technical and operational background has encompassed: the production environment, customer service and strategic management roles.

Recent project management experience has allowed him to combine his industry background and consulting skills to provide clients with tangible operational and financial benefit. He has an in depth understanding of the core business functions from a management, operational and supply chain perspective.

His diverse industry knowledge and market exposure has allowed him to effectively contribute to strategies for the leading industry players. He has provided direction on the industry from a European and Global perspective, understanding the trends that are likely to influence and impact the print and publishing sector in the future. His work on digital environments and supply chain re-engineering has provided market and technical insight into the potential for emerging and disruptive technologies in the future.

His technical and strategic consultancy work has included numerous high profiled due diligence projects and business improvement programs. He has authored numerous market studies that cut across the entire print supply chain. He is a regular industry speaker and has contributed to numerous workshops and conferences on industry futures, best practice improvement and disruptive technology.

11.00 – 11.30 Coffee break.

11.30 – 12.30 Environmental issues in the changing global market.



EIKE FRUEHBRODT,
*Heidelberg, Vice President Product Management
for Automation Systems, Germany.*

The main purpose of speech is to describe the ecological printing, to present new possibilities in printing industry. Eco-printing. A new chance for the printing industry:

- How to become an eco printer;
 - Good management;
 - Paper and paper waste;
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- Ink;
 - Solvents, Alcohol and VOCs;
 - Waste and disposal;
 - Marketing your progress;
 - Success stories of European eco print shops.

Working experience

- 1997: Environmental & Quality Management at Linotype Hell AG / Germany.
- 1999: Environmental & Quality Management at Heidelberger Druckmaschinen AG / Germany.
- 2000: Product Management for Peripheral Systems at Heidelberger Druckmaschinen AG / Germany.
- 2004: Product Management / Member of Management Team for narrow web presses at Gallus Ferd. Ruesch AG / Switzerland.
- 2006: Vice President Product Management for Automation Systems at Heidelberger Druckmaschinen AG / Germany.

As member of Heidelberg's environmental team he was responsible for the environmental due diligences at new sites but also for developing "green" products. Right now, he is responsible for all peripheral devices but also for cross-functional issues like green printing.

12.30 – 14.00 Lunch.



CONFERENCE PROGRAM

14.00 – 15.00 **Print standards, possible effects of implementation, standardization of processes.**



WIM GOOSSENS,

Ingrin development instructor, Netherlands.

The main purpose of speech: Standardization, why? Is it necessarily that the graphic process will be standardised?

- If you want to have a predictable end result then it is necessarily to do that. Customers what to know, before the press is started, what the end result will be and printers must tell them.
 - Standardisation gives different advantages for the users.
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- How do you start with standardisation and what do you need to do it. This is not only for the printer on the press but also for all the departments of the company.
 - Employers must not only have knowledge of the standardisation process but also from the equipment they have to use like photo spectral measuring and densitometry.
 - In the Netherlands, graphic employers think and use in terms of standardisation. But is this a guaranty of good printing work?
 - Can you make general standards or is it specific for the one company?
 - Is ISO 12647 an answer and solution of all the standardisation questions and problems?

Working experience

After his training as offset-printer, he started working at graphic media knowledge centre GOC in The Netherlands. First he acquired experience as a tutor in supervising students during work placements, at which time he also gave advice regarding education and schooling. After acquiring his instructors' qualification, with offset printer being his specialization, he gave courses in offset printing. Subsequently he also functioned as instructor in introduction courses in graphic production, flexo-printing and gravure printing. It is these introduction courses, both technical and train-the-trainer, which he organized on behalf of GOC for INGRIN groups of trainees. He then moved on to work as account manager of GOC, in which' capacity he gained a lot of experience in analysing company training needs, and developing corresponding tailor-made in-house training and schooling programmes.

He then became the Head of the GOC Exam Buro, which had as main task to set up accreditation processes for educational institutions, and developing item banks.

15.00 – 15.30 Coffee break.

15.30 – 16.30 The printer of the future.



MARCO DEN ENGELSMAN,
Editor in Chief, Netherlands.

The main purpose of speech

Drupa is always a milestone in measuring how fast technical developments really go and where the industry stands in 2008 compared with 2004.

Direct from the show floor he will talk about these developments and trends. The greatest printing show on earth is good moment to lean back and think about what the printer of the future will look like.

The following questions he tries to answer with several case studies:

- Is the printer of the future a digital printer?
- Will the customer of the future order through the Internet?
- What will be the position of offset printing?
- Will there be more colours in the future?
- Will the printer of the future be a “green” printer?
- Last but not least: will there be a future for printed matters or is everything going to be digital?

Working experience

After a career in Marketing and sales in the telecommunication and graphic industry, he switched in 2001 to the labour of Journalism. Since that moment he has been Editor in Chief of the graphical trade magazines PERS, Compres and Print Buyer.

Companies he worked for:

- Akzo, instrumentation engineer;
- Dutch Security Service, Marketing manager;
- Bosch Telecom, project manager;
- Grafitech, assistant director operations;
- Storm, Manager distribution graphic equipment;
- AM international, Sales manager prepress;
- Danka, marketing manager;
- Compres: Editor in Chief.

16.30 – 17.00 Summarizing and closing ceremony.

17.00 Closing party.



BALTPRINT

REGISTRATION CONDITIONS

Organizer: Lithuanian Printers' Association

Conference venue: hotel "Trasalis", Gedimino st. 26, LT-2118, Trakai, Lithuania

Date: October 2nd, 2008

Participation: Pre-registration

Language: Lithuanian, English, Russian (simultaneous translation ENG-LIT, ENG-RUS)

Participation fee:

1-2 persons from one company – 259 EUR per person

3 persons and more from one company – 239 EUR per person

Price includes: Participation in the conference, conference materials, lunch, coffee breaks and dinner.

Payment: before the conference according to the invoice from Association.

Registration deadline: September 18th, 2008

Cancelling: Written request only! In case of cancelling before September 18th, 80% of the fee will be returned. No return after September 18th.

Registration:

Webpage www.lispa.net

By fax: +370 (5) 233 6966

By e-mail: valda.lapinskaite@lispa.net

Contact person: Valda Lapinskaitė

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