

**PROGRAMME OF EVENTS**  
**Poligrafia and Euro-Reklama 2011**  
(as of 04.04.2011)

**Tuesday, 12.04.2011**

11.00 a.m.-  
2.00 p.m.

**Education conference - Vocational Printing Education in the Era of Digital Technologies Breakthrough.**

WTC hall

*Organiser:* Research & Development Printing Industry Centre (Centralny Ośrodek Badawczo-Rozwojowy Przemysłu Poligraficznego), Poznan International Fair (Miedzynarodowe Targi Poznanskie)

- Printing as a scientific discipline (Prof. Andrzej Makowski)
- Tradition or modernity?

Designing contemporary printing & publishing journals (Dr Artur Frankowski)

- Aesthetic and intellectual aspects of polygraphs education (Andrzej Tomaszewski)
- Printing presses simulators in vocational education (Jacek Hamerlinski)
- Discussion

*The conference is free of charge after registration using the application form available on: [www.cobrpp.com.pl](http://www.cobrpp.com.pl)*

**PIAP Members General Meeting**

**Wednesday, 13.04.2011**

12.00-6.00  
p.m.

**Printing - the Market and Novelties**

WTC hall

Topics in the Grafikus block

- new DERPROSA soft touch laminating film
- printing ink
- Fuji chemical products

Part II - Heidelberg Polska

- Introductory presentation - Krzysztof Pindral
- Business Manager - a new printing house management program (full integration with the Prinect system) - Tomasz Jasinski
- LED and alternative drying systems in UV offset printing (including Anicolor UV) - Robert Wieczorek
- Device Link - special use of profiles for colour space conversion in order to improve printing stability and reduce the consumption of printing ink - Andrzej Kunstetter / Piotr Bogusz
- A portfolio of solutions dedicated to small-scale printing for packaging print shops - Krzysztof Wojdan
- Remote Access Elite - an effective and innovative tool for remote communication between the print shop and its customers - Zbigniew Kosiorek / Piotr Bogusz

Part III - Presentation of the report entitled "The Printing Market in Poland. KPMG and PBKG Study"

- Welcoming guests - KPMG Marek Gajdziński, Partner of KPMG and PBKG Jacek Kuśmierczyk, Chancellor of PBKG
- Presentation of the results of the study; the main conclusions of the report - Marek Gajdziński
- Panel Discussion - moderator - Marek Gajdziński, Partner of KPMG, participants: Krzysztof Pindral, Heidelberg Polska; Jacek Kuśmierczyk, PBKG, Grafikus; Bogdan Baszak, KEA, Rafal Kubiak, CGS; Robert Musial, Agora

*The conference is free of charge after registration on [www.poligrafia.mtp.pl](http://www.poligrafia.mtp.pl)*

11.00 a.m.-  
3.00 p.m.

**Colour Management Workshop**

*Organiser:* Polski Drukarz publishing house

Polski  
Drukarz  
Publishing  
House

The standardisation of printing from pre-press to formulation  
*Malgorzata Lososová Ungrádová, Sales Manager, Distributors and Dealers  
Coordination, X-Rite Inc.*

Modern proofing systems using white and Pantone colour reproduction  
system in the production of packaging  
*Tomasz Kucinski, Pro Graphics Account Manager, Epson Europe B.V.  
Marek Janowski, Colour Management Specialist, Reprograf*

Colours under special surveillance - practical capabilities of the system:  
Apogea  
*Maciej Baur, Product Manager, Agfa Graphics*

Printing houses are from Mars and their customers are from Venus, how to  
communicate and determine the needs of both parties  
*Danuta Tyrowicz, the owner of Frogimus*

*Attendance is free, registration: [biuro@swiatdruku.eu](mailto:biuro@swiatdruku.eu)*

11.00 a.m.-  
3.00 p.m.

**Conference: 2012 – Is it just for big players?**

Blue  
Room

**Thursday, 14.04.2011**

10.30 a.m.-  
4.00 p.m.

**Conference of the Polish Chamber of Printing - The Future of Books in  
a Digital World**

WTC hall

*Block I*

Introductory lecture: Dr Marek Nahotko from the Jagiellonian University

- The phenomenon of e-books: the creation and development
- E-book technology: viewers, file formats
- Legal issues: Whose interests are protected?
- E-books resources: publishers, booksellers, libraries, great digitalisation projects
- An electronic book: duplication of the format or a new value

- A printed book, electronic or hybrid - arguments for and against

### *Block II*

Manufacturers, technologies, publishers and distribution / logistics of books

- The impact of printing technology on a publishing model (*Stanislaw Pieczara*)
- Inkjet or laser? What is the future of digital printing in the publishing industry (*Swapan Chaudhuri*)
- The revolution has already begun - the publisher's fight for space on the market

(*Piotr Dobrolecki*)

- Illusion or matter, the chances of a printed book for its presence in the distribution (*Dr Jan Lus*)

Applications and information site: [www.izbadruku.org.pl/konf2011](http://www.izbadruku.org.pl/konf2011)

Paid conference: PLN 150 per person (+23% VAT), for PCP members: PLN 100 per person (+23% VAT)

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Drukarz  
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4.00 p.m.

### **Conference Euro-Reklama SPORT II**

11:15 a.m. (PROLOGUE) Niche sports - niche clubs. Is success possible?

Polish rugby - a case study.

11:30 a.m. Strong brand club - tools used to build the image

12:20 p.m. Promotion channels - modern means of communication in promotion

1:00 p.m. Building club relations with the supporters

1:40 p.m. Open discussion panel: Is marketing for everyone?

Barriers to niche sports entities operation.

Blue  
Room

3:20 p.m. Trademark protection - sports gadgets protection

3:40 Open forum - Questions to the speakers

*The conference is free of charge*

## **SPECIAL EVENTS:**

- ◆ Polish Printing Houses Town
- ◆ Printing University
- ◆ Display SuperStar POLAND
- ◆ 2nd Car Wrap Championship
- ◆ Sports gadgets exhibition at the conference Euro-Reklama SPORT
- ◆ An exhibition to celebrate the 85th anniversary of Polish Radio