



Intergraf aisbl
 Avenue Louise 130A, 1050 Brussels (BE)
 (+32) 2 230 86 46



PRESS RELEASE

25/01/2024

**PRINT MATTERS CONFERENCE TO TAKE PLACE
 IN BUCHAREST ON 14 JUNE 2024**

Intergraf and the Nordic Printing Association (NOPA) are excited to announce preliminary details for the highly anticipated Print Matters annual conference. This prominent event is set to take place on Friday, June 14th, in Bucharest, Romania.

SAVE THE DATE

JUNE 14

PRINT MATTERS CONFERENCE

CONNECT, NETWORK AND BUILD THE FUTURE OF PRINT



B U C H A R E S T

The conference will bring together industry experts from around Europe and beyond to share insights, tackle common challenges faced by the printing industry and facilitate connections between industry leaders.

The Print Matters programme will offer a comprehensive view of the graphic industry's future. It will cover the impact of Artificial Intelligence on printing, highlighting

risks and opportunities. Attendees are to gain insights from recent Intergraf research comparing print and digital communication in terms of efficiency, sustainability, and consumer preferences. The conference is to feature case studies and will look at supply chain risks and changes in print distribution dynamics. European legislation is given a prominent role focussing on its hands-on application by larger and smaller print companies.

Print Matters promises an unparalleled opportunity for industry professionals to stay at the forefront of developments, gain valuable insights, and foster connections with peers.

For the latest information and updates, stay tuned to the Intergraf [website](http://www.intergraf.eu).

- ENDS -

Notes to editor

The **European graphical sector** is made up of some 112,000 printing companies (95% SMEs), which employ 640,000 people, and generate a combined turnover of €82 billion (EU27 + UK, Switzerland, and Norway).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 12 Associate Members from across Europe & Middle East. Our primary goal is to represent and advocate for Europe's printing industry, working with the EU to support the sector's competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

Contact **Sergejs Mikaeljans**, Communications Officer, for more information: smikaeljans@intergraf.eu.