



PRESS RELEASE

04/12/2024

INTERGRAF OPENS APPLICATIONS FOR THE 2025 YOUNG TALENT AWARD

Intergraf is pleased to announce that applications are now open for the 2025 Young Talent Award, an initiative designed to inspire and shape the future of the print industry. This year, the Award invites young talent to explore how print companies can effectively attract and engage younger generations to pursue careers in the print industry.

FOCUS ON ATTRACTING YOUNG TALENT TO PRINT

In an era of rapid digital transformation and evolving career expectations, the print industry faces mounting challenges in engaging and inspiring young people to consider careers in the field. Addressing these concerns is critical to ensuring a dynamic, skilled workforce that can drive the industry's future. This theme provides a platform for entrants to discuss the unique challenges the industry faces in appealing to younger generations, as well as potential solutions that highlight the importance of education, innovation, career opportunities, and the role of sustainability in attracting talent to the industry.

Since its launch in 2017, Intergraf's Young Talent Award has provided a unique platform for the next generation of print professionals to share their ideas with industry leaders. Each year, a distinguished panel of experts selects the most outstanding submission, with the winner receiving **a prize of EUR 3,000**. The top three submissions will be showcased to industry representatives, including associations, companies, and suppliers, and made public on our website.

Candidates for Intergraf's 2025 Young Talent Award are invited to submit their views on the following question:

"How can print companies effectively attract and engage younger generations to pursue careers in the print industry?"

Application Criteria:

- **Eligibility:** Entrants must be young students, apprentices, or workers in print (maximum age 25) from one of Intergraf's member countries¹.
- **Submission Requirements:** Entries should be written in English, spanning 3-5 pages. Applicants are encouraged to include any relevant visual materials to support their presentation.
- **CV Requirement:** Please include a short CV (maximum 2 pages) with your application.

¹ Austria, Belgium, Bulgaria, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Portugal, Romania, Sweden, Switzerland, United Kingdom

- **Presentation Opportunity:** While not mandatory, selected applicants are encouraged to present their entry at the upcoming Intergraf Print Matters [conference](#) in Zurich on June 13, 2025.

Applications should be submitted in English to Sergejs Mikaeljans, Communications & Events Officer at Intergraf, by email (smikaeljans@intergraf.eu) or by post (Avenue Louise 130A, 1050 Brussels, Belgium) by the submission deadline of 28 February 2025.

The brochure with more information about the Award can be found [here](#). To learn more about past winners and editions visit the dedicated [page](#) on Intergraf's website.



- 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 11 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe's printing industry, working with European Union 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.