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**PRESS RELEASE**

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**PRINT MATTERS CONFERENCE TO TAKE PLACE  
 IN ZURICH ON 13 JUNE 2025**

**SAVE THE DATE**  
**JUNE 13**

**PRINT MATTERS CONFERENCE**  
 CONNECT, NETWORK AND BUILD THE FUTURE OF PRINT



**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 13th, in Zurich, Switzerland.**



Z U R I C H

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 provide an in-depth exploration of the future of the graphic industry, offering valuable insights across key thematic areas. Business Matters section will delve into strategic growth through acquisitions, AI-driven production planning, and strategies for attracting the next generation of print professionals. Sustainability Matters will examine regulatory compliance with the European Deforestation Regulation (EUDR) and present a ClimateCalc case study on measuring environmental impact. Economic Matters will showcase industry trends, featuring a supplier panel on the future of print, and an in-depth look at the effectiveness of print advertising. Security Matters will address cybersecurity challenges in newspaper production and provide updates on developments in the paper supply chain. This comprehensive programme will equip industry professionals with the knowledge and tools to navigate the evolving print landscape.

This year our conference audience will be enriched by participants of the World Print & Communication Forum (WPCF), the world association for the graphic industry. Participants from South Korea, US, China, Japan, India, Nepal and South Africa are expected to join their European colleagues in Zurich.

The event will offer excellent networking opportunities, including a welcome cocktail, a conference dinner following the main sessions, and a company visit to a local printing house. 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 communications.

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**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](http://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.

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