

Fifth Balkan Print Forum

*Thursday – Friday, 14-15 October 2010
Budapest, Hungary*

- Motto of the event:** **Premium Printing – High Impact, Good Achievements**
- Hosts:** Technical Association of the Paper and Printing Industry (PNYME), Hungary; manroland Magyarország Kft., Hungary; manroland AG, Germany; Budapest Army Printing house “MoD Mapping Company”.
- Patron and main sponsor:** manroland AG – the world's second largest printing systems manufacturer and the world's market leader in web offset.
- Co-sponsors:** Muller Martini GmbH, Océ Printing Systems GmbH, Leonhard KURZ Stiftung & Co.KG
- Sub-sponsor:** UPM
- Supported by:** M-real, Weilburger Graphics GmbH, Agfa Graphics Austria GmbH, Sappi, Béta-Roll Hengergumizó Zrt.

All sponsors, the supporting companies and PrintCity will present information materials on table-tops in front of the event hall – an additional possibility to announce innovative product information.

Agenda

14.10.2010, 13.00 – 22.00 h

- 13.00 – 14.00 *Get-together, National Széchenyi Library, Castle District, 1827 Budapest, Budavári Palota "F" building, http://www.oszk.hu/index_en.htm*
- 14.00 – 14.05 **Opening of the Event**
Dr. Rossitza Velkova, Coordinator of the Balkan Print Forum
- 14.05 – 14.20 **Welcome to the Fifth Balkan Print Forum**
Mr. Endre Fábrián, President PNYME, Hungary

Fifth Balkan Print Forum Seminar

Moderator: Sandor Pesti, Managing Director, PNYME

- 14.20 – 17.40** **Presentations**
- 14.20 – 15.00 **Perspective Print 2020 – Increasing efficiency and creating value with premium printing**
Prof. Gerd Finkbeiner, Chairman of the Executive Board, manroland AG
- 15.00 – 15.10 Q & A
- 15.10 – 15.25 **Labels and flexible packaging – Web Offset solutions**
Roland Henn, Managing Director CEE, and **Bernd Schopferer**, Product and Marketing Manager, Muller Martini GmbH
- 15.25 – 15.35 Q & A
- 15.35 – 15.50 **Hot Stamping & Cold Foil Transfer – Designs and Trends for the Packaging Industry**
Ulrich Bernhard, Sales & Marketing Manager, Europe, Middle East, South America, Leonhard KURZ Stiftung & Co.KG
- 15.50 – 16.00 Q & A

- 16.00 – 16.15 **Offset to Digital – me too Business or new Opportunities?**
Engelbert Stranegger, Director Business Development Inkjet Technology
 Océ Printing Systems GmbH
- 16.15 – 16.25 Q & A
- 16.25 – 16.50** *Coffee break*
- 16.50 – 17.05 **From Roland Praktika to Lithoman – from Adriatic to Black Sea
 – with Beta-Roll Rubber Rollers**
Tamás Gál, General manager, and **Balogh Gábor**, Sales and Marketing
 Manager, Béta-Roll Hengergumizó Zrt., Hungary
- 17.05 – 17.15 Q & A
- 17.15 – 17.30 **Innovations in the Magazine Printing House**
Imre Lakatos, General Manager, InfoPress Group Hungary Zrt.
- 17.30 – 17.40 Q & A
- 17.40– 18.10** *Discussion panel of the 5th BPF*
 Subject: **Good Achievements in Packaging Printing**
 Participants:
 manroland AG (**Prof. Gerd Finkbeiner**, Chairman of the Executive Board)
 UPM (**Timo Lehmuskallio**, Product Manager)
 KNER Packaging Kft. (**István Kása**, general manager, Kner Printing House)
 Moderator: *Dr. Rossitza Velkova, Coordinator of the Balkan Print Forum*
- 18.10 – 18.30** *Future Balkan Print Forum activities*
- 18.10 – 18.20 Some proposals for cooperation in the field of education / training /
 information exchange between the media partners of the BPF.
Dr. Rossitza Velkova, Coordinator of the Balkan Print Forum
- 18.20 – 18.30 Q & A
- 18.30 – 19.10** *Meeting of the representatives of the Balkan and other European
 Graphic Arts Schools and Universities*
- 18.30 – 18.40 **Specialists' training and basic scientific research directions
 of the Ukrainian Academy of Printing**
Prof. Volodymyr Mayik, Vice-rector in scientific work, and
Prof. Oksana Chorna, Senior lecturer, Foreign languages department,
 Ukrainian Academy of Printing
- 18.40 – 18.50 **Scientific cooperation of the region's universities and institutes**
Dr. Csaba Horváth, Director of Media Technology Institute, Óbuda
 University, Hungary
- 18.50 – 19.10 Discussions / Questions / Proposals
- 19.00 – 19.30** *Meeting of the trade press representatives / Interviews / Discussions*
- 19.30 – 21.30** *Dinner*

15.10.2010, 9.00 – 12.00 h

Visiting manroland customer: Army Printing house “MoD Mapping Company” in Budapest.
 Focus on sheetfed.