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## **INTERQUEST Announces Speakers for 2014 Brussels Digital Printing Forum**

*Leading European players speak at inaugural event in Belgium*

**Charlottesville, VA (February 27, 2014)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, announces an impressive lineup of speakers for the 2014 Brussels Digital Printing Forum. The event will be held on March 18<sup>th</sup> from 9:00 to 17:30 at Le Plaza Hotel in Brussels.

According to Gilles Biscos, President of INTERQUEST, “We are pleased and honored to have the participation of executives from leading companies involved in direct marketing and multi-communication, transactional, and publication printing at our event. They will give attendees an up-close cross section of the important trends and developments in these markets.”

In the morning seminar—“**Digital Printing & Multi-Channel Communication**”—Toby Cobrin, a Director at INTERQUEST, will present recent research findings in direct marketing and multi-channel communications. Cross-media success stories will be shared by marketing companies and direct mail providers. Speakers will include Hans Van Lith, CEO, Eclipse Group; Werner Aermouts, COO & Owner, MasterMail; Bart Van Deuren, Managing Director, Publimail; and Jo Vandeweghe, Sales & Marketing Director, Symeta N.V.

After additional INTERQUEST research findings in transactional printing are presented by Gilles Biscos of INTERQUEST, a lineup of leading industry players will share innovative applications and success stories. They will include Olivier Stroobant, Head of Transactional Mail Optimization Team, bpost; Alex Joos, CEO, Group Joos; Rodolphe van der Straten, President, IPEX; and Federico Tornielli, Sales Director and Board Member, Poligrafico Goggero & Tortia.



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Leading off the afternoon session—**“Digital Printing in Publishing”**—INTERQUEST analysts will discuss opportunities and success stories in the use of digital printing in newspapers and magazines. Forward-thinking printers and publishers will then share their applications and experiences. Speakers will include Armand Landman, Editor-in-chief at De Zaak, Dutch Network Group/De Zaak; Toon Osaer, Managing Director, Halewijn Ultegeverij en Durkkerij, and Stefaan Vanysacker, Consultant; and Jo Vandeweghe, Sales & Marketing Director, Symeta N.V.

INTERQUEST analysts will then share research in digital book printing, followed by two panels. Book printers will present and discuss applications and challenges in the use of digital printing to manufacture books. Participants will include Philippe Hourdain, President, Adlis; Adam DeMaestri, President, BR Printers; Mathijs Suidman, Business Unit Manager Media, CB; and Guillaume de Courçy, Managing Director, Soregraph. Publishers will then share their experiences in using digital printing: Benoit Verleyen, Production Director, Dargaud-Lombard-Dupuis; Aurélie Huber, Marketing Director, Editions Comédia; and Frédéric Meriot, Supply Chain Consultant to Editis’ COO, will be among the speakers.

The 2014 Brussels Digital Printing Forum is sponsored by leading players in the market, including Antalis, bpost, Canon, Hunkeler, Kodak, Ricoh, Riso, Screen, Symeta, Xeikon, and Xerox. It is supported by leading industry association including the Belgian Direct Marketing Association (BDMA), Boek.be, the European Publishers Council (EPC), the European Magazine Media Association (EMMA), the Federation of European Publishers (FEP), the Federation of European Direct and Interactive Marketing (FEDMA), and the European Federation for Print and Digital Communication (Intergraph). For more information about the event, please visit the forum’s web site.

<http://www.inter-quest.com/focused-forums/2014Brussels>



## About INTERQUEST

Founded in 1990, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the last 20 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, color printing and variable imaging, multi-channel, digital book publishing and printing, and pre- and post-processing/finishing, and workflow. In the past five years INTERQUEST has published numerous studies on digital printing & multi-channel communication, transactional printing, and book publishing/printing. In addition, it just released a new study on Digital Printing Opportunities in Newspapers & Magazines.

Since 2009 INTERQUEST has organized Digital Printing and Multi-Channel Communications Forums in Paris, Toronto, and Montreal. Every year since 2006 INTERQUEST has held the Digital Book Printing Forum in New York City. In 2013 we organized similar events in Paris, London, and Lucerne. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).