



**INTERQUEST Reports a Strong Turnout for its First
Digital Printing Forum in Belgium**

Leading publishers, printers, print buyers, & suppliers from Belgium and other European countries convene at the INTERQUEST Brussels Digital Printing Forum

Charlottesville, VA (April 2, 2014) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a successful inaugural 2014 Brussels Digital Printing Forum held at Le Plaza Hotel in Brussels, Belgium on March 18th. More than 140 printing and digital communication and publishing professionals attended the educational forum which focused on trends and opportunities in two of the highest growth segments for the digital printing market: direct marketing/relational marketing and publishing.

According to Gilles Biscos, President of INTERQUEST, “We are very pleased with the results of this first event in Belgium which joins our other North American and European forums. Attendance was strong and we received excellent feedback from partners and participants about the content, speakers, the format, and the venue. Although most (70%) attendees were from Belgium, a significant percentage (21%) came from the Netherlands and France, and we also had participants from the U.K., Germany, Italy, the U.S., and other countries.”

INTERQUEST analysts provided introductory sessions throughout the day presenting research findings and trends that set the stage for the digital printing segments of the market.



The morning seminar, “**Digital Printing & Multi-Channel Communication**,” focused on the synergy between print and electronic communication and the convergence of direct mail and transactional printing. Gilles Biscos presented recent research in direct marketing and multi-channel communications. Cross-media success stories were presented by marketing companies and direct mail providers. Speakers included Hans Van Lith, CEO, Eclipse Group; Werner Aermouts, COO & Owner, MasterMail; Bart Van Deuren, Managing Director, Publimail; and Jasper Wauters, Account Manager, Symeta N.V.

After additional INTERQUEST research findings in transactional printing were presented, a session entitled “**The Best of Transactional Applications**” gathered leading industry players who shared innovative applications and success stories. They included Olivier Stroobant, Head of Transactional Mail Optimization Team, bpost; Alex Joos, CEO, Group Joos; and Federico Tornielli, Sales Director and Board Member, Poligrafico Roggero & Tortia.

The afternoon seminar, “**Digital Printing in Publishing**” examined digital printing opportunities in magazines and newspapers, and provided an update on the developments with digital book printing. INTERQUEST led off the afternoon session with a discussion of opportunities and success stories in the use of digital printing in newspapers and magazines. A panel of printers and publishers shared their applications and experiences. Speakers included Willem Overbosch, Owner, MKB Servicedesk / De Zaak; Toon Osaer, Managing Director, Halewijn Uitgeverij en Drukkerij; Stefaan Vanysacker, Consultant; and Jasper Wauters, Account Manager, Symeta N.V.



INTERQUEST then shared research in digital book printing, followed by two book industry panels. Book printers presented and discussed applications and challenges in the use of digital printing to manufacture books. Participants included Adam DeMaestri, President, BR Printers; Mathijs Suidman, Business Unit Manager Media, CB; and Guillaume de Courcy, Managing Director, Soregraph. Publishers then shared their experiences in using digital printing. Jean Verstraete, Production & Logistics Manager, Brepols Publishers; Aurélie Huber, Marketing Director, Editions Comédia; and Frédéric Meriot, Supply Chain Consultant to Editis' COO were the panel speakers.

The 2014 Brussels Digital Printing Forum was sponsored by leading players in the market, including Antalis, bpost, Canon, Hunkeler, Kodak, Ricoh, RISO, Screen, Symeta, Xeikon, and Xerox. It was supported by leading industry associations including the Belgium 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 the company organized similar events in Paris, London, and Lucerne.

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