



INTERQUEST Announces its first Digital Printing Forum in Belgium

Leading direct marketing, transactional, and publishing players to convene in Brussels on March 18th

Charlottesville, VA (January 31, 2014) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, announces its first **Digital Printing Forum in Belgium**. The event will be held on March 18th from 9:00 to 17:30 at Le Plaza Hotel in Brussels.

Based on the success of its annual digital printing forums organized in New York, Washington, London, and Paris, INTERQUEST is offering a similar event in Belgium. The educational forum will focus on trends and opportunities in two of the highest growth digital printing market segments: direct marketing/relational marketing and publishing.

According to Gilles Biscos, President of INTERQUEST, “Several high-profile Belgian companies attending our Paris forums over the past two years have been very positive about the events and have encouraged us to bring the experience to their country, which we are doing this year.”

The morning seminar, “**Digital Printing & Multi-Channel Communication**,” will focus on the synergy between print and electronic communication and the convergence of direct mail and transactional printing. The afternoon seminar, “**Digital Printing in Publishing**” will examine digital printing opportunities in magazines and newspapers, and provide an update on the developments with digital book printing.

Throughout the day INTERQUEST will present the results of its recent market research in these areas globally, in Europe, and in Belgium. The seminars will also include sessions and panels gathering leading providers, influencers, and print buyers, who will share their experiences/success stories and discuss their challenges and perspectives on digital printing.



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. 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. It is also readying 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.