

# PRESS RELEASE

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## INTERQUEST Announces Speakers for 2016 Amsterdam Digital Book Printing Forum

*Leading Players from the Netherlands & Around the World  
Speak at Inaugural Event*

**Charlottesville, VA and Amsterdam, the Netherlands (March 8, 2016) —**

INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced speakers for the 2016 Amsterdam Digital Book Printing Forum, which will be held Tuesday, March 22, 2016 from 14:00 to 17:30 at the Amsterdam Public Library—Openbare Bibliotheek Amsterdam (OBA). The half-day educational event focuses on key trends in the book market, the evolution of book manufacturing and the supply chain, and the use of digital printing to produce books.

The program will be kicked off by Gilles Biscos, President of **INTERQUEST**, who will provide an overview and analysis of the key trends and developments that are occurring in the book market and will present the findings of his firms' latest research on the current and future use of digital printing in the book market, globally and in Europe.

During the next session, international forward thinking printers will present their book manufacturing and digital printing activities, along with the latest solutions they have implemented and their visions of the future. They will also touch upon unique aspects of their region/country market. Speakers will include Adam DeMaestri, President of **BR Printers** in the U.S. and Emanuele Bandecchi, Business Development Director at **Rotolito Lombarda** in Italy.



Following this session, leaders in book publishing and manufacturing will discuss how they use digital printing to streamline the supply chain in order to reduce costs, increase sales, and shorten delivery times. Speakers include: Mathijs Suidman, Business Unit Manager Media for **Centraal Boekhuis**; Robbert Bosch, Sales Manager at **CPI - Koninklijke Woermann B.V.**; and Eelko Huizing, Director of **Dedact**.

After the break, executives from leading digital printing equipment suppliers will provide an update of their most recent developments targeted at the book market, discuss key issues, and comment on what to expect at drupa 2016 and in the future. Participants include: Frank Huigen, Channel Director Commercial Printing, **Canon** Netherlands; Erwin Busselot, Commercial Print Solutions Director, Production Printing, **Ricoh** Europe; and Alwin Stadler, Vice President Sales Digital, **manroland web systems** GmbH.

The seminar will wrap up with a session during which Dutch and international book manufacturers and publishers will discuss how technology innovations and emerging applications help them expand their digital printing business. Speakers include: Robert Bosma, Founder, **Mybestseller.com**; Francis Atterbury, Joint Partner, **Hurtwood Press**; and Rombout Eikelenboom, Managing Partner, **Printforce**--jointly with Emile Kranendonk, Team Leader Production & Logistics, **Brill**.

The afternoon will end with a cocktail reception, held from 17:30 to 19:00 in the Partner Space, which will provide forum attendees with an opportunity for networking.



The 2016 Amsterdam Digital Book Printing Forum is sponsored by leading players in the market, including: **Arctic Paper, Canon, CPI, Crown Van Gelder (CVG), Hunkeler, manroland web systems, Meccanotecnica, Rotaform, Rotagraphic, Rotolito Lombarda, Ricoh, and Tecna**. It is supported by **The Association of Learned and Professional Society Publishers (ALPSP), the European Publishers Council (EPC), The Federation of European Publishers (FEP), Intergraf, Koninklijke KVG**O and **The International Association of STM Publishers (STM)**. For more information about the Forum, or to register, visit [www.inter-quest.com](http://www.inter-quest.com).

### **About INTERQUEST**

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its most recent studies are *Digital Book Printing in Europe: Market Update & Forecast, 2015-2020* (2015) and *Digital Book Printing in North America: Market Update & Forecast, 2015-2020* (2016).

Since 2006 INTERQUEST has organised Digital Book Printing Forums in New York, Paris, London, Frankfurt, Toronto, Montreal, Brussels and Lucerne. INTERQUEST can be reached by calling 00-1-434-979-9945, by fax at 00-1-434-979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).