



INTERQUEST Announces 2017 Amsterdam Digital Book Printing Forum

*Second Event in the Netherlands Slated for May 17, 2017
at the Openbare Bibliotheek Amsterdam (OBA)*

Charlottesville, VA and Amsterdam, the Netherlands (March 27, 2017) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced the 2017 Amsterdam Digital Book Printing Forum. The event will take place Wednesday, May 17, 2017 from 14:00 to 19:00 at the Amsterdam Public Library—Openbare Bibliotheek Amsterdam (OBA).

“We are very pleased to return to Amsterdam. The event and the research we conducted last year in the Netherlands show that the country is very advanced in its use of digital printing for book manufacturing. Dutch book publishers and printers are very proactive in using the latest technology and implementing the most productive workflows and processes.” said Gilles Biscos, President of INTERQUEST.

This year the forum will focus on four major areas:

- **Cost Reduction:** all surveys recently conducted by INTERQUEST among publishers in North America and Europe show cost control/reduction as a primary concern and a top opportunity for respondents.
- **Digital Print Quality:** for most publishers, the quality of monochrome books produced digitally has now become a non-issue. Colour, however, is a different story—the publishers we have interviewed have indicated that matching offset printed books with digital technology remains a top challenge for them.



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- **Business/Profit Opportunities:** printed books sales have done relatively well in the past two years, but the future is somewhat uncertain and the competitive pressure very high. Publishers and printers are looking for ways to differentiate themselves and new business models/applications to add value.
 - **International Perspectives:** taking advantage of peers' successful experiences, developments and ideas in other countries is viewed by printers and publishers as a major benefit of INTERQUEST events.

The seminar will end with a cocktail reception during which attendees will have an opportunity to network with their peers from the Netherlands and international markets.

The 2017 Amsterdam Digital Book Printing Forum is sponsored by leading players in the market, including **Amstel Graphics, Arctic Paper, Canon, Crown Van Gelder (CVG), Hunkeler, manroland web systems, Mondi, Rotaform, Ricoh, Tecna, and Xeikon**. It is supported by **The Association of Learned and Professional Society Publishers (ALPSP), The European Publishers Council (EPC), The Federation of European Publishers (FEP), The International Association of STM Publishers (STM), Koninklijke KVGGO, and Nederlands Uitgeversverbond (NUV)**. For more information about the Forum, or to register, visit 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* (2016) 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.