



INTERQUEST Announces Second Digital Printing Forum in Brussels

Leading direct marketing, transactional, and publishing players to convene in Brussels on March 31st

Charlottesville, VA and Brussels, Belgium (February 11, 2015) —Based on the success of its 2014 Brussels Digital Printing Forum, INTERQUEST is offering a similar event in Belgium in 2015.

“We are delighted to be back in Brussels this year. A lot of market, application, and technology developments related to digital printing took place in the past twelve months. It will be very interesting to analyse and discuss their impact on direct marketing, transactional, and publishing in Benelux countries.” Said Toby Cobrin, Director at INTERQUEST.

The **2015 Digital Printing Forum** will take place on March 31 from 9:00 a.m. to 17:30 p.m. at Le Plaza Hotel in Brussels.

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.

The event will gather leading industry players—service providers, corporate users, print buyers, equipment and software solution suppliers, as well as influencers—to share their experiences, present their most recent developments, discuss hot industry topics, and offer their vision for the future. The forum is designed around recent INTERQUEST research conducted in North America and Europe.



The 2015 Brussels Digital Printing Forum is sponsored by leading players in the market, including Böwe Systec, Canon, Hewlett-Packard, manroland web systems, Ricoh, RISO, Tecnav, Xeikon and Xerox. It is supported by leading industry associations including the Belgian Direct Marketing Association (BDMA), the European Publishers Council (EPC), the Federation of European Publishers (FEP), and the European Federation of Envelope Manufacturers (FEPE), as well as Nouvelles Graphiques/Grafisch Nieuws.

For more information about the event, please visit the forum web site.

<http://www.inter-quest.com/focused-forums/2015Brussels/index.php>

About INTERQUEST

Founded in 1990, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. In the past 10 years, INTERQUEST has published numerous landmark multi-client market research studies on digital printing & multi-channel communication, transactional printing, as well as book and newspaper/magazine publishing/printing.

Since 2003 INTERQUEST has conducted numerous seminars covering topics such as colour production printing and personalised communications in graphics arts, transactional, and vertical markets, as well as digital printing in government and higher education. Since 2009 INTERQUEST has organised Digital Printing and Multi-Channel Communication Forums in Paris, Toronto, Montreal, and Brussels. Since 2006 INTERQUEST has conducted numerous Digital Book Printing Forums in North America and Europe.

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