



**Sächsisches Institut
für die Druckindustrie**

Press Release

**Sächsisches Institut für die
Druckindustrie GmbH**
Institut des Vereins
POLYGRAPH Leipzig e.V.

D-04329 Leipzig
MommSENstraße 2
Tel +49 341 25942-0
Fax +49 341 25942-99
info@sidleipzig.de
www.sidleipzig.de

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Your contact person:
Titus Tauro

Extension-45

SID and PITSID at drupa 2024

Reflection on a Successful Exhibition...

When the world's leading trade fair for the printing industry finally returns to Düsseldorf after eight long years, SID and PITSID must of course be there!

As a result, we were also exhibiting at drupa 2024 with a combined stand and a rotating line-up to present our products and services, gain an overview of what other market participants have to offer, make interesting personal contacts, win new customers and get to know potential cooperation partners for future joint projects.

Numerous opportunities were provided for all of these points over an eleven-day international trade fair with a very generously organised programme. Despite the fact that there were 194 fewer exhibitors and around 90,000 fewer visitors this year than at drupa 2016, 1,643 exhibitors and 170,000 visitors are no small figures. Especially as those who came - visitors and exhibitors alike - were very satisfied overall with what was offered at the trade fair and what was achieved.

Although not all of the offers we made at drupa have yet to be accepted, it is safe to say that our participation at the trade fair was definitely worthwhile. After all, there is simply no substitute for personal, direct dialogue with the (potential) users of our products and those interested in our services!

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Geschäftsführer
Dr. Thomas Kaulitz