

September 26, 2013

Berlin the perfect place for the World Publishing Expo 2013

- **CEOs of Axel Springer AG and The Guardian at the opening event in Berlin**
- **Strategic insight into the media landscape of tomorrow**

Berlin, 26 September 2013 – From 7 to 9 October the world's largest trade fair for the news and media industry will be taking place on the Berlin Exhibition Grounds for the first time. "As a city buzzing with innovative enterprises Berlin is the perfect place to hold this three-day, event-packed fair. Participants will be able to gain an insight into new business models and access to an even broader network of emerging technology and service providers", said Vincent Peyrègne, CEO of the World Association of Newspapers (WAN-IFRA).

At the opening event on 7 October 2013 four leading experts from the industry, Mathias Döpfner, CEO of Axel Springer AG, Andrew Miller, CEO of the British newspaper The Guardian, Tomas Brunegård, president of WAN-IFRA and chairman of the Stampen Media Group, and American author and analyst Ken Doctor, will take to the podium to debate the future of news publishing.

"As regards the debate surrounding new technology, ideas and resources for the news industry the World Publishing Expo in Berlin is an extremely important event", said Peyrègne.

WAN-IFRA's wide-ranging programme of events includes two high-level conferences: the 12th International Newsroom Summit and the sixth Tablet & App Summit. The Berlin Startup Tour will also be taking place. Other events include Shaping the Future of News Publishing - forums on the possibilities of digital printing, new income sources and readership analysis.

"At this year's edition of the World Publishing Expo we aim to kickstart an in-depth discussion on the future of newspapers and the news media", said Ioana Sträter, executive director of Exhibitions at WAN-IFRA.

From 7 to 9 October more than 300 exhibitors and 8,000 visitors are expected to attend the event on the Berlin Exhibition Grounds. The World Association of Newspapers (WAN-IFRA) has been organising this fair for more than four decades. It showcases the latest technologies and gathers industry manufacturers, pioneers and decision-makers under one roof. It is one of the world's leading meeting places for showcasing innovations in printing, workflow efficiency, Social Local Mobile, generating new income sources and for highlighting other topical industry themes.

World Publishing Expo 2013 – IFRA Expo & Conference

Dates: 07 – 09 October 2013

Venue: Messe Berlin, Messedamm, 14055 Berlin, Halls 1.2 – 4.2, 7.1a

Access: south entrance

Opening times: 9.30 a.m. – 6.00 p.m.

Admission: Unlimited pass (Mon. – Wed.): advance sales 59 euros; ticket office 99 euros. Day ticket: advance sales 29 euros; ticket office 59 euros.

More details can be found at: <http://www.wan-ifra.org>.