

Press Release

Date: 26th June 2023

All India Federation of Master Printers (AIFMP), an apex body of printers in India, is organizing the International Conference "ADOPTTECH2023". The event is supported by Government of India, International Co-Operation Section Ministry of MSME (Micro, Small, Medium Enterprises), New Delhi. The International conference "ADOPTTECH2023" will be hosted by The Poona Press Owners Association on 9th September 2023 at Hotel Lemon Tree Premier in the city of Pune, the Oxford of the East.

The full-day conference, themed "**The technology adoption is critical to the future of printing and packaging industry**" will bring together the stake holders from printing fraternity in India, keen on exploring the criticality of technology adoption for the future of printing and packaging ecosystem through the view point of international practices. The topics in the conference will focus on areas of print technologies, pre press, post press and most importantly sustainability while automating the processes through dual track presentations covering new technology inventions and adoptions in print and packaging domain.

According to Confederation of Indian Industry (CII) reports, India is expected to become the fifth largest consumer market in the world, leading to the growth of Indian print and packaging market due to rise in e-commerce, changing lifestyles, urbanisation and increased personal health awareness. This will further lead to deployment of newer technologies supporting the transformations and disruptions in print and packaging technology while aligning with global trends of sustainability and eco-friendly print and packaging products. AIFMP team envisaged the opportunities for the Indian print and packaging companies going forward and therefore decided to explore efforts to bring-in international expertise from different domains on one single mega platform. Through this effort, AIFMP team is confident that the network of printers, publishers, manufacturers, and suppliers will benefit immensely through the input of the diverse point of views, competences and experiences of all invited expert international speakers while adopting technologies.

The key 5 global speakers will focus their presentations on their domain expertise through,

- Addressing critical questions - 4 W's (Who? What?, When?, Where?), 1 H (How?) and 1Y (Why?) related to the theme of the International Conference subject
- Summary of key opportunities available in global print and packaging industry.
- Key developments being emerged in global markets and perception of Indian print and packaging industry in global markets
- The effect of globalization and opportunities for Indian print and packaging industry players
- The emerging new value-add applications and opportunities for Indian print and packaging industry players.
- Progress being made on sustainability / offering green products / offering connected factories through application of Industry 4.0 / 5.0 / implementation of robotics and automation to boost efficiencies / providing anti counterfeit solutions etc

The full-day international conference will also host the panel discussions amongst young and eminent personalities from print fraternity across India highlighting benefits of adoption & deployment of newer technologies well in time while cautioning on do's and Don'ts while voicing their free and frank opinion regarding support available from Ministry of MSME besides presentation on the schemes available from GOI for supporting the growth of print and packaging industry by MSME officials.

UdyogAadhar registration is must for companies willing to attend the full day conference. The registration form is available and can be filled-in using the link: <https://tinyurl.com/38ypzknd> (Please copy and paste the link in the browser for registration)

PrintWeek, PRESSIdeasPublishing (P) Ltd and Print Samachar are the media partners for this International Conference ADOPTTECH2023 arranged by AIFMP.

About AIFMP:

Established in 1953, the All India Federation of Master Printers (AIFMP) is the sole representative of 250,000 printing companies in India and is the world's largest printers' association. AIFMP draws its strength from various regional associations spread across the country. To strengthen the printing industry, AIFMP supports, participates in and organises a number of regional, national and international events. These events are organised with the aim of lobbying for the interests of the Indian print community, showcasing the Indian printing industry's achievements and holding technical seminars for educating the printers about global trends and technologies. In keeping with its mission to keep Indian printers informed of the latest developments and trends in print technology and to provide them with a conducive environment for the exchange of information, enhanced business opportunities and productive interactions with global print specialists, AIFMP organises Printing and Allied Machinery Exhibition (PAMEX) in the form of the mega event. PAMEX 2023 had a theme of "Convergence in Print" & has reached its peak with more than 425 exhibitors & spread over 13,000 sq meters with the largest gamut of live running machines and new product launches!!

About "The Poona Press Owners Association" (PPOA):

It all started after the First World War when the printers from Pune realised that they were facing many difficulties like scarcity of paper, ink and skilled labour availability. To address the issues, some visionary press owners congregated and established The Poona Press Owners Association (now popularly known as PPOA) on 19th May 1919, the oldest association of printers in India. Since then, The Poona Press Owners Association is working with the motive of imparting print education for providing the employment and supporting with common platform for coping up with dynamic growth of the print industry while managing disruptions in print industry. "The Poona Press Owners Association Ltd" has provided a platform to the printers of Pune for over a hundred years and print community is rest assured that this platform will continue to be available in the future as well for hand holding the print fraternity while bearing the torch showing the successful pathways ahead.

In the case of any questions, please don't hesitate to contact us via fopaid11@gmail.com & ppoamsb@gmail.com