Challenges in the Print Media Industry

- Huge request for increasing productivity
- High automatization
- Higher output with less people
- Developing countries will join the market
- Global, not local competition
- Environmental issues will be very important
- Saving energy costs, waste, resources
- Education and qualification to operate new equipment
- Digital printing, internet and new communication technologies

How is the situation of the Print Media Industry in Turkey

- Turkey is one of the fastest growing OECD countries
- High export growth rates since 2003
- Very young and promising population with huge potential (Ø 27.3 years)
- 26% are younger than 14 years !!!
- Demand for information is therefor rising
- Schoolbooks, books, newspapers, magazines, consumable products...
- So, there is a future for the Printing industry

1 Print Media Academy
How is the situation of the Print Media Industry in Turkey

- Investment in high tech and modern equipment
- 15,000 print shops (Germany 11,500)

Investment in equipment (Mio USD)

- Focus is CTP, Digital Printing, Sheet Fed Offset

How is the situation of the Print Media Industry in Turkey

Export of printed products (Mio USD)

How is the situation of the Print Media Industry in Turkey

But………..

What is about the investment into education and knowledge of modern technology?

Should we concentrate only on students?

Why do we also take care of the teachers and lecturers

This is not the future...
This is the reality of today's print shops

Situation of education

Diagram showing the progression of technology, use, and education over time.
Print Media Academy: Worldwide network

What can we offer?

Free of charge information
Up to Date documentation
All necessary product details
All online via internet portal
The portfolio of the Print Media Academy

- Executive and successor development programs
- Business and technical training, congresses and forums
- Operator development program, Product training
- Training software, books and training material
- Print Professional course (up to 6 months, with official exam)

Teaching & learning in the PMI
- Print Media MA (with LCC/London)
- Programs for students, teachers and professors.
- Teach & Learn Internet platform
- Presentations, speeches and congresses
- Sponsorship for students and teachers and lecturers

Creating & deciding print communication
- Communication Platform and special events
- Print Media Dialogue and print buyer programs
- Internet platform
- Venue Management
- Product demonstration, open houses

The portfolio of the Print Media Academy

Seminars and forums - choice of subjects
More than 50 different training for:
- Strategy and Management
- Leadership Methods
- Sales & Marketing
- Business knowledge for newcomer
- Professional data transfer
- PDF / JDF
- Paper and Packaging
- Business with digital printing