

"Learn. Lead. Launch" at the World Publishing Expo 2015

The World Publishing Expo 2015 will return to Hamburg from 5 to 7 October, and takes the motto "Learn. Lead. Launch", which will reflect the needs of the news media industry in times of change.

The Expo brings together the best solution providers and suppliers to the industry with news media companies that are launching new projects and exploring new revenue streams. Nearly 7,000 visitors from 100 countries attend last year's event.



Organised by the World Association of Newspapers and News Publishers (WAN-IFRA), the Expo attracts increasing numbers of digital visitors and suppliers every year as well as production technology innovators. This year's event will feature a new Expo App to provide easy communication before, during and after the show. Guided tours on specific topics will connect visitors and exhibitors easily.

Public workshops -- in the form of two "Media Port" open stages, will offer a world of learning experience on a variety of subjects, featuring case studies from successful media companies. Topics include programmatic advertising, monetizing mobile, big data, inkjet printing and more.

Specialized workshops on color print quality and wearable devices will also be offered.

Full details of the Expo and all associated events -- which will include a Newsroom Summit, 5 October, a Mobile News Summit, 6 October and the World Printers Forum, 7 October, can be found at www.worldpublishingexpo.com.