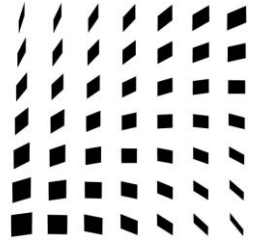


drupa 2012 – Press Release No. 19 / October 2011



print media messe
drupa

world market print
media, publishing &
converting

3.- 16. 5. 2012
düsseldorf, germany
www.drupa.com

Media Mundo @ drupa 2012

Industry initiative organises the special show „Sustainability“

In cooperation with Messe Düsseldorf, the international industry initiative, Media Mundo, which was started by Fachverband Medienproduktioneer e.V. (f:mp.), presents the contribution the industry can and must make on the way towards sustainability.

With the motto “one world – one drupa”, the leading international trade fair for the print and media industry takes place in Düsseldorf between 03 and 16 May 2012, exhibiting all the highlights of the international technology leaders. The important future-relevant subject of sustainability cannot be missing. “The sustainable production of media is not just a sign of responsible behaviour. It is both a future model and an innovation motor in equal measure. For this reason, it is important to us that the subject field of sustainability is an integral part of drupa 2012,” explains Manuel Mataré, Director of drupa 2012.

Under the title of “Media Mundo @ drupa”, a special exhibit on sustainability is planned, with whose implementation the industry initiative Media Mundo has been entrusted as a cooperation partner. On about 200 m² of exhibition space, visitor information, live discussions and exciting presentations from experts and industry players will be offered over the two weeks of the trade fair. All of this will be framed by an alternating themed exhibit, at which countless partners of the Media Mundo initiative, leading companies and organisations will inform and inspire. Special attention will be given to dialogue and participation. For example, the lectures will be streamed live on the Internet; questions can be posed in real-time to the speakers using Chat and Twitter functions - completely encompassing the motto of “one world – one drupa”.



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

The range of themes includes all of the relevant aspects of sustainability of the printing and paper industries:

- Sustainable forestry and paper
- Energy, energy efficiency and climatic change
- Recycling and material efficiency
- Process optimisation and sustainable corporate management
- Sustainable product design
- Print as a social medium

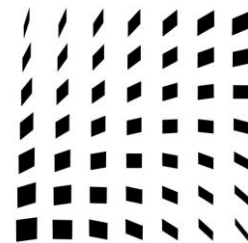
The most important current trends and highlights will also be documented by the 4th Media Mundo congress on sustainable media production, which, as the leading congress on the issue of sustainability, is being held in Düsseldorf before drupa on 20 and 21 March 2012.

The special show “Sustainability”, which is taking place as a cooperative event of the Media Mundo initiative and Messe Düsseldorf as part of drupa 2012, focuses on the sustainable development of the entire industry. “The fundamental concept, which binds a themed exhibit of suppliers of outstanding products and services with a pioneering series of events, makes it possible to present one of the most important and future-focussed issues of the media industry authentically and diversely,” comments Rüdiger Maaß, Managing Director of f:mp. and co-initiator of the industry initiative, Media Mundo.

About Media Mundo:

Media Mundo is an innovative trend and future forum on the theme of climate protection and sustainability as part of media production, which was initiated by Fachverband Medienproduktions e.V. (f:mp.). On the Media Mundo advisory board, important environmental associations as well as representatives from economy and politics are committed to the concerns of actual sustainable production of printed media. Above all, the Media Mundo congress has established itself as an important industry event for sustainable media production over the last three years.

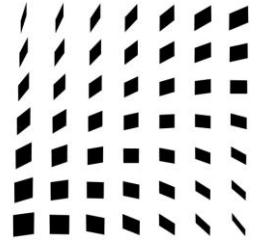
Further information: www.mediamundo.biz or www.drupa.de



print media messe
drupa

world market print
media, publishing &
converting

3.- 16. 5. 2012
düsseldorf, germany
www.drupa.com



print media messe
drupa

world market print
media, publishing &
converting

3.- 16. 5. 2012
düüsseldorf, germany
www.drupa.com

Contacts:

Fachverband Medienproduktioneer e.V. (f:mp.)	MSK GmbH
Waldbornstraße 50	Kopenhagener Straße 2
D-56856 Zell/Mosel	D-51149 Cologne
Telephone: +49 (65 42) 54 52	Tel.: +49 (22 03) 37 13 23
Email: info@f-mp.de	Email: info@msk-web.de
Internet: www.f-mp.de	Internet: www.msk-web.de

Press Department drupa 2012

Monika Kissing

Anne Klaus (Assistant)

Tel: +49(0)211-4560 543

Fax: +49(0)211-4560 8548

KissingM@messe-duesseldorf.de

KlausA@messe-duesseldorf.de