

drupa

09 - 17 May
2028

the no.1

**for printing
solutions**



Messe
Düsseldorf

unrivaled by nature

The octopus is an extraordinary super creature – highly intelligent, incredibly adaptable and able to multitask. A creative, solution-oriented survivalist that has inhabited the world's oceans for 500 million years. A masterpiece of nature – and a model for our industry, which operates flexibly, intelligently and effectively.

drupa 2028. Nothing compares.

drupa is the world's leading trade fair for the printing and packaging production community – serving as a showcase while also setting the pace.

It is the main meeting place for top decision-makers at every point of the value chain – including machine and plant manufacturers, material experts, technology drivers, service providers, OEMs, printing service providers, the creative industries and brand owners. At drupa, ideas and alliances are formed that shape the future of the industry.

New concept. More collaboration.

drupa 2028 marks the dawning of a new era of collaboration and networking for our industry. The new concept packages the customer experience into four experience clusters: grow. create. learn. play. It also connects industry, brands, creatives and technology providers more closely than ever before.

dive into the unseen

09–17 May 2028
Düsseldorf/Germany

drupa 2028 – more than a trade fair

The No. 1 for printing solutions

drupa is globally unique. The world's leading trade fair for the printing and packaging production community has international appeal. Its high **investment relevance** allows exhibitors and visitors to benefit from the tangible **business impact**. It is the **main meeting place for top decision-makers** along the entire value chain.



→ Facts & figures

New focus themes and categories – the epicentre of megatrends

drupa is the platform where innovations take off, groundbreaking technologies celebrate their premieres and markets grow. **AI** and **robotics** are setting new standards in efficiency and quality. Intelligent workflows are seamlessly connecting machines, materials and data. **End-to-end-solutions** – from the idea to industrial production – are creating new business models and delivering clear competitive advantages.



→ Megatrends

New cluster, new experiences – the collaborative solution space

drupa 2028 is setting new standards. **Four experience clusters** form its new, dynamic powerhouse. They define content, target groups and the strategic arguments of our sales and marketing offensive. The visitor- and exhibitor-focused clustering improves the visibility of exhibitors, enhances the experience of the entire trade fair visit and provides specific **orientation for all participants** – the perfect 'match' of visitor interest and exhibitor offerings.



→ Experience clusters

New target groups & markets – brands and creatives

drupa reaches new target groups and opens up new markets, including **brand owners** who are seeking innovative and sustainable printing and packaging solutions, and **creatives** who expect fresh design and production ideas. At the same time, markets such as the **MEA region** (Middle East and Africa) are growing with real dynamism and a willingness to invest. drupa brings these target groups together, promotes dialogue and unlocks new business potential.



→ Target groups



the world's ultimate decision hub

The international visitors to drupa have a high level of expertise, ranging from specialist expertise and management expertise to decision-making expertise.

As many as 78% of trade visitors have the authority to make decisions involving investments or equity interests. Almost 60% of attendees come to Düsseldorf with specific investment intentions.*

These managers primarily work in the printing and packaging industry as well as in vertical markets such as consumer goods in the food sector, pharmaceuticals and cosmetics, luxury goods, banking and security technology.

Engage with top brand owners & creatives

In order to make these target groups and their interests more accessible to our exhibitors, drupa 2028 will place a special focus on attracting brand owners and activating the creative sector. No fewer than 72% of the most valuable international brands* were among the visitors to drupa 2024. We will continue to consistently build on this brand-oriented approach.

This underpins drupa's status as the number-one networking platform, not least because Düsseldorf isn't just a place to consolidate existing contacts, but above all generate new leads.

Decision-maker quality

78%

with decision-making power*

57%

with specific investment intentions*

where leaders connect

How important are megatrends to processes, applications, business models and the long-term development of the industry? And which specialist segments have the potential to become the next growth driver? The new, future-oriented nomenclature consistently focuses on solutions. From these fields, we will present the most compelling best-in-class examples in Düsseldorf.

Exhibitors

1,614

exhibitors

from **49** countries*

Area

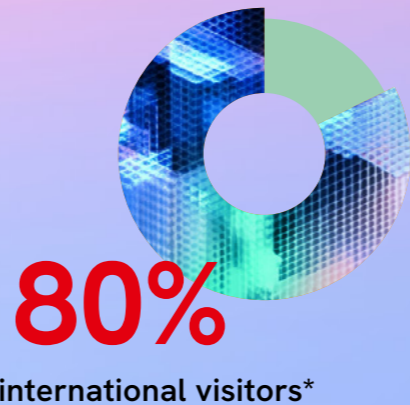
150,000 m²

net area**

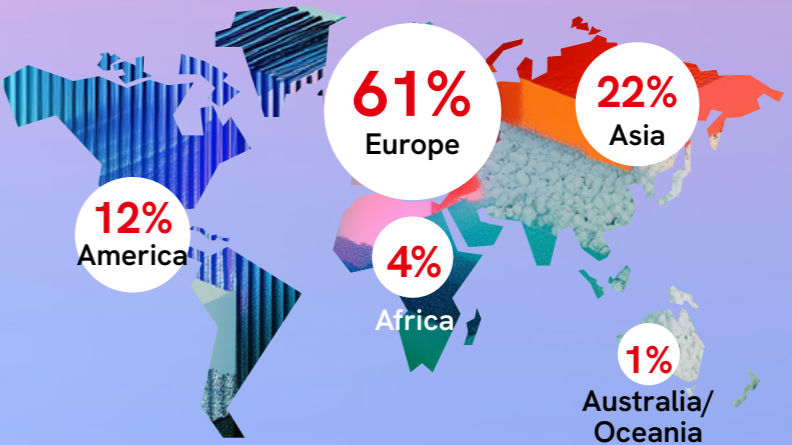
70%

international net area*

Visitors



Global reach of visitors*



Top 10 visiting countries*

- | | | |
|-----|------------------------------------|-----|
| 1. | Germany | 20% |
| 2. | India | 7% |
| 3. | Italy | 6% |
| 4. | Netherlands | 5% |
| 5. | France | 4% |
| 6. | China | 4% |
| 7. | Brazil | 4% |
| 8. | United States | 4% |
| 9. | Great Britain and Northern Ireland | 3% |
| 10. | Turkey | 3% |

Target groups

Production & converting
Printing service providers, converters, packagers

Brands and the creative sector
Brand owners, agencies, designers

Influencers and agenda-setters
Associations, policymakers, universities, media

Technology suppliers and printing service providers
IT, platforms, distribution

Visitors from

173
countries*

60%
top management*

*drupa 2024, ** estimated 2028

enabling what's next

What impact are megatrends having on processes, products, business models and the future of the industry? And which niches have the potential to become the next big thing? The new nomenclature with product categories that are fit for the future focuses more on solutions. From all these fields, we will show the best-of-the-best cases in Düsseldorf.

End-to-end solutions

Robotics

AI & automation

Thinking factory

Circular economy



Product categories

Print production

Packaging production & paper converting

Industrial print applications

Print creative & solution world

Sustainability & regulations

Materials

Services

Automation, robotics, digitalisation & AI

join the extraordinary

drupa 2028 is setting new standards. Four experience clusters form its new, dynamic powerhouse. They bring together content, target groups and added value and open up new perspectives for our industry. The focus here is on knowledge transfer: on the main stage, in the innovation labs and through the brilliant performances of our exhibitors, an environment is created where ideas are shared, trends become tangible and future concepts are brought to life.

grow – business & solutions

create – brand owners & the creative industries

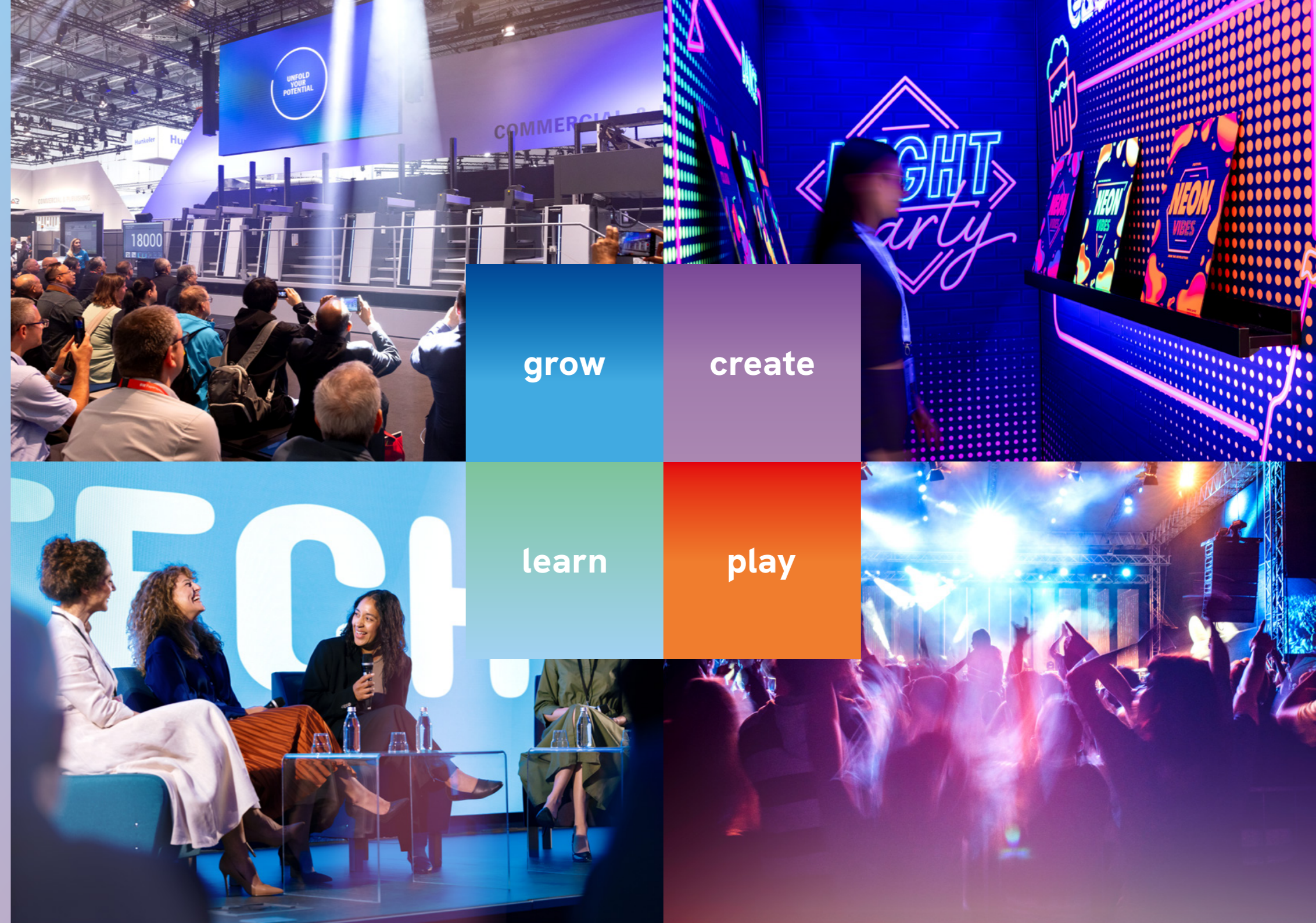
learn – knowledge & inspiration

play – experience & community

This visitor- and exhibitor-focused clustering improves the visibility of exhibitors and enhances the experience of the entire trade fair visit.

We invite all our exhibitors to think about how they can contribute to the experience clusters when planning their trade fair appearance in order to create a drupa experience that is new in every way for their visitors. We will provide details on how you can take part in our various special forums in the coming weeks and months.

drupa 2028.
The global stage is yours.



grow

Business & solutions

Where new growth is created.

grow is the space for technological and business breakthroughs – for end-to-end solutions, integrated workflows, AI-powered systems and new business models that take companies from incremental optimisation to real transformations. Here, we are specifically addressing technology and business decision-makers who are planning investments, organising plants and forging partnerships.

Benefit for exhibitors

→ The grow cluster is the place for exhibitors to position themselves as **innovation leaders** and **system partners** – with clear business cases and a high degree of relevance.



create

Brand owners & the creative industries

Where we decide how brands will look in the future.

create is the home of brand owners, marketing and packaging managers, designers, agencies and the creative industries. New products, packaging and campaigns are showcased in this cluster long before they appear in retail outlets, on e-commerce platforms or at the POS. Technology becomes the story, while printing and packaging are turned into a brand experience that differentiates, elicits emotions and creates significant value.

Benefit for exhibitors

→ For exhibitors, create unlocks access to new budgets and decision-making circles and creates space for cooperation between **brand owners, the creative industries and technology suppliers**.

learn

Knowledge & inspiration

Where we make progress possible.

learn brings together knowledge, standards and talent – from AI, automation and sustainability to the circular economy, regulation, examples of best practice and qualification programmes. This cluster serves as the knowledge foundation for the industry: from training, universities and associations to research institutes and executive briefings.

learn consciously grows through collaboration with the exhibitors – combined expertise, shared experiences and co-creation formats are curated and made accessible here.

Benefit for exhibitors

→ For exhibitors, learn is the platform for **thought leadership, talent acquisition and long-term customer retention** – beyond the trade fair days themselves.



play

Experience & community

Where the industry becomes a movement.

play is our festival cluster – the space for community, emotion and visibility. Here, brands and technology suppliers depart from the classic trade fair stand and turn themselves into an experience, with in-motion areas, live branding events and social media moments. play makes the results of grow, create and learn tangible, shareable and viral.

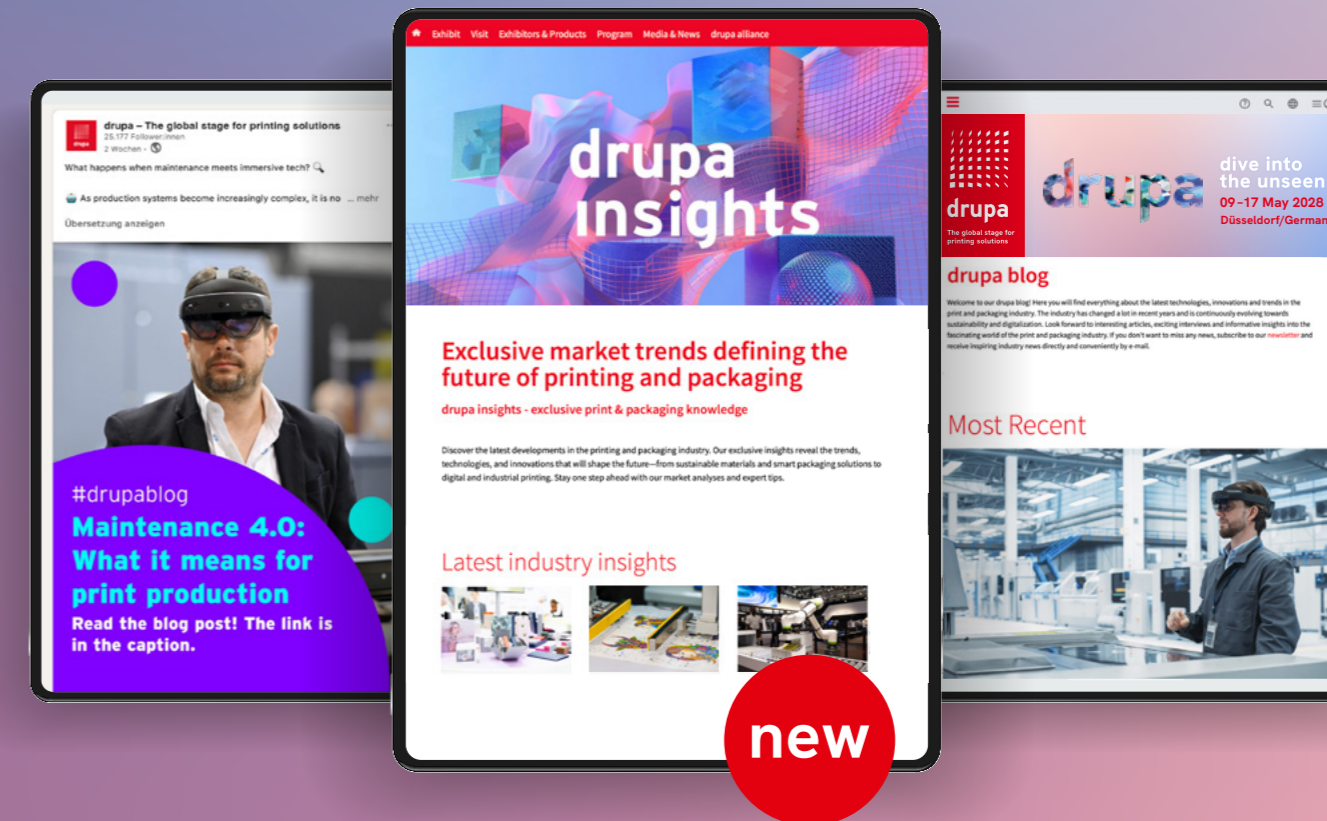
Benefit for exhibitors

→ This is the perfect opportunity for exhibitors to gain **attention and visibility** while strengthening their employer branding – enabling them to attract new customers, partners and talent.

always on

drupa alliance – from Düsseldorf to the world

With a strong global trade fair network, solid industry expertise and established local partner networks, we unlock access to new markets – from Shanghai to Düsseldorf, from Manila to Algiers. The drupa alliance creates additional growth prospects for our global customers in dynamic regions of the future, with four events per year and even as many as six trade fairs in a two-year cycle, supplemented every four years by drupa in Düsseldorf as the outstanding highlight.



Social media

Our social media channels keep the community up to date with the latest information, relevant industry developments and stories straight from the market and trade fair activities – you won't miss a thing here!

Follow us on:

drupa insights

The new premium platform for exclusive industry knowledge and future trends provides ongoing insights into international studies, reports and market analyses.

Register now!

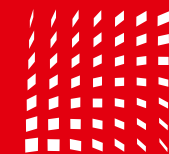
drupa blog & newsletter

The drupa blog features new technologies, innovations and trends in the printing and packaging industry, which is rapidly embracing sustainability and digitalisation.

Want to stay up to date?
Subscribe to our newsletter:



the extraordinary
09-17 May 2028



drupa

The global stage for
printing solutions

Registration deadline: 31 October 2026

**We look forward
to seeing you**



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