

Preamble:

All India Federation of Master Printers (AIFMP), an apex body of printers in India, organized the full day **International Conference “ADOPTTECH2023”**, on the theme of **"The technology adoption is critical to the future of printing and packaging industry"** on 9th Sept 2023. The **International Conference “ADOPTTECH2023”** was supported by Government of India, International Co-Operation Section, Ministry of MSME (Micro, Small, Medium Enterprises), New Delhi and was organized by The Poona Press Owners Association’s team in Pune at Hotel Lemon Tree Premier, Pune. The International Conference received the overwhelming response and was attended by 200 plus delegates from all over India, out of which close to 50% delegates were from cities other than Pune.

The reason for choosing the topic was very logical, based on reports from Confederation of Indian Industry (CII), India is expected to become the fifth largest consumer market in the world due to rise in e-commerce, changing lifestyles, urbanisation and increased personal health awareness requiring print and packaging. This will attract more investments in India through domestic investors & FDI’s and packaging segment leading to the growth of Indian print and packaging market. Thus making it mandatory to deploy newer technologies aligning with global trends of managing hygiene or no touch production, JIT deliveries, viable costs for short runs, supply chain issues, time to market, sustainability and eco-friendliness while supporting the transformations and disruptions in print and packaging products. Toughest of challenge being - Fast turnaround, last mile deliveries and lowest price while portraying high end and luxurious finished product.

As they say, every challenge brings in an opportunity; AIFMP team envisaged the challenges for the Indian print and packaging companies going forward and made the efforts to bring-in international expertise from different domains on one single mega platform. The efforts of the AIFMP team were successful as the expert speaker’s highlighted the key opportunities and key developments emerging in global markets, effect of globalization on print markets, emerging value add applications, showcasing design differentiations, progress being made on regulations, sustainability, IOT - connected factories and supply chain automation, AI - machine efficiency and workflow optimization, robotics in print manufacturing & automation and other emerging technologies.

Inauguration of the conference:

The International Conference **“ADOPTech2023”** was inaugurated in presence of AIFMP officials led by President Shri Raveendra Joshi. Shri Kamal Mohan Chopra – Chairman - World Print & Communication Forum (WPCF) was invited as a special invitee for the inauguration of the event. All the dignitaries were escorted by Shri Tirthraj Joshi ji VP, PPOA and Shri Rahul Marulkar ji, HSG PPOA. The invited guests were felicitated by the team by Puneri Pagadi and memento.

Welcome Speech was given by Shri Raveendra Joshi ji, President – AIFMP & PPOA, briefly outlining the importance of organizing such knowledge sharing industry events and setting the tone to engage with Ministry of Micro, Small and Medium Enterprises.

Shri Ravinder Reddy Garu, Chairman for MSME Welfare standing committee, then shared the “Pack of Benefits”, briefly outlining the activities of ministry and MSME department and benefit of being part of MSME network to the print community present in the hall.

Shri C. R. Janardhana, Mentor for MSME Welfare standing committee, AIFMP shared his thoughts and motivated the august gathering outlining the activities and benefits of being under the umbrella of MSME ministry.

INTERNATIONAL DELEGATES PRESENTATION: (in 5 slots)

During the event 5 speakers made their presentations aligning with the theme of the International Conference “ADOPTech 2023” - “**The technology adoption is critical to the future of printing and packaging industry**”. All the speakers were felicitated by Puneri Pagadi and the small gift as a token of appreciation.

First Speaker was **Mr Brian Kow**, Business Development Manager – Prinect Solutions, **Heidelberg Asia Pacific region**. His presentation topic was **Industry 4.0@Print**.

Mr Brian’s presentation was well received and appreciated by the delegates which was highlighting the role of prepress process while minimising wasteful processes & actions and optimizing use of printing machines. This is achieved based on available data regarding printing machines, its analysis and using the analysis to improve functioning of machines, factories and overall systems to achieve ultimate aim of fast delivery, high quality, and low price while increasing the Overall Equipment Effectiveness – OEE.

Mr Darren Pickford, Sales Director, Edale from United Kingdom was the 2nd speaker and he delivered enlightening presentation focusing on “**Sustainability and environmental care in packaging by using a single pass production philosophy**”.

Mr Darren through his presentation highlighted the advancement in technologies and processes allowing most forms of packaging to be produced on a single piece of equipment while impacting the working environment and the push towards sustainability. His presentation delved into how automation can reduce waste, give repeatability, offer reduced touched production and advancement towards the paper based packaging while fulfilling the global regulations.

The third slot of presentation was occupied by material science expert, **Mr Richard Gill**, Product Manager – Sheetfed, **Hubergroup** from United Kingdom. He has presented close to heart and most relevant material science topic - **Direct Food Contact (DFC) inks - Applications, Opportunities and Safety & Sustainability of the packaged food**.

Mr Richard's presentation was all focusing on FOOD packaging and shared his deep knowledge while allowing delegates to witness a groundbreaking approach to tackling one of the most pressing challenges of today's time: Sustainability and Safety of food packaging.

The second last slot of the presentation was filled up by **Mr Mahidi** from **HP Indigo** serving as Regional Business Manager. Mr Mahidi enlightened the delegates with most popular and close to heart topic of lots of investors in print and packaging line in India, **The Future Ready Digital Printing Solution**.

Mr Mahidi, specialist in folding carton and card business, with his keen eye while having a experience of 25 plus years with both offset and digital domain, has explored current status of printing industry, its future and technologies shaping this industry through his presentation. Through his presentation, the presenter also revealed the future ready digital printing solutions with the delegates here.

The last, but the very important slot was filled by the very important international speaker, **Mr Douglas Mooney, Head of Equipment - Heidelberg – Asia Pacific**.

With 25 plus years career with Heidelberg, Douglas is a qualified Printer and worked for Heidelberg Asia Pacific as a Print instructor as well, knew exact pain points of the print community and addressed pain points and relevant solutions from Heidelberg with details. He focused his presentations while revealing lots of secrets for boosting the productivity through digitalization - digital eco system while focusing more on building Overall Equipment Effectiveness i.e OEE. Lastly, he had shown the some of the next gen presses configurations build by Heidelberg keeping in mind the versatility and effectiveness of the equipments.

To encourage the interactions between the speaker and the audience, prizes were announced for the best question raised from audience. The prizes were awarded at the end of the all five presentations.

PANEL DISCUSSION:

During the International Conference – ADOPTech2023, panel discussions amongst young and eminent personalities from print fraternity across India was organized with multiple intentions. The panel discussed and highlighted about,

- a. The influence, priorities, development & comparison to international standards in the same field.
- b. Their experience of leading the change from the front of adoption & deployment of different print and finishing technologies well in time cautioning on do's and Don'ts.
- c. Panelist also voiced their free and frank opinion regarding support available and expectations from Ministry of MSME for supporting the growth of print and packaging industry in future.
- d. Sustainability and brands requirements while setting the benchmarking of requirements from print community.

The panel discussion was moderated by Col (Hon) Professor Dr Rajendrakumar Anayath, The Former Vice Chancellor – DCRUST University (A Haryana State Government University) and the members on the panel were Ashwini **Deshpande - Co-Founder and Director – Elephant**

Design, India's largest independent integrated design consultancy, representing the vigilant the print buyer community, Manu Choudhury - **Director - CDC Printers, Kolkata** – representing commercial printing category who have diversified into packaging segment, from eastern India, **Anil Namugade, Founder and Director – Trigon Digipack, Mumbai** – representing the digital printing user community from western region and **Shri Gaurav Nema, Director – Pragati Graphics and Packaging Pvt Limited, Indore** broadly representing the print service provider using all 3 print processes of Offset, Flexo and Gravure.

The two highlighted takeaways were, sustainability will not happen automatically, we have to take the first step in whatever way we can and that small step will trigger the start the sustainability cycle and second one is about quality. Everybody talks about quality every time and everywhere but without being able to define quality. Quality does not mean a redder apple or a bluer sky. A quality standard has to be followed for making foothold in the market.

The Poona Press Owners Association also felicitated the media partners PrintWeek, PressIdeas and Print Samachar for the outstanding efforts for promoting the event and for continuous patronage & being a well wisher of AIFMP and PPOA all along.

Shri Raghvendra Dutta Barua, HSG AIFMP in his closing remarks briefly narrated the each sessions progress and Shri Tirthraj Joshi, Vice President PPOA thanked everybody who has supported this event and making it a successful. He did not forget to thank curious delegates for making the International Conference very interactive through questions from their side.

The conference was hosted by Shri Nitin Wani – the Independent Print Consultant from Pune and was timely concluded. The conference was ended with a request of dropping the feedback forms in the box kept outside the hall and getting an assurance from audience for attending the ADOPTech 2024, in the coming year.