



**Sächsisches Institut
für die Druckindustrie**

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Presse-Information

innoPRINT Leipzig 2024 – Technologies, Opportunities and Change in the Printing Industry

Around 100 industry professionals took part in this year's innoPRINT Leipzig 2024, which was held at the Leipzig University of Applied Sciences (HTWK). The symposium offered a versatile platform for exchange between academia and industry, focusing on key topics for the future of the printing industry. The shortage of skilled workers, the introduction of a 4 day work week and the use of innovative technologies such as extended reality (XR), artificial intelligence (AI) and teleworking were discussed in detail.

Thomas Loeffler from the Chemnitz University of Technology, who gave a detailed insight into the trends and challenges of modern working environments in his presentation "XR, AI and Teleworking – Megatrends in the World of Work". Using specific practical examples such as the use of robots and virtual environments for inspection, maintenance and repair in the printing industry, he illustrated how advanced technologies are revolutionizing the workplace and creating new opportunities.

Another highlight was the practice-oriented contributions by Falk Tessmer and Philipp Dietrich from Posterlounge Leipzig, who presented their strategies for attracting and retaining new employees. Both showed how important it is for companies to develop a modern and appealing work culture in order to remain successful in times of a skilled labor shortage. Their approaches and experiences met with great interest from the audience and offered valuable suggestions for companies looking to meet the challenges of the modern working world.

In the subsequent panel discussion on the topic of "The Workplace - Change and Opportunities", the future of the workplace was examined from various angles. In addition to the speakers, Henry Pohling from Giesecke & Devrient also took part to contribute another perspective on the topic. The lively participation of the audience demonstrated the high level of interest in the changing workplace and the associated opportunities. The discussion made it clear that the industry is undergoing profound upheaval and that innovative approaches to shaping the workplace are urgently needed.

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The symposium was rounded off by the presentations “Ideas from Research”, in which three young graduates from iP³ Leipzig presented their current research projects. Their creative and pioneering ideas left a lasting impression on the participants and showed the potential of young researchers for the further development of the industry.



Moderator Beatrix Genest (SID), with the symposium speakers

The innoPRINT Leipzig symposium, organized by the Institute iP³ Leipzig of the HTWK Leipzig, the Sächsisches Institut für die Druckindustrie and the Print + Media Association of Central Germany, once again impressed visitors this year with its in-depth content and professional organization. The participants are already looking forward to the next innoPRINT Leipzig symposium, which is planned for November 8, 2025.