

# IFRA Italia 2008

18 and 19 June 2008, Sirmione and Verona

## Registration Form

**Please copy and complete the form and send or fax to:**

IFRA · Washingtonplatz 1 · 64287 Darmstadt · Germany · Phone +49.6151.733-6 · Fax +49.6151.733-832 · events@ifra.com

Last name \_\_\_\_\_

First name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Street \_\_\_\_\_

Postal code, city \_\_\_\_\_

Country \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Last name (2. participant) \_\_\_\_\_

First name \_\_\_\_\_

Position \_\_\_\_\_

E-mail \_\_\_\_\_

IFRA/Fieg/Asig/Fcp member  yes  no

Member: IFRA/Fieg/Asig/Fcp: Euro 500 per person; Euro 1.500 cumulative fee (four participants)

Non Member: Euro 700 per person

**Payment details (please select a method of payment):** Please send me an invoice Please debit my credit card 1 American Express  2 Visa  3/4 Euro-/Mastercard  5 DinersCard No.               valid until    

Card Holder \_\_\_\_\_

Signature \_\_\_\_\_

Name in block capitals \_\_\_\_\_

Please address the invoice to \_\_\_\_\_

The participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

The contract governing participation in events comes into effect exclusively subject to the IFRA General Conference Conditions, an excerpt of which is reproduced in the following.

\_\_\_\_\_  
Signature, Stamp

Payment is due upon receipt of the invoice and should not be later than 14 days before the start of the event.

**Cancellation**

Should you register but be unable to attend, you may send a colleague. Please let us know in advance. Cancellations are accepted (less 10 % handling charge) if made in writing and received before 3 June 2008. Any cancellations received hereafter will not be refunded.

# IFRA

## EVENTS

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# IFRA Italia 2008

18 – 19 June 2008, Sirmione and Verona

**11<sup>th</sup> International Conference  
for the publishing and printing industry**

**Newspapers and Advertising :**

The new frontiers of development

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# IFRA Italia 2008

11<sup>th</sup> International Conference  
for the Publishing and Printing Industry

## Wednesday, 18 June 2008

### Opening Evening

The Opening Evening starts at 20.00h, in the Rocca Visconteo Veneta of Lonato del Garda. During the evening the Annual Research of the Technical Observatory for the newspaper and news agency Industry will be presented. An informal dinner will follow.

## Thursday, 19 June 2008

### Conference: IFRA Italia 2008

#### 9.00 Participant Registration

#### 9.30 Opening of the conference

Welcome address by *Alessandro Zelger, CEO Athesis Group.*

*Opening of IFRA Italia 2008:*

*Reiner Mittelbach, CEO IFRA*

*Alessandro Brignone, General Manager Fieg*

*Paolo Paloschi, President Asig*

#### 9.50 - 11.30 - Newspapers and Advertising

##### The European Scenarios

*Reiner Mittelbach, CEO IFRA, Darmstadt, Germany*

##### The Italian Scenarios

*Alessandro Brignone, General Manager Fieg, Roma*

##### The Press and Advertising:

##### The publishers' point of view

Round table discussion

■ Chair: *Massimo Gaggi, RCS, Milano*

■ Participants:

*Roberto Briglia, Managing Director Periodici Mondadori, Milano*

*Claudio Calabi, CEO Editrice Il Sole 24 ore, Milano*

*Franco Capparelli, CEO Il Secolo XIX, Genova*

*Mario Ciancio, Chief Editor La Sicilia, Catania*

*Pierre Schram, Frankfurter Allgemeine Zeitung, Frankfurt, Germany*

The Round table is opened to the questions of the participants

#### 11.30 Coffee break

#### 11.45-13.40

##### Newspapers and the Web: allies or competitors in the advertising market?

Round table discussion

■ Chair: *Giulio Dalla Chiesa, Vice President Asig*

■ Introduction: *Michele Muzii, President Fcp*

■ Participants:

*Massimo Martellini, CEO Sport Network*

*Fabrizio Masini, General Manager Publikompass*

*Reiner Mittelbach, CEO IFRA, Germany*

*Angelo Sajeve, President and CEO Mondadori Pubblicità*

*Paola Venegoni, General Manager Piemme*

*Raimondo Zanaboni, CEO RCS Pubblicità*

*Fabio Vaccarone, General Manager Il Sole 24 Ore System*

The Round table is opened to the question of the participants

#### 13.40 Buffet Lunch

#### 14.50 Newspapers Printing Plants: Technologies and the new frontiers of quality

■ Chair: *Silvio da Giau, Athesis, Verona*

■ Participants:

*Umberto Seregni, L'Imprimerie Le Figaro, Parigi,*

*Thomas Unterberger, Harold Druck, Vienna, A,*

*Manfred Werfel, Research Director and Deputy CEO, IFRA*

*Niber, Bologna, (speaker to be confirmed)*

Q&A

Questions and answers with participants

#### 16.30 Coffee Break

#### 16.45 Finishing Rooms: The tools to support the new products and the advertising

Round Table

■ Chair: *Sergio Vitelli, Secretary Asig*

■ Participants:

*Volker Leonhard, Müller Martini, Switzerland*

*Davide Madureri, Schur, Denmark*

*Sandro Provera, Ferag, Switzerland*

*Bo Starby, Idab Wamac, Sweden*

The Round table is opened to the questions of the participants

#### 18.00 Closing of IFRA Italia 2008

*Paolo Paloschi, CEO, Asig*

## IFRA Italia 2008 Evening

Program to be defined. At the end of the evening, a guided tour to the new Printing Plant of Athesis in Caselle di Sommacampagna (Verona) is scheduled.

**The conference will be translated into Italian and English.**

## General Information

### Location

The IFRA Italia Conference will take place at the Congress Center in Sirmione, on the southern shore of the Lake of Garda, a few hundred metres from historical downtown Sirmione. The Congress Center offers ample parking.

### Reaching Rocca Visconteo Veneta di Lonato del Garda:

Participants arriving in Sirmione on June 18 can travel to the Rocca by coach. **IFRA Italia Coaches will head to the Rocca at 19.30h leaving from the parking area in front of the Congress Center in Sirmione.**

For participants travelling directly to the Rocca by car, we would recommend: Highway A4 Milano-Venezia, Exit "Desenzano del Garda", continue to Lonato for approx. 4 kms. When in downtown Lonato, from Piazza del Corlo drive into Via dei Fanti. Skip the first public parking area on the right side and go straight to the top of the hill. Leave your car in the area close to the draw-bridge of the Rocca. For participants using a Navigator, we recommend entering "Lonato, Piazza del Corlo" as your destination, providing easy access to Via dei Fanti.

### Conference fees

IFRA/Fieg/Asig/Fcp members: EUR 500/person;  
cumulative fee (four people from the same member company): EUR 1,500  
Non members: EUR 700/person.

### Accommodation in Sirmione

IFRA Italia has reserved various rooms at discounted rates in the following hotels:

Hotel Sirmione\*\*\*\* Euro 153,00 (single) Euro 200,00 (twins)  
Hotel Baia Blu\*\*\*\* Euro 130,00 (single) Euro 155,00 (twins)  
Hotel Flaminia\*\*\*\* Euro 130,00 (single) Euro 140,00 (twins)  
Hotel Mavinio\*\*\* Euro 76,00 (single) Euro 100,00 (twins)  
Hotel Meridiana\*\*\* Euro 75,00 (single) Euro 95,00 (twins)  
Hotel Astra\*\*\* Euro 70,00 (single) Euro 90,00 (twins)

All hotels are located in historical downtown Sirmione, within approx. 10 minutes walking distance of the Congress Center.

### How to reserve your room:

PLEASE USE THE DOWNLOADABLE HOTEL RESERVATION FORM, to be filled and faxed directly to the Congress Center in Sirmione, where the staff will take care of your reservation in the Hotel of your preference, according to availability. The staff will confirm your reservation. We strongly recommend reserving your room as soon as possible.

### For more information, please contact:

#### IFRA

Phone +49.6151.733-6, Fax +49.6151.733-832,  
E-mail: [events@ifra.com](mailto:events@ifra.com)

#### Asig

Phone + 39.06.488.3566 / 4885026,  
Fax +39.06.488.3489 · E-mail: [asigserv@ediland.it](mailto:asigserv@ediland.it)

