

# World's publishers responding to call for innovation

PARIS, FRANCE / DARMSTADT, GERMANY: As the leading global service organisation for the world's news media, the World Association of Newspapers and News Publishers (WAN-IFRA) has designed its two signature events - the World Newspaper Congress and the World Publishing Expo - as centres of innovation and information for publishers to help them cope with rapid change.



The publishers have responded.

Nearly 300 visitors registered in just one day - a record one-day total - for the World Publishing Expo, which will draw up to 8,000 participants to Berlin from 7 to 9 October next. A similar number have signed up for the 65th World Newspaper Congress, 20th World Editors Forum and 23rd World Advertising Forum, which is expected to draw more than 1,200 publishers, chief editors, managing directors and other senior news media executives to Bangkok, Thailand, from 2 to 5 June.

"The response has been gratifying. I think our network of members, and the access to ideas, solutions, technology and publishing strategies that our events provide, is unsurpassed," said Vincent Peyrègne, CEO of WAN-IFRA, a not-for-profit association that represents 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

"Publishers, editors and other news media executives have great need for innovative ideas, and our global perspective offers them the opportunity to network and learn from colleagues all over the world. I think that's the reason for the large response - in these challenging economic times, value for money is essential. We are unique in being able to offer this vast reach."

## On offer: Multiple chances to become the 'Golden Age' of journalism

Axel Springer's CEO Mathias Döpfner will open the World Publishing Expo 2013, speaking about the importance of technology for the future of publishing. Under Döpfner's helm, Springer has created and cemented market-leading brands, expanded internationally (operating in 36 countries), and, crucially, embraced digital strategies that now account for 35% of the group's revenues.

"The digital age offers all sorts of chances to become the Golden Age of journalism," he said. "That is why I am not pessimistic looking ahead, but rather really optimistic about the future of the publishing industry, as long as we concentrate

on our core competence, which is creating excellent journalism."

The World Publishing Expo, the largest global trade exhibition for the news publishing and media industry, brings together suppliers to the industry with its thought leaders and decision makers. It includes 300 exhibitors showcasing the latest technologies, 200 speakers sharing their success stories, 8,000 colleagues from around the world, four Media Port stages focusing on developments in print, workflow efficiency, social-local-mobile and revenue generation, and five strategic conferences focused on future business models.

Full details about the Expo can be found [here](#).

WAN-IFRA's Congress and Editors Forum will be joined this year by its World Advertising Forum, bringing together three "streams" of knowledge and information focusing on all aspects of news publishing.

First confirmed speakers include: Robin Hu, Chief Executive Officer of the South China Morning Post; Mike Perlis, Chief Executive Officer of Forbes; David Rowan, Editor of Wired magazine; Raju Narisetti, Head of Digital Network for the Wall Street Journal; Caspar de Bono, Managing Director of the Financial Times; Anjali Kapoor, Director of Digital News Strategy for Canada's Globe & Mail; Joseph Odindo, Group Editorial Director of The Nation in Kenya; Supakorn Vejajiva, President and COO of Post Publishing in Thailand, and many others industry leaders.

Full details can be found [here](#).

For more, visit: <https://www.bizcommunity.com>