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Memories, dynamics, innovations – future-oriented themes at BFI Cologne



Already for the seventh time now, manufacturers, imaging service providers, commerce and media representatives met on 2 and 3 March 2016 at Business Forum Imaging Cologne in order to discuss the most important trends and future-oriented themes of the imaging market. In the process, the around 210 participants ensured full rows of seats and a further increase in the numbers of participants. At the important network platform presented by photokina, the entire photography/video and imaging industry was primarily presented with innovations and sales areas in the context of digitalisation a good six months before the leading international trade fair.

'Memories, dynamics, innovations' – the title of the seventh Business Forum Imaging Cologne 2016 already placed the focus on the future: photography, film, communication with images, whether analogue or in social networks, is omnipresent today. The imaging world offers unlimited possibilities and ever new innovations that change the perspective on the objects in focus. The theme of innovation was thus also the focus of the first day. Multi-copters and action cameras offer an increasing number of services and functions, and clear the path to a new, younger target group for manufacturers. The same applies for digitalisation on the basis of photo and video apps that enable personalised photo service. The second day was once again dedicated to the specialised trade, for which e-commerce and digitalisation present both risks and chances. Experts and pollsters present marketing and development possibilities for the local retail trade.

International top managers of the imaging industry, experts, scientists and pollsters took part in a total of 14 lectures and panel discussions involving the unlimited possibilities of the imaging business. The network zone and the traditional evening event in the Rheinterassen also provided an opportunity for networking and communicative exchange between visitors, sponsors and speakers. The event was also a success for the Gold and Silver Sponsors of the event, who presented their current imaging products and services in a network zone. Canon, Cewe Color and Fujifilm appeared as Gold Sponsors; di-support, Ecce-Terram, HPix, is Imaging Solutions, Kodak alaris, Mitsubishi Electric, NORITSU, Panasonic and YUNEEC as Silver Sponsors.

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www.bfi-photokina.com

Your contact:

Sarah Kraft

Tel.

+49 221 821-3881

Fax

+49 221 821-3544

E-mail

s.kraft@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

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The Photoindustrie-Verband (photography industry association) and the market research company GfK Retail and Technology supported the Business Forum Imaging Cologne 2016 as sponsors. The congress was once again organised by the global trade journal INTERNATIONAL CONTACT and the worldwide information service Photo Imaging News, USA.

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Note for editorial offices:

Business Forum Imaging Cologne photos are available in our image database on the Internet at www.bfi-photokina.com in the "Press" section.

Press information is available at: www.bfi-photokina.com/pressinformation

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