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#photokina

photokina to host new conference for trade visitors

The Imaging Innovation Conference (IIC) focuses on innovative and disruptive topics and imaging technologies

Imaging technologies and their exciting applications are developing very rapidly for the industry, retailers and commercial users alike. With the Imaging Innovation Conference (IIC) on 26 May 2020, the day prior to the start of photokina, a new format is now being created in the context of the leading imaging trade fair, where experts from all relevant specialist areas and the entire world will have the opportunity to discuss these changes with their peers and renowned experts. In combination with a visit to photokina, a holistic picture of the state of the industry is created that will inspire the attendees for their own actions and business strategies.

The Imaging Innovation Conference, which is themed „The new World of Storytelling” this year, is the further development of the annual Business Forum Imaging Cologne, which was last held in March 2019 and established itself as an important platform for trends and innovations in the international imaging industry since the inaugural event in 2009. With this year’s theme, the organizers are reflecting the rapid development of imaging applications: Capturing devices such as smartphones, cameras as well as action and 360 ° cams complement each other, while digital technologies such as AI, CGI or cloud services create previously unknown opportunities for their users to express themselves with photos and moving pictures. The Imaging Innovation Conference will show the opportunities that this development offers to manufacturers, retailers, service providers and content creators. In doing so, the conference builds a bridge to the fair itself, where not only manufacturers will present exciting products, but also events such as MOTION by photokina, PICTURES by photokina or PROFESSIONALS by photokina will reflect the new world of storytelling. "In more closely approaching photokina, the new Imaging Innovation Conference addresses trade visitors who want to get the most out of their trip to Cologne with innovative and disruptive topics, as well as top speakers", says Christoph Werner, Vice President of Koelnmesse. "In combination with a visit to photokina, a holistic picture of the state of the industry is created that will inspire the attendees for their own actions and business strategies."

The call for papers has started, and, in addition to plenary sessions in the morning, several parallel tracks are planned for the afternoon. The conference takes place in the Crystal Hall in Congress Centre East of Koelnmesse. The day will close with a networking dinner in the Cologne Rheinterassen.

The Imaging Innovation Conference, which is being organised by Koelnmesse in

photokina
IMAGING UNLIMITED

photokina
27.05. - 30.05.2020
www.photokina.com

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cooperation with C.A.T.-Publishing Thomas Blömer GmbH, addresses retailers, imaging service providers and suppliers, professional photographers, video producers and other content creators as well as software developers, innovators, analysts and trend scouts. Prior to the official opening of the fair, they are offered an exciting opportunity to learn from top-executives of the imaging industry, new vendors, start-up companies, innovators and independent experts how new technologies enable the industry to develop pioneering innovations. In addition to the latest technological developments and product innovations, the conference will also feature innovative marketing strategies and concepts for the retail trade that enable them to match the expectations of the customers in a digital society.

Tickets for the conference will be available as of 3 February in the Ticket Shop of Koelnmesse and are also valid for admission to photokina.

You can find details of the programme in the coming months here: www.photokina.com/IIC

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

photokina - IMAGING UNLIMITED, Cologne 27.05. - 30.05.2020

THE TIRE COLOGNE - Empowering the entire business, Cologne 09.06. - 12.06.2020

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (25.08. trade visitor and media day), Cologne 25.08. - 29.08.2020

Note for editorial offices:

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