

# Your Added Value

# We look forward to meeting you

## MEMBERSHIP ADVANTAGES

- Market promotion through sector-specific press and public relations
- Access to market data, statistics and studies on future related market and industry topics
- Know-how gained through industry-specific exchange of experience, information and further education offers, as well as networking
- Continuous and early information concerning regulatory requirements and changes in the areas of environment, technology and foreign trade
- Lobbying for the industry and its representation before authorities and other institutions
- Coordination of consumer and antitrust inquiries and drafting of opinions
- Development of efficient and cost effective solutions to copyright and environmental issues
- Exclusive advantages through collaboration

## YOU WANT TO GET TO KNOW US

Photoindustrie-Verband e.V.  
Mainzer Landstraße 55  
60329 Frankfurt am Main

Tel. +49 69 25 56-14 08  
Fax +49 69 23 65 21

E-Mail: [info@piv-imaging.com](mailto:info@piv-imaging.com)  
URL: [www.piv-imaging.com](http://www.piv-imaging.com)

Updated: 03/2018  
Subject to change



# WE SHAPE THE FUTURE

## Photoindustrie-Verband (PIV)



WE ARE IMAGING



[www.piv-imaging.com](http://www.piv-imaging.com)

# PIV – WE ARE IMAGING

## A driving force in the industry

## Our Services

The Photoindustrie-Verband (PIV), headquartered in Frankfurt, Germany, is the central advocacy group for companies that provide their products and services in the photo, video, imaging and image communication market.

With over 50 member companies from different industry segments, the association is well positioned in this interdisciplinary field. It reflects this diversity with an issue-driven structure, offering contacts, support and networks of experts to the industry.

Since 1950, the association has been the head sponsor of photokina in Cologne, the world's leading trade fair for the photo and imaging industry.

The association's brand: „PIV – WE ARE IMAGING“ stands for the „image“ theme.

Prophoto GmbH is a subsidiary of the association and aims to make the full spectrum and benefits of image-oriented technologies and services transparent to the public in order to promote their use by private and professional users as well as in business and society.



### 4i:STRATEGY

With its clear message „WE ARE IMAGING“, PIV lays claim to being the leading authority in the imaging industry and a driving force in the photo, video, imaging and image communication market.

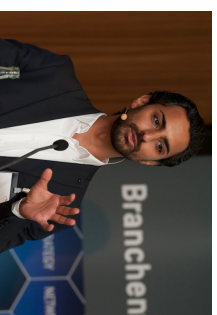
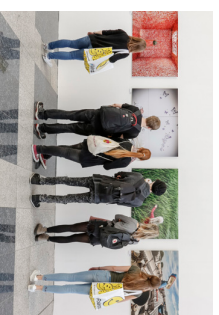
A specially developed **4i-strategy** with the terms **INSIGHTS**, **INTERACTION**, **INSPIRATION** and **IMPULSE** forms the basis of the PIV brand mission statement. The four terms stand for the most important forces and values with which PIV actively shapes the future of the industry.

**INSIGHTS**  
We are  
inquisitive,  
future-oriented  
and anticipatory.

**INTERACTION**  
We are  
communicative,  
dynamic  
and networked.

**INSPIRATION**  
We are  
passionate,  
creative  
and stimulating.

**IMPULSE**  
We are  
opinionated,  
committed  
and proactive.



PIV offers member companies a wide range of networking opportunities.

- Press Conferences
- Conventions
- Annual Meeting
- Direct Mailings
- Panel Discussion
- photokina
- Social Media
- Newsletter
- Public Affairs
- Meet&Greet
- Brand Day
- Startup Initiative
- Press Roundtables
- Collaboration
- Market Data
- General Assembly
- Press and Public Relations
- Member Services
- Global Network
- Customer Service
- Leadership Conference
- Technology and Environment Conference

### photokina – IMAGING UNLIMITED

As the world's leading trade fair for the industry, photokina is an integral part of its member companies' market activities. Starting in 2018, photokina will be presenting thematically broader and more relevant topics for the first time on an annual basis, with the expansion to future-oriented focal points such as Mobile, Analytics, VR/AR, Robotics and Imaging Lab. Under the motto „IMAGING UNLIMITED“, PIV and Koelnmesse are constantly developing this trade fair concept and adapting it dynamically to current market changes.

