

## Short overview

### Saturday

7:00 pm: Welcome party at HdM (University of Media).

### Sunday

Sightseeing trip through the Swabian region.

### Monday

9:00 am to 4:00 pm: Lectures held by participants of the International Circle.

4:00 pm: Tour of the HdM.

5:30 pm: Prof. Heiner Ipsen invites you to take part in the official opening of HdM's new pad transfer printing center.

The evening will be free for your enjoyment. Some highlights of Stuttgart are in the congress folder.

### Tuesday

9:00 am to 1:15 pm: Lectures held by participants of the International Circle.

2:30 pm: Visits to innovative companies around Stuttgart (three options).

6:00 pm: Farewell dinner in a typical Swabian vine pub.

## Important addresses

### International Circle of Educational Institutes for Graphic Arts, Technology and Management

Chairman: Prof. Dr. Dr. h. c. Hartmann Liebetruth,  
Tel.: +49 (0) 202-439 1143, Fax: +49 (0) 202-439 1144,  
E-Mail: liebetruth@kommtech.uni-wuppertal.de

### Fachhochschule Stuttgart

Hochschule der Medien (University of Media), Nobelstraße 10,  
70569 Stuttgart, Internet: [www.hdm-stuttgart.de](http://www.hdm-stuttgart.de)

#### Contact

Wolfgang Faigle, Tel.: +49 (0) 711-685 8453, Fax: +49 (0) 711-685 8413, E-Mail: [faigle@hdm-stuttgart.de](mailto:faigle@hdm-stuttgart.de)

Gottfried Ohnmacht-Neugebauer, Tel.: +49 (0) 711-685 6620,  
Fax: +49 (0) 711-685 8378, E-Mail: [aaa@hdm-stuttgart.de](mailto:aaa@hdm-stuttgart.de)

#### How to get there

From the main station: S1 direction Herrenberg, S2 direction Vaihingen or S3 direction Flughafen. Get off at Universität.

**Römerhof Hotelbetriebs GmbH**, Robert-Leicht-Strasse  
93, 70563 Stuttgart-Vaihingen, Tel.: +49 (0) 711-68 788-0  
Fax: +49 (0) 711-68 788-60

**Messehotel Europe**, Siemensstraße 33, 70469 Stuttgart,  
Tel.: +49 (0) 711-81 004-0, Fax: +49 (0) 711-81 004-14 44



the University of Applied Sciences

## 33. Congress of the

## International Circle of Educational Institutes for Graphic Arts, Technology and Management

## Stuttgart

**9.11.2002 - 13.11.2002**

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UNIVERSITY OF APPLIED SCIENCES  
HOCHSCHULE DER MEDIEN

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ADOLF I. DÖPFERT-Stiftung  
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## Monday

## Tuesday

## Information about the tours

9:00	Registration
9:30	Official opening of the conference Welcome speeches
10:30	Hartmann Liebetruth <b>Challenges to the Management of New Media Production Firms</b>
11:00	Coffee Break

### Section I: Technology

11:20	Fridtjof Toenniessen <b>TeRM – a New Method of Electronic Teaching</b>
11:40	Karl-Heinz Meyer/Herbert Czichon/Renate Przybysz <b>Flexographic Printing Formes</b>
12:00	Jorge Rodriguez-Giles <b>Drying of Water-Based Inks Using Microwaves</b>
12:20	Lunch

### Section II: Management

13:20	Akshay Joshi <b>Pilot Model-Electronic Line Shaft</b>
13:40	Jurrienne Ossewold <b>Convergence of the Media</b>
14:00	David Liu <b>Globalization Effect on Digital Printing Market: Market Segmentation and Strategy</b>
14:20	Coffee Break
14:40	Ina Dagyte <b>Lithuanian Press on the Highway of the National Interest and Challanges of Globalization</b>
15:00	Anatoly Dorosh/Volodymyr Lysenko <b>Globalization and its Impact on Ukrainian Media-Industry</b>
15:20	Abdulmumin Bulanow <b>The Printing Industry in Uzbekistan</b>
16:00	Tour of the University of Media
17:30	<b>Official opening of the Pad Transfer Center</b>

### Section III: Further Education

9:00	John Stephens <b>Postgraduate and Research Studies at the London College of Printing</b>
9:20	John Procter <b>An Alternative Way of Gaining Underpinning Knowledge for the Print Industry</b>
9:40	N. Sankaranarayanan <b>The Role of Printing Institutions of Higher Education in India</b>
10:00	Josef Rösner <b>Further Education in South America</b>
10:20	Grigori Kulikow <b>Problems of Education of Skilled Workers in Russian Printing Industry</b>
10:40	Coffee Break
11:00	Gunter Hübner <b>Education in Digital Printing at HdM</b>
11:20	Heike Krämer <b>Further Education in Germany</b>
11:40	Rense van der Heide <b>INGRIN Multimedia Lexicon</b>
12:00	Coffee Break
12:20	Dietmar Leischner <b>Challenges of the EU Educational Policy</b>
12:40	Frank Striewe/Andreas Müller <b>The Horizon of Print and Publishing – Opportunities in the Media Economy</b>
13:00	Hartmann Liebetruth <b>Closing Address and Invitation to the 34th Conference</b>
13:15	Lunch
14:15	Departure to the tours (see on the right)
18:00	Farewell dinner

### Druckhaus Waiblingen (DHW)

The Printing House Waiblingen is a medium-sized enterprise of the media industry. There are both web and sheet-fed offset presses which produce folders, brochures, catalogs, technical documentations, newspapers and magazines. The production process includes the whole prepress work. The enterprise is a forerunner in the field of electronic publishing. Today DHW employs 220 staff.

### Marabu

In both screen and pad printing, Marabu today ranks as one of the leading ink manufacturers worldwide. The quality of the Creative Colours for creative and arts application is also taking a top position. Marabu is one of the leading manufacturers in Europe. Marabu employs more than 300 people in Germany and a further 100 people in subsidiary companies abroad. Distribution partners exclusively represent the brand in 50 countries worldwide.

### bielomatik

Plant construction, machine construction and production systems „Made in Germany“ for paper processing, plastic welding and central lubrication. This is what the name bielomatik has been standing for over the past 50 years.

In the Neuffen headquarters on the edge of the Swabian Jura in Southern Germany, everything comes together. Next to the 13,000 sqm manufacturing plant, there are located their administration offices, design and sales departments. Neuffen is responsible for paper finishing, stationery manufacturing, web finishing systems, print-finishing-on-demand, transponder, processing systems/RFID, plastic welding, centralized lubrication technology.