

# IFRA

## CONFERENCE

Empowering the news publishing industry

# IFRA India 2008

Sixteenth Annual Conference

17 – 18 September 2008, Marriott Resort,  
Goa, India

Technical sessions on:

- Newspaper of the future
- Material & Mailroom
- Technology to use & Best Practices

Pre-Conference workshops from 16 – 17 September on

- Reorganising Multimedia Newsroom
- Editorial Systems

Early bird rate closes on 15 August 2008

[www.ifra.com/ifraindia2008](http://www.ifra.com/ifraindia2008)



# IFRA India 2008

Sixteenth Annual Conference

The Indian newspaper industry is on an upswing. Due to growing literacy and the developments in technology, India has become the second largest newspaper market in the world. With 99 million copies sold daily and increase in advertising revenues of 64.8 percent over the last five years, the market keeps on growing! This upswing brings in lots of new opportunities and threats too. While semi-commercial opens up new business prospects in traditional newspaper printing, the usage of different newsprint grades becomes a challenge. Parallel, digital printing of newspapers or inserts coupled with smart mailrooms opens up another road ahead for newspaper publishers. Further, investments in new generation high-speed presses demand the use of compatible consumables.

IFRA India 2008 to be held in Goa from 17 – 18 September 2008 will address the challenges of the Indian newspaper industry and help prepare for the future. The conference will offer publishers and technical personnel the opportunity to catch up with the latest in printing technology, mailroom equipment and material.

With the right mix of interesting speakers from India and abroad sharing their technical success stories and strategies, IFRA India 2008 promises yet again to be THE meeting point of the publishing industry in the Indian sub continent.

## IFRA India 2008 will host technical sessions on:

- Newspaper of the future
- Materials & Mailroom
- Technology to Use & Best Practices

The event will also offer two special-focus Pre-Conference workshops from 16 to 17 September on

- Editorial Systems
- Reorganising Multimedia Newsroom

This year the IFRA India 2008 Annual Conference is a stand-alone event without an expo or mini-exhibition. The second edition of IFRA Expo India in 2009 will be held at Hyderabad.

## Pre-Conference Workshop 1

### Topic: Reorganising Multimedia Newsroom

Date: 16 – 17 September 2008

Venue: Marriott Resort, Goa

Time: 16 September from 14.00 h – 18.00 h  
17 September from 09.00 h – 13.00 h

Transforming newsrooms and implementing changes in the editorial setup to create and distribute content across a variety of digital platforms is a complex and demanding task for every newspaper publishing company. Although very much is talked and written about multimedia newsrooms, there is very little information on how to actually implement this change process. This workshop, brought to you by IFRA Newsplex, focuses on providing support for editorial management involved in transforming newsrooms either now or in the future. The workshop will include

- Basic concepts of multimedia organisation with examples
- Understanding the phases of change of editorial reorganisation
- Lessons learnt and principles for guiding the newsroom transformation
- Change management approaches for a smoother transition

### Who should attend:

Editors, Sub-Editors, Online Editors, IT Directors, Newsroom Executives, New Media Executives, Management Executives, Newsroom Management teams and those leading newsrooms or multimedia/convergence projects in the editorial department.

## Pre-Conference Workshop 2

### Topic: Editorial Systems

Date: 16 – 17 September 2008

Venue: Marriott Resort, Goa

Time: 16 September from 14.00 h – 18.00 h

17 September from 09.00 h – 13.00 h

The days are gone when an editor is responsible for churning out stories and the layout of the pages is a subject of designers and layout artists. Today, there are so many technologies that enable anyone in the editorial department to do the page himself, thus improving the overall productivity.

Do you desire such a system that is flexible to cater to your needs in a modern media environment? Are you looking for an editorial system that effectively and efficiently supports the publishing of audio and video spots, mobile services, website maintenance and interactive offers such as blogs and forums in the same way as on paper?

Then make the most of the opportunity provided in this workshop, to delve into and compare the working of several systems in a focused and productive environment. Get information about the latest technical developments and the ideal editorial system.

#### Who should attend:

Editors, Sub-Editors, Online Editors, IT Directors, Systems Managers, Production Managers, Newsroom Executives, New Media Executives, Designers, Page Layout Artists and Executives from Archives & Library.

The following suppliers will present their current systems: 4CPlus, Adobe, Comyan, Quark, Summit, Televisual, WoodWing – Think Print

## PROGRAMME

### Day One: 17 September 2008

#### 14.00 Inauguration and introduction to the conference

*Chair: Manfred Werfel, Deputy CEO & Research Director, IFRA, Germany*

### Session: Newspaper of the future

#### 14.15 What is the business concept of printing a daily newspaper in heatset and on high-quality paper?

*Dean Du Toit, Senior Production Manager, Gulf News, Dubai*

#### 15.00 Heatset drying vs. UV drying – advantages, disadvantages. Criteria adopted for using the drying technology

*Roland Thees, Research Engineer-Newspaper Production Technology, IFRA*

#### 15.45 Tea Break

#### 16.15 Heatset drying – A case study from The Printers (Mysore) Ltd.

*S Krishnan, Senior Manager-Production, The Printers (Mysore) Ltd, India*

#### 16.45 Printing using lower grammage newsprint – issues involved and how to manage production – A case study from Nikkei, Japan

*Yusuke Naito, Printing Engineering Department, Nikkei, Japan*

#### 17.15 Digital printing – what are the possibilities for newspapers, technology that can be adopted.

*Speaker invited*

#### 19.00 – 22.00

#### Welcome cocktail and dinner

*Sponsored by Siemens Information Systems Ltd*

## Day Two: 18 September 2008

### Session: Materials & Mailroom

#### **09.00 Newsprint – How to handle different paper grades in semi-commercial printing of newspapers?**

*Eric Ohls, Director – Technical Marketing, UPM Kymmene, Finland*

#### **09.45 Inks for high speed machines. What is the impact of various ink properties while printing newspapers using high speed machines?**

*Samir Bhaumik, Senior Vice President & Head-News-inks, DIC India Ltd, India*

#### **10.30 New product ideas in the mailroom, how to make money from it – an update from Mailroom vendors**

*Speakers from Ferag, Muller Martini, Idab Wamac & Schur Packaging*

#### **11.15 Tea Break**

### Session: Technology to Use & Best Practices

#### **11.45 CtP Plates technology – update on technology and how to get process-free plates**

*Ian Lewis, Director, Arcon Digital Ltd, New Zealand*

#### **12.30 Lunch**

#### **13.30 Technical issues of short run length / smaller presses, against the background of growing editions and colour pages in newspapers. What is the choice for newspapers in deciding press configuration, how to overcome problems associated with different configurations and what are the best practices**

*Sandeep Gupta, Executive President, Dainik Jagran, India*

#### **14.15 Two titles from HT Media Ltd, HT & Hindustan, have qualified for the coveted INCQC award for the 50 best printed newspaper in the world. What steps did they follow to achieve this distinction, how do they maintain consistency in quality?**

*Sanjib Hazra, Assistant General Manager – Quality, HT Media Ltd, India*

#### **15.00 Tea Break**

#### **15.30 Green Publishing – Why it is important for the publishing industry?**

*Sanat Hazra, Technical Director, The Times of India Group, India*

#### **16.15 Closing**

## General Information

### The venue

The Pre-Conference workshops and the IFRA India 2008 Annual Conference will be held in the ballroom of Marriott Resort, one of the finest hotels in Goa.

Marriott Resort  
Miramar, Panaji · Goa 403001 India  
Phone: +91.832.2463333 · Fax: +91.832.2463300

### Session Times

The IFRA India 2008 Conference sessions will start on 17 September at 14.00 h and end at 17.45 h. The session on 18 September will start at 09.00 h and end at 16.15 h.

The Pre-Conference workshops will start on 16 September at 2 pm and end at 6 pm. On Day 2 the workshop sessions will be held from 9 am to 1 pm.

### Registration Fee

Main Conference: 17 – 18 September 2008  
Registrations received before 15 August 2008  
IFRA-Members: INR 18,000 / EUR 360  
Non-Members: INR 20,000 / EUR 400  
Please add 12.36% service tax to the above fee

Registrations received after 15 August 2008  
IFRA-Members: INR 20,000 / EUR 400  
Non-Members: INR 22,000 / EUR 440  
Please add 12.36% service tax to the above fee

### Pre-Conference Workshop: 16 – 17 September

Workshop 1 – Reorganising multimedia newsroom  
Participants for this workshop only: INR 10,000 / EUR 200  
Participation along with the main conference (add-on cost): INR 7500 / EUR 150  
Please add 12.36% service tax to the above fee

### Workshop 2 – Editorial Systems

Participant for this workshop only: INR 10,000 / EUR 200  
Participation along with the main conference (add-on cost): INR 5000 / EUR 100  
Supplier Delegate: INR 20,000 / EUR 400  
Please add 12.36% service tax to the above fee

### Special for IFRA Members

One complimentary registration for every 5 registrations. If you register 5 participants, the 6th participant can register for free.

### Hotel Accommodation

Marriott Resort is located 30 km from Dabolim Airport at the secluded edge of the Miramar Beach. It is one of the finest five-star hotels in Goa for business and leisure.

Rooms have been blocked for the participants of IFRA India 2008 at Marriott Resort: September 16 and 17, 2008  
Single occupancy: INR 10,000 / EUR 200 for 2 nights  
Double occupancy: INR 11,400 / EUR 225 for 2 nights

The above room rate is inclusive of breakfast and airport transfers. The rooms are available on first-come first-serve basis. Please confirm your bookings to IFRA along with conference registration immediately.

For other categories of hotels close to the conference venue, please contact the official travel agent (address see below).

### Travel and Tour Services

SITA has been appointed as official travel agent. Please contact them directly for your travel requirement and sight seeing/spouse tours/post conference tours such as Glimpses of Goa, Heritage Tour and North Goa Beach Tour with boat cruise.

SITA  
C/O Kenkre Centre, 2nd Floor, NH 17, Near Goa Dental College, Alto Bambolim, Goa - 403 202.  
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IFRA ([www.ifra.com](http://www.ifra.com)) is the worldwide research and service organisation for the news publishing industry. With headquarters in Darmstadt, Germany, it has acted since 1961 as the platform for decision-makers from the newspaper industry. IFRA offers its services primarily to its more than 3100 members in nearly 80 countries. A Board, comprising publishers as well as central, regional and specialised committees drawn from IFRA member companies, steers the work of the international newspaper community.

IFRA services include research, publication, standardisation, conference and training, exhibitions, study tours and advice. IFRA Magazine, the international magazine of newspaper business, strategy and technology, is published in several languages both in print and online. ([www.iframagazine.com](http://www.iframagazine.com)). IFRA is also running IFRA Search, a vertical search engine for the news publishing industry ([www.ifrasearch.com](http://www.ifrasearch.com)).

The Indian office, IFRA India based in Chennai helps to bring IFRA services closer to members in the region.

### Speakers



Samir Bhaumik,  
Senior Vice  
President &  
Head-Newsinks,  
DIC India Ltd,  
India



Sandeep Gupta,  
Executive  
President, Dainik  
Jagran, India



Sanat Hazra,  
Technical  
Director,  
The Times of  
India Group,  
India



Sanjib Hazra,  
Assistant Gen-  
eral Manager  
– Quality,  
HT Media Ltd,  
India



Ian Lewis,  
Director,  
Arcon Digital  
Ltd,  
New Zealand



S Krishnan,  
Senior Manager-  
Production,  
The Printers  
(Mysore) Ltd,  
India



Eric Ohls  
Director  
Technical  
Marketing,  
UPM Kymmene,  
Finland



Roland Thees,  
Research  
Engineer-  
Newspaper  
Production  
Technology,  
IFRA



Dean Du Toit,  
Senior Produc-  
tion Manager,  
Gulf News,  
Dubai



Chair: Manfred  
Werfel, Deputy  
CEO &  
Research  
Director, IFRA,  
Germany

### IFRA India 2008 is supported by

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#### Supporting Publications

All about Newspapers, Indian Printer & Publisher,  
Newspaper & Technology, PRESSIdeas, RIND Survey.