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## Business Forum Imaging 2017- Moving beyond the limits

At the eighth Business Forum Imaging powered by photokina on 1 and 2 March in Cologne, many expert lectures revolved around the themes currently of most importance for the industry. In addition to innovative products and product segments, as well as value creation in the camera business, retail 4.0 and alternative business models for imaging pros and the specialised trade were also part of the package. Five months after photokina, 220 participants from industry, commerce and the service sector made use of the opportunity to once again take the current pulse of the industry.

The mood at the trend congress was positive and optimistic. This because, with the "Imaging Unlimited" concept, photokina 2016 had already showed that the photography market is not getting smaller, despite the well-known developments in traditional segments, but is in fact growing; a development from which specialised traders, imaging service providers, professional photographers, video producers and manufacturers can profit with the right strategies. International top managers of the imaging industry, experts, scientists and pollsters took part in a total of 14 lectures and panel discussions about how this can work.

The main theme of the first day was thus why the photography and imaging industry in fact has a good future ahead of it. The new products that sell best, how a start-up redefines value creation in the camera business, which apps are received positively by the target group and how we can get customers enthusiastic about photo printing were all subjects that were presented in detail. On day two the focus was on practice in the photography trade and services. Themes like online marketing and retail 4.0 reflected the increasing digitalisation of the entire imaging industry. The theme of change also found its place in the lecture programme: those who wish to see this as a chance and exploit potential, according to the thesis of the speakers, must absolutely be prepared to leave their comfort zone and transcend boundaries.

As in previous years, visitors, sponsors and speakers made use of the network zone and the traditional evening event in the Rheinterrassen as an opportunity for networking and communicative exchange. The event was also a success for the sponsors of the event, who presented their current imaging products and services in the network zone. Canon, Cewe and di support appeared as Gold Sponsors; Fujifilm, Happic, Imaging Solutions, Kodak Alaris, Mitsubishi Electric, Mobile Photo Connect, Panasonic, PNA International, RPI and Yuneec as Silver Sponsors.



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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 2017 as partners. The congress was once again organised by the global trade journal INTERNATIONAL CONTACT in cooperation with the worldwide information service Photo Imaging News, USA.

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**Note for editorial offices:**

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