

Workflow/FreeFlow Strategy Around the New Business of Printing

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Abstract

This presentation will match the new business of printing with the latest developments in workflow. It will discuss production printing technology and new market opportunities driven by print-on-demand, customized content, one-to-one marketing, JIT, Web fulfillment, and personalization. The presentation will show how digital printing is complementary to offset, the vision and strategies around the new business of printing, the future of digital printing, market opportunities, applications, end-to-end solutions, value-added services, business models, and the importance of workflow linked to JDF, NGP, and CIP 4 standards.

Biography

Valentin Govaerts, is senior VP, Production Europe and general manager at Xerox Netherlands.

Govaerts joined Xerox in Belgium in 1973 as a systems analyst and since then has held a series of sales, marketing, and management roles in Belgium and across northern Europe. In 1999, he became general manager of Xerox Denmark; in 2000, he accepted the additional responsibility of vice president of Xerox Graphic Arts Industry Entity for Central and Northern Europe. He was appointed SVP Graphic Arts Europe in November 2000 and in 2003, took responsibility for the Production and Xerox Europe's Integrated Marketing activities. Govaerts has a degree in applied economic sciences, and an MBA from the University of Louvain in Belgium.