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PRESS RELEASE

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INTERGRAF OPENS APPLICATIONS FOR THE 2024 YOUNG TALENT AWARD

We are happy to announce that applications are now being accepted for the 2024 Young Talent Award, an initiative by Intergraf aimed at shaping the future of the printing industry. The objective is to capture the perspectives of the next generation, understand their vision for the sector's future, and foster stronger links between the printing industry and its future workforce, encouraging innovative ideas and creative solutions.

Focus on Artificial Intelligence

This year the focus will be on artificial intelligence, a topic that swarmed the headlines during 2023 and certainly has a significant impact on businesses as well as on society as a whole. From the technological point of view, the impact of AI automation is anticipated by some scholars to be as substantial as the last industrial revolution. Market forces are expected to drive financially viable AI automation, whereas some voices emphasise the need for careful consideration and responsible implementation to mitigate potential negative consequences on information dissemination, copyright, legal systems and even democracy.

Since 2017, Intergraf's Young Talent Award has provided a platform for the next generation of print professionals to share their ideas with the industry. **Every year, the most outstanding submission is selected by a panel of experts, and the winner is awarded a prize of EUR 3,000.** The selected entry will be shared with representatives from printing associations, printing companies and suppliers of the industry. Although there can only be one winner, the top submissions will be made public on our website.

Candidates for Intergraf's 2024 Young Talent Award are requested to submit their views on the following question:

How might artificial intelligence affect the print industry, and what are the associated risks and opportunities?

Application criteria:

- Entrant must be a young student, apprentice or worker in print (maximum age 25) from one of Intergraf's member countries¹.
- All entries should be written in English and be 2-5 pages in length. The applicant can supply any other visual support they deem necessary to present their idea.

¹ Austria, Belgium, Bulgaria, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Portugal, Romania, Sweden, Switzerland, United Kingdom

- Applicants to also include a short CV (maximum 2 pages).
- Availability to present your entry at the next Intergraf “Print Matters for the Future” conference taking place in Bucharest on June 14, 2024, is desirable, but not essential to win the award.

Applications should be sent in English to Mr Sergejs Mikaeljans, Communications Officer at Intergraf, by email (smikaeljans@intergraf.eu) or post (Avenue Louise 130A, 1050 Brussels, Belgium) **before the submission deadline of 29 February 2024.**

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Notes to editor

The **European graphical sector** is made up of some 112,000 printing companies (95% SMEs), which employ 640,000 people, and generate a combined turnover of €82 billion (EU27 + UK, Switzerland, and Norway).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 11 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe’s printing industry, working with European Union to support the sector’s competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

Contact **Sergejs Mikaeljans**, Communications Officer, for more information: smikaeljans@intergraf.eu.