



**PHOTOPIA
HAMBURG**

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Press Release

Compelling Festival Concept: Photo Industry Association Comes On Board For PHOTOPIA Hamburg

Hamburg, 21 January 2021 – An extra bit of tail wind for PHOTOPIA Hamburg 2021: The German Photo Industry Association (Photoindustrie-Verband, PIV) is yet another strong partner from the photography and videography fields the photography festival has won over. Both have signed a cooperation agreement. The four-day live event which will premiere on Hamburg's exhibition campus and across the entire city from 23 to 26 September will bring together photography enthusiasts from around the world. Under the banner of "Share your vision", it will highlight transformative new developments and trends in the imaging sector.

"PHOTOPIA Hamburg is excited to welcome PIV! We are happy about all the positive feedback we have been receiving from across the industry, including the official support from PIV. With the help of the Photoindustrie-Verband and other partners, such as the Online Marketing Rockstars or the Reeperbahn Festival which will take place in parallel, we will create a unique event in this city where well-established as well as aspiring members of the imaging industry will bring their products to life in an inspiring environment," said Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH.

Cooperation alliance: Imaging industry backs PHOTOPIA Hamburg

"We believe that the photo industry is ready to take a new direction. PHOTOPIA Hamburg provides a magnificent platform for this to take place. The new, compelling event format is based on an innovative, future-looking concept which will combine long-term opportunities for professionals to exchange views and ideas and network with a showcase for exciting new technologies and digital solutions as well as a fascinating consumer experience," said Kai Hillebrandt, chairman of Photoindustrie-Verband.

PIV, headquartered in Frankfurt, wants to lend impetus to the development of the entire industry both nationally and internationally. With more than 30 corporate members, including Canon, CEWE, di support, Fujifilm, Hama, Kodak Alaris, Nikon, OM Digital Solutions, Panasonic and Sony, PIV is the foremost organisation for the imaging industry in Germany. Says Hillebrandt: "Hamburg is a hotbed for media, featuring countless galleries and other art institutions, such as the Kunsthalle, the Elbphilharmonie, or Deichtorhallen, and it is a great environment for top-quality art and photography. We will do whatever we can to support PHOTOPIA Hamburg and take an active role in shaping it."

About PHOTOPIA Hamburg

The first-ever PHOTOPIA Hamburg will take place at the Hamburg exhibition complex and throughout the city from 23 to 26 September 2021. It will be an annual event. Its unique format is a triad composed of the PHOTOPIA Summit, the PHOTOPIA City and PHOTOPIA 365, a

permanent online platform for sharing views, content and information. It will attract enterprises from the entire world of imaging, showcasing products and services related to photo and video recording, editing and processing, storage, displaying and sharing, including software and technology companies and many start-ups. It is open to all photography and filming professionals and enthusiasts. Apart from dealers, professional photographers, semi-professionals, hobby photographers and photography enthusiasts, the target audience expressly includes smartphone owners who like to use their devices for recording, editing and sharing photos and videos.
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