



**PHOTOPIA  
HAMBURG**

**13. – 16.10.22**  
photopia-hamburg.com

## **PHOTOPIA 2022: Voices from the industry**

“The second edition has established PHOTOPIA as Germany’s central, new imaging event. The formula for its success: a well-designed combination of a community festival, keynote speeches, exhibitions and conferences have made this a “jour fixe” for users, dealers, the press, and manufacturers in record time. I am sure PHOTOPIA will continue this success story and bring together the national and international imaging scene in Hamburg for years to come. We are already looking forward to the next PHOTOPIA in 2023,” said **Rainer Führes**, CEO of Canon Germany, summarising his impressions.

“We were very happy with the concept underlying PHOTOPIA. Compared to the previous year, this PHOTOPIA has stepped up its programme significantly. Our visitors were quite enthusiastic about the concept of our exhibition stand. We were satisfied with visitor attendance up to the final day, both in terms of industry visitors and dealers. We hope that this trend will continue and make PHOTOPIA a key B2B platform,” said **Bernd Gansohr**, Managing Director of FUJIFILM.

“Courageous. Moving. Fascinating. PHOTOPIA is an adventure park for photography. First class.”  
**Barbara Stelzner**, Director of Communication, DJI

“This year’s PHOTOPIA was a great success for us, bringing us together with our valued users as well as press representatives, professional photographers, trading partners, professional associations and industry representatives. This event generally provides a space for photography enthusiasts to try out new, creative ideas, offering many opportunities to exchange thoughts and ideas – from expert know-how shared live, to the online community platform. It is both hybrid and modern. Apart from that there were well-attended speeches by Leica photographers, which makes for a truly well-rounded event, similar to our Leica logo. We will further enhance our exhibition presence next year,” said **Falk Friedrich**, CEO of Leica Camera Germany.

“PHOTOPIA’s commitment to analogue photography is a great feature. Our Khromeland was always crowded with a good blend of influencers, major industry players as well as hobby and professional photographers. Many new contacts were made, and all participating companies made good deals. This makes our analogue hearts beat faster,” beamed **Oliver Heinemann** from KHROME.

“The positive responses from participants have confirmed that this industry does appreciate such a platform for sharing ideas and for networking,” said organiser **Thomas Blömer**, publisher of the industry media imaging+foto-contact, foto-contact.de and INTERNATIONAL CONTACT. “New technologies not only define the entire imaging workflow from taking the shot through to its digital reception and printing, but they also confront the specialised trade and image services with the challenge of attracting new audiences. ImagingExecutives@PHOTOPIA, after the successful 2021 pilot, was able to lend valuable impetus this year again.”



“From photojournalism to people and advertising photography, the Creative Content Conference at PHOTOPIA Hamburg 2022 attracted professional photographers on all three days. The mood and atmosphere were truly great throughout all conference days,” said a delighted **Thomas Gerwers** from Profifoto.