

PRESS RELEASE

01/09/2026

WPCF brings the global printing industry together in Seoul



The World Print & Communication Congress 2026 brought representatives of the global printing industry together in Seoul, Republic of Korea, from 18–21 August, alongside K-PRINT WEEK. Hosted by the Korean Printers Association under the theme “The Future of Printing Culture in the Age of AI”, the event combined conference sessions, exhibition visits and technical tours, with discussions focusing on artificial intelligence, digital

transformation, sustainability, the circular economy and future market developments.

The Congress and company visits were preceded by a Board Meeting of WPCF (World Print & Communication Forum) members, held on 18 August with representatives from printing associations in Europe, Korea, China, India, South Africa, Hong Kong and Nepal. The Board discussed the future direction of WPCF and agreed on the content of new mission and vision statements, which will now be further developed. Members stressed the importance of strengthening practical cooperation, sharing experiences between national associations and encouraging more frequent exchanges and visits between printing industries around the world. An economic roundtable provided insights into printing markets across the participating regions. Despite significant differences between countries, several common trends emerged: packaging and labels continue to grow, digital printing is gaining importance everywhere, AI and automation are becoming increasingly integrated into production, and sustainability remains a major driver of investment and market development. At the same time, many markets are facing challenges including declining demand for traditional commercial print, pressure on costs and productivity, and difficulties attracting skilled young workers to the industry. The meeting reinforced WPCF’s role as a platform for international exchange and cooperation between printing associations. Members will continue discussions on the Forum’s future mission and activities in upcoming months.

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The World Print & Communication Forum (WPCF) is a collaborative platform for the world's major transnational and national printing associations to work together to promote the development and prosperity of the global printing industry. WPCF also facilitates and encourages communication with other parts of the print value chain to further develop the print and communication market through international and cross-industry collaboration and knowledge-sharing.

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