



**PHOTOPIA  
HAMBURG**

**21. - 24.09.23**  
photopia-hamburg.com

## Statements on PHOTOPIA

"As a supporter and partner from the very beginning, we are particularly pleased that PHOTOPIA is gathering the imaging world in Hamburg for the third time to celebrate the fascination for images together. It is already a jour fixe for the entire industry and all fans of photography and videography. PHOTOPIA 2023 was fuller, more inspiring, more creative and more international than before. We welcomed many enthusiastic fans of our brand to our 800 square meter Experience Area and "experienced" photography and videography together with them. We are already looking forward to PHOTOPIA 2024." **Rainer Führes, CEO Canon Germany**

"Due to the increased number of visitors compared to last year, we are very satisfied with the development of PHOTOPIA. In particular, the high number of trade partners at the B2B Day was very pleasing and we had a lot of good discussions. The focus was on our new flagship, the GFX100II medium format camera. In addition, our new Instax Pal was presented for the first time at the show, which was extremely well received, especially by the young audience." **Bernd Gansohr, Managing Director FUJIFILM**

"Photopia has clearly emerged as the leading event for us and for the industry. We are very satisfied with the third edition of Photopia, both with the significant increase in visitors in general and with the quality. There was a noticeable number of content creators and young agencies visiting our booth. We are also pleased with the increased number of European guests, also from Greece, Austria and Switzerland. The greatest interest was in our workshops, which were completely sold out, new products, the Academy Program and the Leica World. The exhibition by Esther Haase and the stage talks with female Leica photographers were also very well received by the public. Against this backdrop, it was the right decision for us to significantly expand our booth and the positive impact will mean that we will definitely be there again in 2024." **Falk Friedrich, CEO Leica Camera Germany**

"We have been there from the beginning, this year is the best so far. The number of visitors has increased, the audience is very interested. Through various campaigns we have also gained new target groups, it's going well. We are satisfied and will come again next year." **Jan Wölflé, CEO and President, Hahnemühle FinArt Group**

"We felt absolutely comfortable at Photopia in Hamburg. The atmosphere is very pleasant and the audience is colorful. The presentation of the WhiteWall products together with Leica takes place in the right environment and we received a lot of positive feedback. We are looking forward to the fourth Photopia next year." **Alexander Nieswandt, Managing Director WhiteWall**

"We are very satisfied, we reached our target groups. Super for us is the mixture of the audience. Everyone - from young to old - was on site. We will probably be there again next year." **Sandro Rymann, Head of Business EMEA, Digital Solutions GmbH**



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"We are totally enthusiastic about the trade fair. It is much more crowded than last year and we had good conversations with an audience interested in photography. Already on Thursday, the B2B day, it was very crowded, we were able to have many conversations with dealers and offer differentiated support. The days after were also very positive with good conversations and a daily increase in the number of visitors. We can't complain about anything. PHOTOPIA is a trade show that has a future."  
**Peter Giesen, Consultant Nikon Germany, branch office of Nikon Europe B.V.**

"It's great, just top notch. The execution, the organization, the great trade audience. We are thrilled. The offer is accepted, the visitors are satisfied. We will definitely come again."  
**Dragan Gogkovic, Photo and Cine Consultant at Sigma**

— "With its third kick-off, PHOTOPIA has once again asserted its place in the imaging scene. We have seen a significant increase in the number of visitors on the B2B day and on the following days of the fair. We are happy to be part of this festival since the 1st hour and are completely convinced by the concept. PHOTOPIA offers us the opportunity to present our product innovations in a spectacular environment and gives our experts the stage to share their knowledge of photography, videography and content creation with interested visitors."  
**Guido Forsthövel, Head of Marketing & Communications / BenQ Deutschland GmbH**

— "Our decision to go to Photopia with our partners from Polaroid, GoPro, GoView and XGIMI was the right one. Both trade audience and end consumers were enthusiastic about the great staging. With the possibility to try out the new Hero12 Black from GoPro right on action at Container Running was also a unique experience for many visitors. We congratulate the organizers on a successful event!"  
**Hubert Eiter, CMO Aqipa**

"With the MeetFrida Art Foundation, we are purposefully exploring new avenues to give artists\* new visibility and reach out to people who previously had few connections to art. PHOTOPIA is tailor-made for this, because discovery and experience is also part of our DNA. For the festival, we curated the hybrid exhibition "current/s" with seven women artists. Visitors loved the MeetFrida monkey and were delighted to discover the AR Gallery on its paw. And also the STREETSIDE GALLERY exhibition, which will be on display at Hamburg Messe until September 2024. We are very much looking forward to the next PHOTOPIA!"  
**Hilke Ludwigs, Executive Director MeetFrida Foundation - Foundation for Art**

— Photopia 2023 was a great success for us. In addition to an enthusiastic and very diverse audience, there were significantly more industry giants involved and visiting this year. Photopia is now recognized worldwide in the analog scene and is becoming the "place to be" for industry, distribution and end customers. We are already looking forward to next year.  
**Oliver Heinemann, Khromeland (Special area on analog photography)**

## **Artificial Intelligence**

"We are overwhelmed by the turnout and interest that PHOTOPIA visitors have shown in the topic of AI. Like most industries, film, image and photography will be significantly transformed by the integration of this technology. At AI CENTER, startups at the forefront of AI research and development showcased their groundbreaking applications. From AI-powered image processing and deep learning algorithms to automatic image recognition and curation, AI will help shape the future of visual content creation and consumption." **Petra Vorsteher, Founder AI.HAMBURG and Initiator AI CENTER**

"Our presence at AI CENTER was a complete success in every respect: we made many contacts, be it with new end-customers for our product, potential business partners or media representatives. The interest in detailed explanations and technology demonstrations was huge. We also enjoyed the atmosphere very much. Together with the organizers and other AI companies, a great sense of community developed over the days, because ultimately we were all pursuing the same goal: creating business solutions based on AI that make photographers' lives easier." **Timo Pape, Director Communications Neurapix**

"The AI CENTER at PHOTOPIA was a fantastic platform for us to introduce Photomyne to a broad audience, receive valuable feedback and have stimulating discussions with the attendees. During the event, we had the pleasure of connecting with several AI-focused companies and identifying potential partner:s whose collaboration could open new doors for us." **Mickey Atir, CMO Photomyne**

"AI Center at PHOTOPIA proved to be a fantastic platform for us to introduce Photomyne to a wide audience, receiving valuable feedback and engaging in thought-provoking discussions with attendees. During the event, we had the pleasure of connecting with various AI-focused companies, as well as identifying potential partners whose collaborations could open new doors for us. We extend our heartfelt appreciation to the outstanding AI.HAMBURG team that warmly hosted us, ensuring our participation was both enjoyable and productive." **Erhardt Barth, Founder and CEO Excire**

## **Conference programme**

"PHOTOPIA Hamburg 2023 has impressively shown that the unique combination of festival, trade show and information and networking platform works. As organizers of the B2B conference ImagingExecutivesPHOTOPIA, we were very pleased about the top-class participants from industry, trade and service. The successful course of PHOTOPIA Hamburg 2023 is a good basis to expand the event into an international platform for the photo and imaging industry in the coming years." **Thomas Blömer, C.A.T. Publishing**

"With the Creative Content Conference, PHOTOPIA Hamburg has once again delivered on its promise to provide information and inspiration also for the target group of professional content creators. The format has established itself in its third year and, in cooperation with leading

professional associations and top experts\* in professional photography, will continue to be an integral part of PHOTOPIA in the future. The great response to the topics of artificial intelligence in photography, creativity, self-marketing and further development of the photo business as well as outstanding speakers have shown that this conference format strikes a chord with the times."

**Thomas Gerwers, Editor-in-Chief ProfiFoto and co-organizer of the Creative Content Conference**

"The Creative Content Conference is the platform to discuss relevant topics in professional photography and image production across associations and industries. With top-class guests, it highlights trends and developments and provides valuable guidance for all those who want to continue earning money with images tomorrow." **Boris Eldagsen, photo and video artist, AI expert**

"PHOTOPIA has arrived, I would say, and I was very happy to be back at the Creative Content Conference. There is no other place where so many professional photographers\*, image producers\*, content creators and now AI prompters exchange ideas about the situation, the possibilities and the future of the profession." **Silke Guldner, coach and consultant for photographers\* and creatives**

"PHOTOPIA is an inspiring setting for a professional event like the Creative Content Conference. As a photographer, I not only meet many wonderful colleagues here, but also my contacts from the photo industry. The combination of innovative products and groundbreaking content is successful." **Stefan Rappo, Fashion and Beauty Photographer**

"Metaverse, Web3, NFT, AI... Which innovations are just hype and which have the potential to revolutionize our everyday life and the economy? With the congress, ADC made a diversified and low-barrier statement pro technologies, so that excellent creative communication at the pulse of time is still possible." **Burkhard Muller, ADC Presidium Member and Congress Curator**

### **Event Patron 2023**

"While my camera is my best friend and I am fully equipped, I enjoy looking at things like new tripods or new lenses. For me as a photographer it is important to know what is going on in the market." **Albert Watson, Photographer**

### **PHOTOPIA**

"With highly satisfied exhibitors, top ratings for the supporting programme, and an audience showing great enthusiasm for technology and art, PHOTOPIA is emerging as an event seen by many as Europe's most important platform for the imaging sector. It is the festival for everyone interested in content creation, whether for business or private purposes." **Bernd Aufderheide, CEO and President Hamburg Messe und Congress**

"PHOTOPIA Hamburg has outdone itself this year: The atmosphere was great, pure inspiration and creativity. The concept of the imaging festival with top-class guests, concerts, exhibitions and a great stage and conference program, content creators and industry representatives was euphorically celebrated by all photo enthusiasts. The biggest highlight for me was the visit of patron Albert Watson. I am already looking forward to PHOTOPIA 2024." **Christian Popkes, Artistic Director of PHOTOPIA Hamburg**