

DIPA Academy – Your place to experience the future of industrial digital printing.

Business is about talent - talent is curious and looking for a value-based environment, sustainable education and fun. We offer a challenging environment where it makes fun to experience what industrial digital printing is all about, with certified quality based on the defined values of the DIPA Academy.

There is a significant relationship between talent management and organizational performance. Talent is the capacity that people put into practice to obtain excellent results, together with the commitment to achieve them. People are considered to be an organization's most valuable resource.

Managing the talents of these people in the company increases their value and leads to better results. Talent management is the process within the company that helps to ensure that more employees with high potential are available. The aim is to develop these employees, retain them in the company for the long term, and thus help improve the company's performance.

DIPA Academy will attract and grow talents by a unique education approach and guide management how to create a company value-based culture for the digital age of attraction, collaboration, knowledge sharing, transparency, self-actualization and personal responsibility.

A PWC survey of 4,410 CEOs worldwide in October and November 2022 on the economic outlook for the current year found that about 75% expected a decline in economic growth (this negative sentiment is brightening again a bit in the meantime...).

40% of the CEOs surveyed said that staying on the current course may mean that their own company will no longer be viable in 10 years.

The necessary business transformation will only succeed through innovation in the direction of environmentally friendly products and sustainable business models, and the executives are well aware of this. Despite the priority on cost reduction, the companies are pursuing the goal of enabling forward-looking investments in order to counteract climate change and the increasing shortage of skilled workers. Excellent talent management is an important key to success here.

Major players in the decor and digital printing industry have recognized the situation and are facing up to the challenges.

Reports such as the Print Census Report, (FESPA 2018 – <https://www.fespa.com/en>) find that more than 70% of respondents from the global print community believe that wallpaper and decorative printing will become areas of steady growth. In the foreseeable future, these areas will continue to grow and lead to billions of dollars in sales.

Founded in 2019, DIPA supports its members through networking in the spread of industrial digital printing by sharing experiences and building knowledge. The realization within DIPA that the successful spread of digital printing essentially depends on available and qualified personnel led to the founding of the DIPA Academy in February. The founding shareholders of the DIPA Academy are exclusively members of DIPA.

For DIPA companies, the DIPA Academy is an important tool for talent management and thus for building competence in digital printing in their own company as well as for customers or suppliers. The DIPA Academy combines the knowledge available at DIPA members with the knowledge of internationally recognized experts in digital printing and the knowledge that the participants themselves can contribute to a constantly improving education, because we all need to learn what is important in the future of digital printing.

With the DIPA Academy, participants will become skilled in digital decor printing technologies and processes, color management, and inks, postproduction processes, quality assurance and environmental and sustainability matters. The whole value chain will be covered. Courses are intended to address also actual topics like digital transformation, value proposition design, business model innovation, design thinking, change management and agile methods just to mention a few. Practical live sessions will ensure, that theoretical knowledge will be solidified and ultimately create results in every-day-life.

Other important aspects of the courses will include actual market data and trends, news from research & development labs as well as showcasing innovative and successful applications displaying that digital surface decoration has hit consumers and become a reality.

All training content will be provided in lectures, which will be delivered to students in on-site university and online-sessions or a mix of the two (hybrid). This will minimize travel costs and expose students with the latest video conferencing and collaboration tools further enhancing their skillset.

DIPA Academy and Carinthia University of Applied Sciences will cooperate ensuring certified quality standards. All training participants will be extraordinary students of the UAS Carinthia for the training period and can generate ECTS-Points (European Credit Transfer and Accumulation System). ECTS points are awarded for successfully completed training courses and can be used for later studies at a European university.

Training of management will be also provided for orientation to start with digital decor printing and in leadership in digital age. Digital business transformation will complete the education program.

