

Afera opens registration for inaugural European Tape Week 2025: The ultimate gathering for Europe's tape industry



From 22-26 September 2025, the European adhesive tape sector will unite in Thessaloniki, Greece, for the first-ever [European Tape Week](#) hosted by [Afera, the European Adhesive Tape Association](#). Taking place at the Hyatt Regency Thessaloniki, this landmark event merges Afera's three signature gatherings—the 68th Annual Conference, the 11th Technical Seminar and our Committee Meetings—into one co-ordinated programme. For professionals across the value chain, from R&D experts to business leaders, it represents a unique opportunity to connect, learn and shape the future of the tape industry.

Registration is now open at www.aferaeuropeantapeweek.com, with early-bird rates available until 15 May and Afera-appointed accommodation until 1 July.

One week, one industry

For the first time, Afera is integrating its technical and strategic conferences under a single roof. Afera's bold new format is designed to take its business events "to the next level" – or as Secretary General Astrid Lejeune put it, "a revamped and dynamic experience designed to bring the entire tape community together like never before." The joint format promises broader discussions and improved collaboration across disciplines, making it the most comprehensive adhesive tape event in Europe to date.

Facing the future with focus

Under the theme "Navigating the future of adhesive tapes: Transforming challenges into opportunities," European Tape Week will examine key issues impacting our industry, from sustainability demands to innovation-driven disruption. Structured to allow for in-depth content alongside extended interaction, the event features Committee Meetings on Monday, followed by 3.5 days of presentations and panel discussions.

Delegates can expect meaningful engagement during the scheduled sessions, as well as over extended networking breaks, lunches and evening events. By popular demand, longer coffee breaks and shared meals will provide further space for informal dialogue and connection.



A full-spectrum industry gathering

At least 250 participants are expected, making European Tape Week the largest event of its kind for the European adhesive tapes sector. Attendance is open to both Afera Members and non-Members. Professionals from across the value chain—including raw materials suppliers, converters, researchers, distributors and end users—will come together, bringing varied expertise and perspectives under one roof.



“European Tape Week promises to be the most engaging and insightful gathering for manufacturers, suppliers, converters, researchers and end users across the tape business value chain,” said Ms Lejeune. “By uniting the entire community, the event creates a neutral forum where competitors and colleagues alike can openly discuss trends, share knowledge and work on common challenges.”

Delegates can choose to attend either the Technical Seminar, the Annual Conference, or both. Combination tickets offer discounted pricing to encourage full-week participation.

Programme preview: Bridging technology and strategy

The 11th Technical Seminar will launch the content programme on Tuesday and Wednesday morning. Afera’s signature biennial technical event, it will deliver 20-minute expert talks followed by panel Q&As. Sessions will highlight new developments in adhesive science and processing, including pressure-sensitive adhesive (PSA) formulations, flame-retardant materials, recycling-friendly polymers, UV curing techniques and AI-driven tape technology.

The fourth TechSem programme session will serve as a joint plenary with the Annual Conference, bringing technical and commercial audiences together to examine overarching themes such as regulation, sustainability and carbon footprint assessment. Notably, an expert-led session on [Afera’s new TACK tool, which enables standardised calculation of product carbon footprints](#), will be presented—positioning sustainability as both a responsibility and an innovation driver.

Annual Conference: strategic insights and market foresight

The latter half of the week (Wednesday to Friday) will be dedicated to Afera’s 68th Annual Conference. Traditionally focused on business and strategy, the 2025 edition will explore themes such as European and global economic forecasts, industrial competitiveness and the battery technology revolution.

Hot topics are expected to include raw material price volatility, manufacturing resilience, regulatory shifts and strategic innovation planning. Each session will conclude with a panel discussion, ensuring a multiplicity of viewpoints and practical takeaways. As always, content will be curated to serve both Member companies and non-Member attendees seeking deeper insights into market dynamics and leadership challenges.

Four overarching themes will unite the week's content: *Sustainability and regulation*, *Risk management and the global economy*, *Industry innovation and market development*, and *Current tape applications and technology highlights*. This structure ensures coherence and relevance, regardless of whether one's role is technical or strategic.

Networking in a neutral space

Afera has built a reputation for hosting events with a neutral and collaborative atmosphere, and European Tape Week 2025 will carry that tradition forward. Networking is built into the programme at every level, beginning with a welcome dinner on Monday evening for TechSem delegates and Committee Members.

"Many attendees value Afera events as much for these networking moments as for the formal content," said Evert Smit, Afera president and director scouting for sustainability, technology and innovation at Lohmann GmbH & Co. KG. "After all, face-to-face connections can lead to new business partnerships, research collaborations or simply lasting professional friendships."

By combining the Technical Seminar and Annual Conference, participants will have the chance to meet professionals they may not typically encounter—blending scientific, engineering and commercial perspectives in a way that fosters true cross-sector collaboration.

"Our industry collective's management team is thrilled to bring Members and industry colleagues an event that not only fosters industry connections but offers unique opportunities for visibility and engagement," Ms Lejeune added. "In other words, it's not just about networking for its own sake – it's about creating an environment where every interaction could spark something valuable, whether it's a new insight or a new collaboration."

Thessaloniki: a strategic and scenic choice

The Hyatt Regency Thessaloniki was chosen not only for its state-of-the-art facilities and hospitality but also for its accessible location. A short free shuttle ride from the international airport, the venue is ideal for a pan-European audience. Thessaloniki itself offers historic charm, coastal views and welcoming autumn weather in late September.



The event is also designed with cost-consciousness in mind. Afera has secured preferential hotel rates starting at €156 per night ([with Afera booking code G-M431 until 1 July](#)), and all meals and refreshments are included in the registration fee. This makes participation accessible for companies of all sizes.

Early-bird savings and Member discounts

[Registration opened on 4 April](#), with early-bird rates available until 15 May. Those who register early will save €100 on their participation fee, whether attending the Seminar, Conference or both. Combination tickets provide additional value.

Afera Members benefit from significantly reduced rates—around one-third lower than non-Member pricing. However, non-Member companies are warmly invited to attend and explore the benefits of engaging with the wider Afera network.

Sponsorship opportunities for industry leaders

European Tape Week also offers strategic visibility for companies looking to promote their brand or expertise. Afera has introduced new sponsorship tiers, including [Platinum, Gold, and Branded Materials packages](#). Perks range from logo placement and branded merchandise to exclusive speaking slots and high-profile giveaways.

Early sponsors already confirmed include [BASE](#), [Elite Cameron](#), [Henkel](#), [ICHEMCO](#), [Indafor](#), [Mondi](#), [Sekisui Alveo](#) and [Synthomer](#) as Gold Sponsors, and [Bostik](#) and [UPM](#) as Branded Materials Sponsors. With top companies participating, the event promises strong visibility and engagement opportunities for any brand aligned with the tape industry's growth and innovation.

"Beyond the obvious brand visibility (logos on event media, adverts in the programme, shout-outs in newsletters), sponsoring Tape Week is a chance to demonstrate thought leadership and commitment to the industry's development," Ms. Lejeune noted. "It's a form of participation that goes hand-in-hand with attending the event, amplifying a company's presence." Full sponsorship details and application forms are available on the event website: www.aferaeuropeantapeweek.com/sponsoring.



Be part of a new tradition

European Tape Week 2025 is more than just a calendar fixture—it is a turning point for the tapes industry. It combines technical depth with business insight, networking with strategy, and challenges with solutions. Mr Smit summed it up well: “Join us for an unmissable week of innovation, collaboration and inspiration! And indeed, the week is poised to inspire new ideas and partnerships that will outlast the closing session.”



Secure your place before the early-bird registration deadline of 15 May, book your hotel using Afera's code **G-M431** (valid until 1 July), and prepare to connect with Europe's adhesive tape community like never before.

To register or for more programme, accommodation and sponsorship booking details, visit www.aferaeuropeantapeweek.com.

