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**Marketing Committee
5 February 2014
13.00 – 17.30 hrs.
Warwick Barsey Hotel
Brussels
*Room Barsey III***

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MEMBERS COMPLYING WITH COMPETITION LAW

In order to protect the interests of individuals and member companies, while active within Afera (in the broadest sense), the Competition Law policy should always strictly be followed.

- 1) Do not agree on nor discuss prices, (including price increases and pricing methods), discounts, terms of sale, the refusal to deal with another company, or profit margins with any representative of any Afera member company;
- 2) Do not make announcements about your prices or those of competitors;
- 3) Do not talk about the plans of individual companies (yours or competitors') regarding specific geographic or product markets or regarding particular customers;
- 4) If in doubt consult the Associations' staff or legal counsel.

AGENDA

- 1. Competition Law/Opening/Agenda**
- 2. Minutes & Actions 1 October 2013**
- 3. Update Social Media Initiative to raise Afera's Profile**
- 4. Value adding activities by the MKC**
- 5. Afera Annual Conference 2014**
- 6. Afera website**
- 7. Other matters**
- 8. Closure and date next Meeting**

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2. Minutes meeting 1 October 2013

- Converter input (update on any issues raised by converters)
- Formal eligibility and participation rules for MKC membership
- Student (engineering field) attending initiative in Tape College update

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The Faculty of Engineering of UMONS (French: Faculté Polytechnique de Mons (FPMs))
UMONS

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Faculty of Engineering

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C

University of Liège

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E-mail : secre@ir.vub.ac.be - below email was modified to request appropriate contact within their dept. beatrice.de.vos@vub.ac.be

<http://www.vub.ac.be/IR>

3. Update Social Media Initiative to raise Afera's Profile

- Status formation virtual marketing team
- Outcome first online team meeting 15 January 2014
- Planning document development Q1-Q3
- Planning social promotion Q2-Q3

4. Value adding activities by the MKC

- How can we expand the scope of Afera's Technical seminar with a marketing approach for 2015?
- Ideas on how to improve Afera's activity promotion (communication)
- Brainstorm whether we should run some statistics on industry trends

5. Afera Annual Conference 2014

- Review/consideration comments previous conference
- Theme/Topics Conference Programme

Afera Annual Conference 2014
1 - 4 October
Hotel Dubrovnik Palace, Croatia



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Suggestions for future Annual Conference topics

- Survival against cheap APAC imports
- Tape conversion methods + machines
- More networking time!
- Level of speakers: some were good some could use a little fine tuning
- Badges: include function
- More focus on the market trends of the global tape industry
- More on masking tapes
- Good mix of presentations of various types
- More in dept topics more related to the pressure sensitive adhesives, not just overall info on markets & economy
- More tape converters are needed. No Scapa, ATP, GI, Adesia, Astorplast....
- Invite tape users for some insights
- Expand the presentations covering raw material supply
- Converting; Automotive – Electronics; Green production/Applications; Bring speakers who use tapes from Auto-Electronic Industry like BMW, Ford, Apple
- We need to have more converters, too much proportion of tape suppliers vs Cie like Scapa, ATP, Astorplast...
- Better selection of speakers -> make more use of the cies that are a member. What about REACH, other legislations, food contact...
- The general quality and relevance of presentations was very good – nice work!!
- Great Captains discussion! Repeat it!
- More social media activities

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RESULTS TAORMINA CONFERENCE 2013

Speaker	Subject	Replies	Presentation score					Average	Replies	Content Score					Average	Average Content and Presentation
			1	2	3	4	5			1	2	3	4	5		
Pascal Capretta	Institutional Outlook on the Economic Situation in Europe/Italy	34	1	13	11	7	2	2,88	34	1	4	10	17	2	3,44	3,16
Tom Brewer	Surviving the Contraction of Adhesive Raw Material Supply	34	0	1	6	20	7	3,97	34	0	1	5	19	9	4,06	4,01
Andreas Gross	Quality Assurance in Adhesive Bonding Technology	32	2	2	8	18	2	3,50	32	1	4	11	13	3	3,41	3,45
Bert van Loon	Can Afera Grow the Pie by Using Social Media?	32	0	1	6	18	7	3,97	32	0	2	8	19	3	3,72	3,84
Bernhard Elias	Outlook in the Building Construction Industry in Conjunction with Adhesive Solutions	28	0	5	13	10	0	3,18	28	0	3	12	12	1	3,39	3,29
Corey Reardon	The Specialty Tape Market Overview	33	0	1	12	16	4	3,70	33	0	0	12	14	7	3,85	3,77
Marc de Vos	"The Future of Growth"	33	0	2	7	13	11	4,00	33	0	2	6	14	11	4,03	4,02
Haroldo Rodrigue	Do not Lose your Face! PLEXGLAS® & EUROPLEX® films for Self Adhesive Tapes	28	0	2	11	12	3	3,57	28	0	3	10	12	3	3,54	3,55
Pedro Gonzalez	Out of the Box: Stress Management/Burn-Out Prevention within Corporations	19	0	0	5	8	6	4,05	19	0	1	6	5	7	3,95	4,00

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6. Afera Website

- Suggestions for improvement
- Web statistics



The Self Adhesive Tape Industry Network

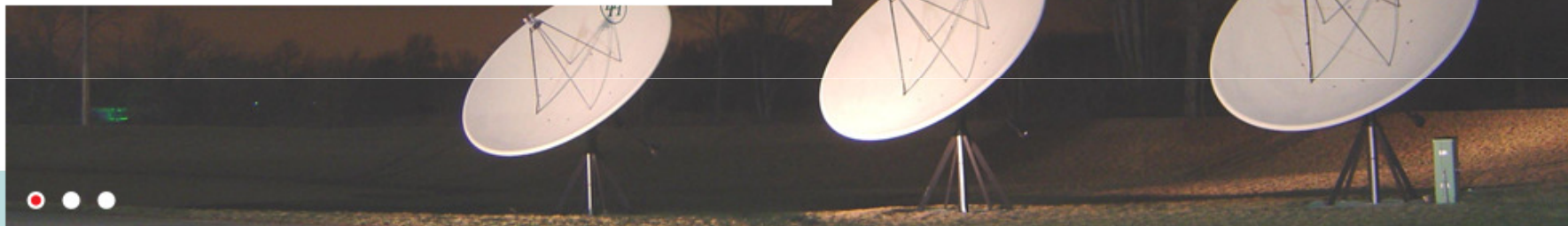
Contact

Search bar with search button

SELF ADHESIVE TAPE MEMBER DIRECTORY NEWS EVENTS ABOUT AFERA

Discover adhesive tape

The invisible bonding method



WELCOME ON AFERA

Afera Tape Association Europe. Pressure-Sensitive Adhesive Technology for Engineering and Design.

Share this page: [social media icons]

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TAPE IT OR SCREW IT?

Self-adhesive tape provides a bond which is being used in a new generation of producing, assembling and constructing



INNOVATIVE TAPE FOR HOUSE BUILDS

German researchers have developed an innovative prefabricated house construction and that includes a special adhesive tape

Audience Overview

Oct 1, 2013 - Jan 31, 2014

Email Export Add to Dashboard Shortcut



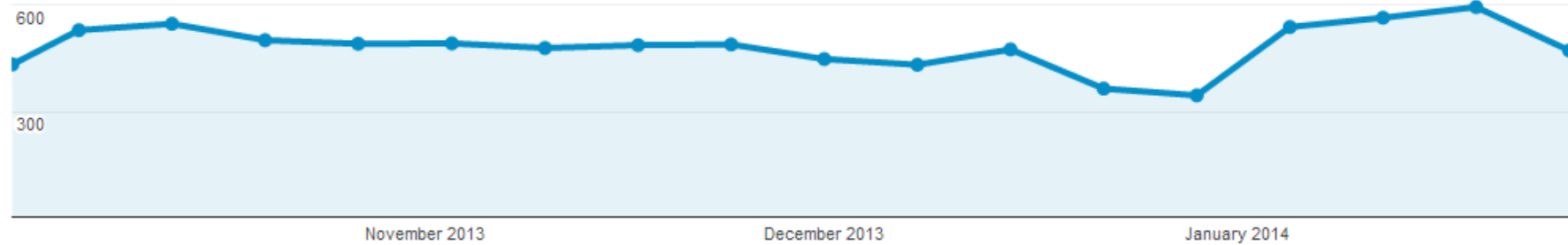
All Visits
100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits



7,179 people visited this site

Visits

8,664

Unique Visitors

7,179

Pageviews

21,333

Pages / Visit

2.46

Avg. Visit Duration

00:02:15

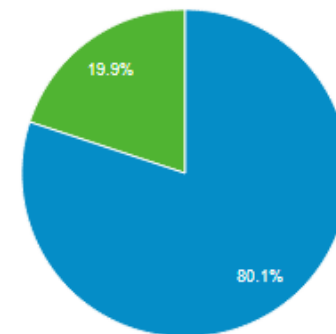
Bounce Rate

71.90%

% New Visits

80.07%

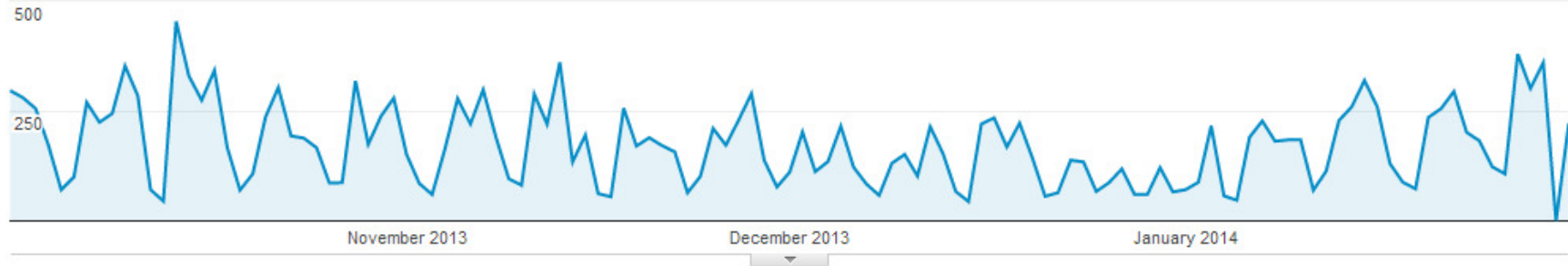
New Visitor Returning Visitor



Pageviews VS. Select a metric

Day Week Month

● Pageviews



Primary Dimension: Page path level 1 Page

Secondary dimension Sort Type: Default

advanced

Page path level 1 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	21,333 % of Total: 100.00% (21,333)	16,576 % of Total: 100.00% (16,576)	00:01:33 Site Avg: 00:01:33 (0.00%)	71.91% Site Avg: 71.91% (0.00%)	40.60% Site Avg: 40.60% (0.00%)
1. /	7,573	6,415	00:01:24	77.18%	68.77%
2. /meet-the-afera-members/	6,005	4,318	00:01:48	58.68%	17.57%
3. /about-self-adhesive-tape/	2,309	1,726	00:01:14	55.92%	27.54%
4. /agenda/	1,999	1,442	00:01:28	57.45%	30.22%
5. /about-afera/	1,009	793	00:01:42	49.33%	31.91%
6. /news/	938	683	00:01:03	57.69%	23.45%
7. /templates/	449	383	00:02:13	62.21%	59.24%
8. /general/	356	269	00:00:25	37.50%	10.96%
9. /contact/	276	232	00:02:26	71.43%	57.25%
10. /files_content/	198	156	00:02:09	63.16%	36.87%

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7. Other Matters

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8. Closure and date next meeting

MKC – Wednesday 1 October (9.00 – 12.30)
Dubrovnik Palace Hotel

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