

# Afera Annual Conference

4–7 October 2016

SIDE Hotel, Hamburg, Germany

## Managing at the speed of change

### OVERVIEW

Every year Afera welcomes at its Conference around 150 company delegates from businesses along the adhesive tape industry value chain, including

- Manufacturers
- Raw materials, packaging and machine suppliers
- Distributors
- Converters
- Research institutions and universities
- National tape organisations and other international counterparts

from 20 European countries. Afera's Hamburg Conference offers the perfect opportunity to meet and network with peers while learning more about the most important issues and trends driving the tape business.

The Programme for this year's premier adhesive tape industry event explores and defines the speed of change of all the variables of the tape business and how to manage them, both as individual companies and as an industry collective. Each of the two days of the Working Programme will take on a different industry perspective:

**Going fast** The world is moving fast—high tech is moving fast—but the B2B adhesive tape business is varied in its tempo. For the first time, the tape industry is experiencing a permanent status of change. Day 1 will show how end users and relevant industry outsiders embrace

both the speed and permanent status of change, and how tape-related companies can provide more valuable partnership in making superior products.

**Going slow** There is value in going slow in order to go fast—to take time to assess change, study the hard data, ask the right questions, respond correctly to developments, get it right. On Day 2, the adhesive tape business will visit future opportunities and challenges from an industry perspective. What are the changes and what is driving them? How can tape and related industry decision-makers meet the speed of change in order to plan and grow their businesses successfully?

On both days, the Working Programme will end with experts' debates themed "Embracing the opportunities and challenges at the speed of change" and "Setting the future agenda: listing key topics in a world of change." Key questions will include "Is business success about speed?" and "Is the rapid rate of change killing strategy?"

This brochure contains detailed information about the Conference Working and Social Programmes, registration and hotel accommodation. Afera's Steering Committee looks forward to welcoming many new and familiar faces from the Association in Hamburg!

*Astrid Lejeune*  
Afera Secretary-General

### Gold Sponsors



### Silver Sponsor





# Programme

## Tuesday, 4 October 2016

13.00 – 17.30 **Technical Committee Meeting** incl. lunch – *Room L*

## Wednesday, 5 October 2016

08.00 – 20.30 *Check-in at Afera registration desk – Hotel Lobby*

09.00 – 12.30 **Marketing Committee Meeting** followed by lunch – *Room S*

13.00 – 17.30 **Steering Committee Meeting** incl. lunch in meeting room – *Room S*

18.00 **Meet in SIDE Hotel lobby** to depart by bus to the 'opening dinner' venue

19.00 – 22.00 **Welcome Cocktails and Dinner** at the restaurant **Historischer Speicherboden** (Dress code: Casual)

## Thursday, 6 October 2016

09.00 – 14.00 *Partners' excursion: Sightseeing tour with private guide incl. a visit to the Speicherstadt Museum. Coffee stop, free time for shopping, buffet lunch in the area, and return to Hotel.*

**Conference Room – Room XL**

### Day 1: Going fast

09.00 – 09.30 **Afera General Assembly**

09.30 – 09.40 **Opening of the Afera Annual Conference**  
*Afera President Mete Konuralp*

09.40 – 09.45 **Introduction to the Day's theme by the Master of Ceremonies, Day 1**  
*Bert van Loon, Marketing Innovation Expert & Independent Strategist*

09.45 – 10.15 **Capture innovation with strategic suppliers: Dealing with change throughout the industry vertical**  
*Gordon Crichton, Director – Institut du Management de L'Achat Industriel (MAI)*

10.15 – 10.45 **Vision on design and design process in aerospace**  
*Speaker TBA – Airbus*

- 10.45 – 11.15 **Keeping it together: Overview of regulatory affairs for tapes**  
*Mark Macaré – Manager of Public Affairs for FINAT, Manager of BREF Revision for Afera*
- 11.15 – 11.45 **BREAK – Foyer XL**
- 11.45 – 12.15 **Innovation and technical advancements: Freedom of design**  
*Speaker TBA – End user in healthcare devices*
- 12.15 – 12.45 **Building customer relations at the speed of change**  
*Giuseppe Caltabiano, Vice President of Marketing Integration of Content, Social Media and PR Strategy – Schneider Electric, London*
- 12.45 – 13.15 **Debate on embracing the opportunities and challenges at the speed of change**  
between Day 1 speakers and the audience  
*Moderated by Bert van Loon, Master of Ceremonies, Day 1*
- 13.15 – 13.30 **Wrap up by the Master of Ceremonies, Day 1**  
*Bert van Loon, Marketing Innovation Expert & Independent Strategist*
- 13.30 – 14.30 **Lunch – [m]eatery**
- 15.00 **Meet in lobby** to depart for the Joint Tour  
15.00 – 17.00 **Guided walking tour of Hamburg** (*bring comfortable shoes*)  
17.30 **Return to the Hotel**
- 18.30 **Meet in SIDE Hotel lobby** to depart by bus to the dinner venue  
19.00 – 23.00 **Cocktail and dinner** at restaurant **Elb Panorama** (Dress code: Casual)

## Friday, 7 October 2016

09.00 – 15.00 *Partners' excursion: Transfer to Lübeck or to Lüneburg. Discovery Tour of the town with an English-speaking guide. English coffee stop and buffet lunch in town and return to Hotel by bus.*

**Conference Room – Foyer XL**

### Day 2: Going slow

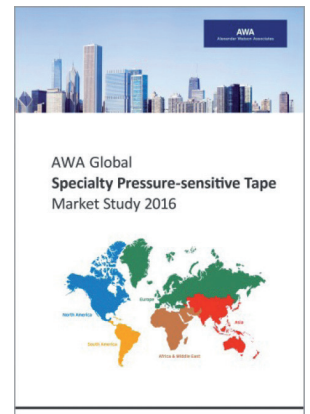
- 09.00 – 09.15 **Introduction to the Day's theme by the Master of Ceremonies, Day 2**  
*Jean-Loup Masson, Director of R&D – Novacel*
- 09.15 – 09.45 **The tape market: Critical data and trends**  
An interactive session in which questions posed by participants will be addressed after reviewing a special Afera edition of his 2016 study *The Global Specialty Tape Market*  
*Overview: Growth and Opportunities*  
*Corey Michael Reardon, CEO – AWA Alexander Watson Associates*
- 09.45 – 10.15 **Market trends and statistics based on the Freedonia *World Pressure Sensitive Tapes* study issued January 2016**  
*Evert Smit, Manager of PSA Technology – Lohmann GmbH & Co. KG*
- 10.15 – 10.45 **Raw materials for the adhesives industry: Trends and challenges**  
*Dr. Bernhard Momper, Manager of R&D/IAT Adhesives & Fibres - Emulsions Polymers*
- 10.45 – 11.15 **BREAK – Foyer XL**
- 11.15 – 11.45 **Coating and drying methods in R2R processes**  
*Dirk Röbeling, Manager of Research, Development & Process Technology – OLBRICH GmbH*

- 11.45 – 12.30 **Wrap up: Leadership debate on embracing the challenges at the speed of change**  
between Day 2 speakers and the audience  
*Moderated by Jean-Loup Masson, Master of Ceremonies, Day 2*
- 12.30 – 13.00 **Debate on setting the future industry agenda: Listing key topics in a world of change**  
between representatives from each segment of the adhesive tape value chain and the audience  
*Moderated by the Masters of Ceremonies, Day 1 and Day 2*
- 13.00 – 13.10 **Closing of the Afera Annual Conference**  
*Afera President Mete Konuralp*
- 13.10 – 14.30 **Lunch - [m]eatery**
- 19.00 – 23.00 **Optional dinner at EAST Restaurant @Hotel East**

# SPECIAL EDITION SPECIALTY TAPE STUDY for Afera members

Based on AWA's **Global Specialty Pressure-Sensitive Tape Market Study 2016**, this special edition is being made available to Afera Members for € 425.

The Conference Programme will include an interactive session in which questions posed by participants will be addressed after reviewing this special Afera edition of Corey Reardon's Alexander Watson Associates (AWA) study. *All members purchasing a copy of the special edition beforehand can submit questions and feedback to Afera's Secretariat that will be addressed in the AWA presentation in Hamburg.*



This Special Edition will include the following:

## Table of Contents

### AWA SPECIAL EDITION Specialty Pressure-Sensitive Tape Market Study 2016

|   |   |
|---|---|
| <b>1. Introduction</b>  | <b>3. European Specialty Pressure-Sensitive Tape Markets</b>          |
| 1.1 Introduction  | 3.1 Market Structure and Value Chain                                  |
| 1.2 Definitions   | 3.1.1 Market Structure  |
|   | 3.1.2 Value Chain   |
| <b>2. Specialty Pressure-sensitive Tapes</b>                        | 3.2 European Market Segmentation – Specialty Pressure-Sensitive Tapes |
| 2.1 Market Structure And Value Chain                                | 3.2.1 End Use Markets   |
| 2.1.1 Market Structure  | 3.2.2 Regional Markets  |
| 2.1.2 Value Chain   | 3.2.3 Tape Materials  |
| 2.2 Global Market Segmentation – Specialty Pressure-Sensitive Tapes | 3.3 European Specialty Tapes Market Trends                            |
| 2.2.1 End-Use Markets   |   |
| 2.2.2 Tape Materials  | <b>4. Market Challenges and Influences</b>                            |
| 2.3 Global Specialty Tape Market Trends                             | 4.1 Market Influences   |
|   | 4.2 Raw Material Prices   |
|   | 4.3 Growth Drivers and Demand Forecast                                |

YES, PLEASE SEND ME A COPY OF THE STUDY AND

- Add the amount of € 425 to my Conference invoice
- Invoice me separately in the amount of € 425

Company\*:

Address\*:

Country\*:

VAT No.\*:

Telephone\*:

Fax:

Email\*:



# Conditions of participation

## CONFERENCE PACKAGE

### Includes:

Full participation in the Working Programme (for Delegates); lunch on Thursday, 6, and Friday, 7 October; Conference proceedings; full participation in the Partners and Joint Programme; participation in the evening programme Wednesday, 5 and Thursday, 6, optional with additional payment for the evening programme offered on Friday, 7 October 2016.

## PARTICIPATION FEE

Participation fees (per person) excl. 19% German VAT:  
Register before 1 July 2016 and receive € 100 discount!

|   |         |
|---|---------|
| Member Delegate                         | € 1.150 |
| Partner (of Member)                     | € 695   |
| Member of <b>Affiliated Association</b> | € 1.650 |
| Partner (of Member Affiliated Assoc.)   | € 1.095 |
| <b>Non-member</b> Delegate              | € 1.850 |
| Partner (of non-Member)                 | € 1.195 |

### Classification of fees:

Companies eligible for Afera Membership can attend the Afera Annual Conference once at the Member participation rate – participating after this is only possible as an Afera Member; employees from Member subsidiaries outside Europe will be charged the non-Member fee; the Affiliated fee is only applicable for members of IVK, Asso-gomma, SNCP, TAAT, PSTC, JATMA and CATIA.

## HOTEL

SIDE Hotel, Drehbahn 49, 20345 Hamburg (Germany)  
<http://www.side-hamburg.de/>

## HOTEL RATE

Afera has secured the preferential rates:

**B&B € 190,00 pp/night for DUS (double used as single room)**

**B&B € 190,00 + € 25 per room/night for a double room**

## HOW TO REGISTER

### I. FOR THE ANNUAL CONFERENCE

To register for the Afera Annual Conference 2016, please complete our **Registration Form within the PDF** and return it to the Afera Secretariat in The Hague (mail@afera.com, fax +31 70 363 63 48) **before 1 July 2016 to enjoy the discounted fee.**

### II. HOTEL ROOM RESERVATION

Your room reservation(s) must be made through the hotel accommodation link [https://gc.synxis.com/rez.aspx?Hotel=11612&Chain=5154&template=SIDE\\_V2&shell=SIDE\\_V2&locale=en-US&promo=AFERA](https://gc.synxis.com/rez.aspx?Hotel=11612&Chain=5154&template=SIDE_V2&shell=SIDE_V2&locale=en-US&promo=AFERA) included in the invitation. Confirmations will be received directly from the hotel. **Cancellation terms are mentioned through the link** and subject to availability and daily room rate in the event that the full room block has been booked. The preferential group rates mentioned above will only apply as long as rooms are available; thereafter, Afera can no longer guarantee room availability. Make sure that you book your room on time!

## PAYMENT

### I. FOR THE ANNUAL CONFERENCE

An invoice will be sent after registration; payment should be made within 30 days. Full refund of the fee will be granted if the cancellation is received in writing before **20 August 2016**. No one will be admitted to the Conference without having paid the full applicable fee. The very latest moment to settle the invoice will happen by means of completing a credit card statement at the Afera registration desk in the Conference Hotel.

### II. FOR THE HOTEL

Hotel accommodation will be confirmed after booking your room via the link. A valid credit card is required to guarantee your hotel reservation and will only be charged with fees in the event of cancellation. Your Hotel stay must be paid directly to the hotel upon departure.

## CANCELLATION POLICY

### I. FOR THE ANNUAL CONFERENCE

Full refund of the participation fee will be granted if the cancellation is received in writing before 20 August 2016. Full refund less a handling fee of € 200 per registrant will be granted to requests received in writing **on or before 3 September 2016**. NO REFUND WILL BE POSSIBLE AFTER THIS DATE.

### II. FOR THE HOTEL (only through hotel accommodation link)

See hotel accommodation link for conditions.

## LOCATION

The Design Hotel lies within the heart of Hamburg, close to the inner Alster lake between the Gänsemarkt and the opera house. Within walking distance, you will find various cultural and artistic highlights, numerous shopping possibilities, and Hamburg's congress centre as well as the intercity train station Dammtor.

### Distances

|                        |        |
|------------------------|--------|
| Airport :              | 10 km  |
| Dammtor Train Station: | 700 m  |
| Main Station:          | 1.5 km |
| City Centre:           | 300 m  |

### Disclaimer

Afera cannot be held legally responsible for any modification to the Conference Programme or schedule additional costs or even cancellation of the Conference, if such is the result of an event, occurrence, effect or any cause outside the control of Afera (force majeure), including but not limited to fire, casualty, accident, riot or war, act of God, civil disturbance, act of public enemy, strike, lock-out, labour conditions or other labour controversy, failure or inability to obtain any necessary permit or license, failure or delay or reduction in transportation facilities or water, electricity or other public utilities, judicial order, law or enactment, order or act of any governmental instrumentality or military authority. Afera accepts no responsibility for possible injuries sustained during any part of the event.