

Afera Annual Conference

7–10 October 2015

Intercontinental Marseille Hotel Dieu

What is our next frontier?

OVERVIEW

Afera's Annual Conference is the European tape industry's premier event, welcoming over 125 company delegates from businesses and organisations along the adhesive tape industry value chain: manufacturers, raw materials and machine suppliers, distributors, converters, research institutions and universities, national tape organisations, and other international counterparts from 20 European countries. Afera's Marseille Conference offers the perfect opportunity to meet and network with peers while learning more about the most important issues driving the tape business.

This year's Programme explores and defines where the adhesive tape business will be in the future and what related challenges and opportunities we face 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:

Day 1 lets us look in at the tape business from the outside. Adhesive tape, in all its forms, is a key enabler of better design, engineering, and manufacturing. Noted professionals from the fields of product design and engineering will tell you where they want to go and how we can help them to make better products.

Day 2 invites us to look out from the inside. With input and inspiration from Day 1, the Programme will

visit future opportunities and challenges from the perspective of the adhesive tape business. Key industry decision-makers will learn how to manage the dynamics of "the new frontier" in order to plan and grow their businesses successfully.

On both days, the Working Programme will end with speakers and "captains of industry" critical debates on the next frontier in design and engineering using tape, including its opportunities and challenges.

An added feature to this year's Programme is a pre-Conference marketing seminar on developing your strategy and skills in B2B content marketing for the adhesive tape sector, moderated by Bert van Loon, marketing innovation expert and strategist for Afera. This is offered free to Afera Members (as part of the Conference participation fee) with limited space available.

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 Marseille!

Astrid Lejeune
Afera Secretary-General

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Programme

Tuesday, 6 October 2015

14.00 - 18.30 **Marketing Committee Meeting** incl. lunch – *Salon Belles Ecuelles*

Wednesday, 7 October 2015

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

09.00 – 12.30 **Technical Committee Meeting** followed by lunch – *Salon Belles Ecuelles + Fontaine des Vents*

13.00 – 17.30 **Steering Committee Meeting** incl. lunch in meeting room – *Salon Fontaine des Vents*

Session 1 **Extra Pre-Conference Seminar – Espace Culturel**

10.00 – 12.00 **Developing your strategy and skills in B2B content marketing for the adhesive tape sector**

Session 2

14.00 – 16.00

“Marketing for the money, and technical thought leadership for trust” are the two ingredients that enable sales account management and business development in 2015 and the near future. In other words, use content to initiate and develop commercial relationships. The phones are no longer ringing all day with new business potential. Future customers are self-exploring at least half of their buyer journey. Then, and only then, they select and contact potential suppliers from the longlist they have built during their exploration journey. Are you in? The only way to obtain a spot on the shortlist is through profiling your brand and solutions with a cross-media content marketing strategy.

Free to Afera Members (as part of the Conference participation fee), this marketing seminar is a unique opportunity to develop your strategy and skills for B2B content marketing from a noted expert while sitting alongside your competitors. Space is limited to 30 companies, with Afera Members taking priority. Non-Members will be wait-listed and subject to a €950 participation fee if space is available. Company participants should attend ideally in teams consisting of marketing/sales and technical leaders.

Marketing professionals will learn and experience the purely commercial component of B2B content marketing between 10.00 and 12.00. You can update the tech colleague of your company over lunch. Between 14.00 and 16.00, you will work on the ‘hands-in-the-dirt’ aspects of your company’s content marketing approach. And there’s a huge bonus involved: You might sit next to your number-one competitor during this session! Afraid? Why would you be? It’s about learning skills and afterwards – only afterwards – applying those skills to create your own competitive advantage.

The Seminar will be moderated by Bert van Loon, marketing innovation expert and strategy partner of Afera over the past two years. He is a regular conference speaker on content marketing and other marketing innovation topics, speaker at Content Marketing World 2015 in Cleveland, U.S.A. (the largest content marketing event on the planet), and Masterclass teacher for Belgian technology federation Agoria.

Register early to obtain one of the limited number of seats available for the Seminar.

- 16.00 – 18.30 **Breakout meeting rooms available** upon request (at additional cost).
- 19.00 – 20.30 **Welcome Cocktail**, opening address by President Laurent Derolez – *Place Moulins + Pistoles* (Dress code: Business casual)
- 21.00 Dinner at your leisure. The Afera hospitality desk will assist in making suggestions and reservations.

Thursday, 8 October 2015

09.00 – 14.00 *Partners' excursion: Walking tour of Marseille. Transfer to Le Musée d'Histoire de Marseille by bus, stopping for chocolate and biscuit tasting in Le Panier Quarter. Lunch at Le Cirque Café on the Harbour.*

Conference Room – Salle des Honneurs

Day 1: Looking in from the outside

09.00 – 09.40 **Afera General Assembly**

09.40 – 09.45 **Opening of the Afera Annual Conference**
Afera President Mete Konuralp

09.45 – 10.00 **Introduction to the Day's theme by the Master of Ceremonies, Day 1**
Bert van Loon, Marketing Innovation Expert & Independent Strategist

Design & engineering challenges in automotive

10.00 – 10.30 **Use of pressure sensitive adhesives at Renault: State of the art and opportunities ahead**
Examining the background and possibilities in developing applications for tapes at Renault's Materials Engineering Dept.
Nathalie Barrois, Adhesive Tapes Project Manager – Renault

10.30 – 11.00 **Working on autonomous vehicles and the enabling technologies**
Bosch Mobility Solutions is one of the world's largest automotive suppliers.
Gökhan Tunçdoğan, Vice President, Automotive Technology, Sales Original Equipment – Bosch

11.00 – 11.30 **BREAK**

Design & engineering challenges in healthcare

11.30 – 12.00 **A blood-resistant surgical glue for minimally invasive repair of vessels and heart defects**
Detailing the engineering of a bioinspired elastic and biocompatible hydrophobic light-activated adhesive (HLAA) using a pre-polymer, poly(glycerol sebacate acrylate) (PGSA), that could be crosslinked using UV light, becoming a flexible polymeric film.
Nora Lang, Dept. of Pediatric Cardiology and Congenital Heart Disease – Deutsches Herzzentrum München an der Technischen Universität München

Education awareness of adhesive tape technology

- 12.00 - 12.20 **A training programme to promote double-sided tapes to engineering students**
Cultivating new thinking: In 2015, French manufacturers of adhesive tapes developed a short training programme for students of engineering schools, with the objective of promoting double-sided adhesive tapes as an alternative to traditional joining methods.
Bruno Muret, Economy and Communication Department Director – SNCP, French Rubber Manufacturers' Association

Design & engineering challenges in architecture

- 12.20 - 13.05 **What if we can 3D print buildings?**
Presenting innovative ideas about the future of architecture, the way we use materials, and the role of designers and engineers. Developments within the project of 3D printing the Amsterdam canal house include 3D printing techniques, 3D printing knowledge, sustainable 3D printing materials, recycling, construction methods, parametric 3D printable design, downloadable designs, smart buildings, and the impact of digital fabrication.
Hedwig Heinsman/Hans Vermeulen – Cofounder & Partner – DUS Architects, Initiator of 3D Print Canal House
- 13.05 - 13.25 **Next frontier in design & engineering debate** between Day 1 speakers and the audience, moderated by Bert van Loon, Master of Ceremonies, Day 1.
- 13.25 - 13.30 **Wrap up by the Master of Ceremonies, Day 1**
Bert van Loon, Marketing Innovation Expert & Independent Strategist
- 13.30 - 14.30 **Lunch – Places Moulins + Pistoles + Terrace**
- 13.30 – 18.00 **Breakout meeting rooms** available upon request (at additional cost).
- 14.45 – 17.30 **Meet in lobby to depart for the Joint Tour.** Transfer by bus with English, Italian, and German-speaking guides. Tour of Notre Dame de Garde and Le Palais Longchamps. Drinks on the harbour of Marseille.
- 18.30 – 23.00 **Meet in lobby to depart to dinner.** Transfer by bus to le MuCEM for cocktails and dinner at Restaurant Le Môle Passédat, situated on a terrace with panoramic views of the bay of Marseille, the Corniche and the Prado. (Dress code: Casual)

Friday, 9 October 2015

- 09.00 – 15.00 *Partners' excursion: Transfer to Aix-en-Provence by bus. Visits to Le Musée Granet and l'Atelier Cézanne, stopping for coffee and pastries along the way. Lunch at la Brasserie Léopold.*

Conference Room – Salle des Honneurs

Day 2: Looking out from the inside

Economic & market trends

- 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 **Economic update on Europe, specifically France, Italy, and Germany**
Dennis Ferrand, Managing Director – Rexecode, a leading French economic think-tank

- 09.45 – 10.15 **The tape market: Outside in & inside out, growth & opportunities**
Focussing on the macro trends affecting the growth and development of the specialty tape market worldwide, the speaker will provide a drill-down assessment of market and application segments and what is driving the use and growth in each. Opportunities for future growth and challenges facing the specialty tape industry will be explored from the perspective of external drivers and internal industry developments.
Corey Reardon, President & CEO – Alexander Watson Associates
- 10.15 - 10.45 **Succeeding in the Italian adhesive tape manufacturing market**
How a family-owned SME successfully transitions to the new generation.
Matteo Pellegrini, Chief Commercial Officer & BOD Member – PPM Industries S.p.A.
- 10.45 – 11.15 **BREAK – Place Moulins + Pistoles**
- Innovation in PSA technology**
- 11.15 – 11.45 **Recycled, biobased, biodegradable: Modern concepts for sustainable tapes**
Covering the requirements for sustainability for self-adhesive solutions at all phases of a product's life cycle. Commercial aspects and specific customer requests will be included.
Dr. Tobias Blömker – tesa SE
- 11.45 - 12.15 **Transdermal delivery systems: What are the requirements for pressure sensitive adhesives?**
Discussing TDS types and essentials for various active pharmaceutical ingredients. Adhesion requirements of the polymer on foils, and to the skin, and pharmaceutical requirements such as purity of polymers and tackifiers, will be explored.
Dr. Thomas Hille, Director R&D – LTS Lohmann Therapie-Systeme AG
- 12.15 - 12.45 **Functional adhesive tapes for local anodisation of aluminium**
Martijn Verhagen, Laboratory Manager Solvent Based Technologies – Lohmann GmbH & Co. KG
- Global raw materials report**
- 12.45 - 13.05 **Analysis of crude oil prices and supply/demand, and their affect on (petrochemicals) adhesives raw materials markets**
Judith Liddle, Marketing Manager for Converting Solutions EIMEA – HB Fuller
- 13.05 - 13.25 **Wrap up: "Captains of industry" debate** including Day 2 speakers and the audience, moderated by Jean-Loup Masson, Director of R&D at Novacel, Master of Ceremonies, Day 2.
- 13.25 - 13.30 **Closing of the Afera Annual Conference**
Afera President Mete Konuralp
- 13.30 - 14.30 **Lunch – Place Moulins + Pistoles**
- 14.30 - 18.30 **Breakout meeting rooms** available upon request (at additional cost).
- 19.00 – 24.00 **Meet in lobby to depart to the closing dinner.** Transfer by bus to Restaurant Le Péron, which offers a unique view of the Frioul Islands and the bay of Marseille.
(Dress code: Casual)



Conditions of participation

CONFERENCE PACKAGE

Includes:

Full participation in the Working Programme (for Delegates); lunch on Thursday, 8, and Friday, 9 October; Conference proceedings; full participation in the Partners and Joint Programme; participation in evening programme Wednesday, 7, Thursday, 8, and Friday, 9 October 2015.

PARTICIPATION FEE

Participation fees (per person) excl. 20% French VAT:
When registering **before 27 June 2015**, you will receive a **€100 discount!**

Member Delegates	€ 1.150
Partner (of Member)	€ 695
Member of Affiliated Associations	€ 1.650
Partner (of Member Affiliated Assoc.)	€ 1.095
Non-member 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 fee 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 fees are only applicable for members of IVK, Assogomma, SNCP, TAAT, PSTC, JATMA, and CATIA.

HOTEL

Intercontinental Marseille – Hotel Dieu, 1 Place Daviel,
13002 Marseille (France)
www.intercontinental.com/Marseille

HOTEL RATE

Afera has secured the preferential rates:
B&B € 172,72 + 10% VAT + € 1,50 city tax pp/night for

DUS (double used as single room)

B&B € 190,90 + 10% VAT + € 1,50 city tax pp/night for a double room

HOW TO REGISTER

I. FOR THE ANNUAL CONFERENCE

To register for the Afera Annual Conference 2015, 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 27 June 2015 to enjoy the discounted fee.**

II. HOTEL ROOM RESERVATION

Your room reservation(s) must be made through the hotel accommodation booking form included in the invitation. Confirmations will be received directly from the hotel. **The Afera group rate is available until 4 September 2015** 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 until that date; thereafter, Afera can no longer guarantee room availability. Make sure that your hotel accommodation form is submitted 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 2015**. No one will be admitted to the Conference without having paid the full 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 return of your hotel accommodation booking form to the Intercontinental Marseille – Hotel Dieu. A valid credit card is required to guarantee your hotel reservation and will only be charged with fees in the event of cancellation

(see booking form for conditions for Afera Conference participants). The bill (including all extra charges) for 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 2015. Full refund less a handling fee of € 200 per registrant will be granted to requests received in writing before or on 3 September 2015. NO REFUND WILL BE POSSIBLE AFTER THIS DATE.

II. FOR THE HOTEL (only through hotel accommodation booking form)

See hotel accommodation booking form for conditions for Afera Conference participants.

TRANSPORTATION

Marseille Provence Airport (MRS)

Distance 18 km / 11.18 mi. northwest to Hotel

Taxi charge (one way): Approx. € 50.00 (EUR)

Time by taxi: 30 minutes

From the Airport, take the A7 towards Marseille (18 km). As you exit the highway (A7) in the centre of Marseille, go right on the roundabout (Place Jules Guesde), then take the first left (rue Sainte Barbe). Make a right on rue Puvis de Chavannes, then the first

right onto rue Colbert. At the roundabout, Place Sadi Carnot, take the 3rd exit (rue Mery). Continue into Grand Rue; Hotel will be on right-hand side.

Subway

Subway Name: Vieux-Port

Distance 0.5 km / 0.31 mi. northwest to Hotel

Taxi fee from subway station: Approx € 5.00 (EUR)

Hotel is a 3-minute walk from the subway station Vieux Port on the Metro line 1. Take the Quai du Port, then turn right on the esplanade adjacent to the Town Hall. The InterContinental Marseille is located at the top of the steps.

DISCLAIMER

Afera cannot be held legally responsible for any modification to the Conference, 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.