

Afera Annual Conference  
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Vouliagmeni (Athens)



## Innovation and Digitization in the Adhesive Tape Technology



# AFERA STRATEGY AND FOCUS 2019 and beyond

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# Agenda

- why
- how
- what
- who + how

# WHY did we work on a new strategy

- New steering committee composition
- External changes – is our current strategy still future-proof?
- Aligned initiatives means more efficient use of available resources

# HOW did we work on a new strategy

- Live working sessions with steering committee members
- Actual trends considered which are impacting our industry
- “Dream” and “nightmare” scenarios developed for 2025
- Scenarios prioritized
- Initiatives defined for high priority scenarios

# WHAT we came up with – Our Mission

Current:

“Afera aims to add the greatest value possible to our members’ businesses.”

New:

“Afera unites **stakeholders** along the value chain of the **European Tape Industry**, to ensure and increase the **relevance** of the Tape Industry in the **World of Tomorrow.**”

# WHAT we came up with – Our Vision

## Current:

“Afera strives to be the voice of the European adhesive tape industry. Our vision is to create a world in which designers, engineers and manufacturers in every conceivable industry are aware of adhesive tape as the most effective, innovative and economical bonding and fixing solution to their needs.”

# WHAT we came up with – Our Vision

## New:

“Afera is widely **known and valued** as the **go-to community** of the **European Tape Industry** for both **industry *and* non-industry stakeholders**. Stakeholders connect within the Afera community to address **current and future key topics**, that **individual stakeholders cannot or will not take care of.**”

# WHAT we came up with – Our Goals

- Make the Tape Industry as a whole **Future Proof**
- Be the **Voice** of The Industry  
*towards end-users, policy makers, educational field*
- **Grow the market** for the Tape Industry
- Enable member companies to be **one step ahead**
- Initiate member **networking** opportunities in a neutral environment
- Include Adhesive Tapes technology in **curriculum** for engineers and designers
- **Educate** newcomers to the Industry [internally]



# HOW we will implement this – Our Initiatives

Industry Theme	Initiative	Comm.
PEOPLE	START – Raise Awareness of demographic changes in workforce	SC
	START – team up with associations in adjacent technologies	SC
	START – educating our future industry workforce [big one, 2020+]	EWG
	CONTINUE – educating our new entrants in the industry (Tape College)	TC
PRODUCT / MARKET DEVELOPMENT	GROW - Embedding Adhesive Tape Technology in Educational Curriculum of Mechanical Engineers and Designers	EWG
	GROW - Promote end-user application possibilities (awareness, knowledge)	MC
ENVIRONMENT / SUSTAINABILITY - AWARENESS	GROW - Increase industry perception/awareness of necessity and that sustainability is an opportunity	SC
	START - Promote end-user awareness about environmental PST success stories - 2019 Sustainability Award?	MC
INDUSTRY DEFINITION & STRUCTURE	GROW - Increase (modern) new networking opportunities – SAFE/TRUSTED environment.	MC
	START/GROW - Challenge ourselves - Raise ambition “beyond normal”, through knowledge & inspiration	all
	CONTINUE - Establishing Globally Recognised testing methods	TC
REGULATION / POLITICAL - POSITIONING	START – team up with associations in adjacent technologies	SC
	GROW – Increase relevant direct or indirect influence with regulatory bodies.	TC
	CONTINUE - Raise Awareness / Knowledge amongst members	TC

Promoting the interests of the adhesive tape industry

# HOW we will implement this – Our Initiatives

Industry Theme	Initiative	Comm.
ASSOCIATION	CONTINUE - New Member Recruitment activities	MC
	CONTINUE - Ensuring the long term focus (policy & execution) for industry interest	SC
	START – Existing Member Engagement Activities	All

Thank you for your attention!