

Afera TC meeting

Tuesday, 11 February / 09:00 – 12:30

WIFI

IHGConnect

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Antitrust law: the dos

- Important for your session
- ✓ **You must ensure this!**
- *Together with the chairperson of the meeting, make sure there is no antitrust violation in connection with an Association gathering. The following points must be strictly observed:*

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DURING THE MEETING

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- **Report the matter to the Secretary-General** of the Association and your company.

AFTER THE MEETING

- ✓ **The minutes of the meeting** should be concise and straightforward.

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- *Employees of competing companies are prohibited from holding formal or informal discussions, exchanging information or entering into agreements on any of the following matters:*

- **PRICES, in particular:**

- ✗ **Pricing**, price differentials and pricing strategies
- ✗ **Individual sales and payment terms**, individual discount, credit notes and credit conditions.

- **PRODUCTION, in particular:**

- ✗ **Individual manufacturing or sales costs**, cost accounting formulas, methods of cost calculation, figures related to products or product groups on procurement costs, production, inventories, sales, etc.

- ✗ **Production changes**, e.g. due to maintenance work, or the limitation of the market supply of a product.

- **FUTURE MARKET BEHAVIOUR, in particular:**

- ✗ **Allocation of markets or sources of supply**, whether geographic or by customer
- ✗ **Relationships with individual suppliers or customers**, in particular where this could lead to their disappearance from the market
- ✗ **"Blacklists" or boycotts of customers**, competitors or suppliers
- ✗ **Proposed technology**, investment, design, production, distribution or marketing activities of individual companies concerning specific products.

AGENDA

Afera Technical Committee (TC) Meeting

InterContinental Düsseldorf, Düsseldorf, Germany

Room Velvet I & II

Tuesday, 11 February 2019, 9.00-12.30

Evening before, 19.00 >	Dinner with Steering Committee, meeting in the hotel lobby	All
9.00-9.20	1. Opening <ul style="list-style-type: none"> • Competition law compliance • Introductions • 9 October 2019 Meeting in Lisbon, Portugal, Minutes content approval • Introducing today's key projects and working team formation 	AL/RS
9.20-10.20	2. Teamwork on key projects <ul style="list-style-type: none"> • Afera's Sustainability Project, incl. scope, deliverables, milestones • Vision document "Next-Level Test Methods 2020-2025" • Annual Conference Programme input 	WGs
10.20-10.35	Networking break	All
10.35-11.20	3. ~15-minute updates per key project	WGs
11.20-12.15	4. Other project updates and operational activities <ul style="list-style-type: none"> • 9th Afera Technical Seminar • GTF speakers • Regulatory Affairs WG • Collaboration with FEICA, IVK, FINAT • Other matters 	AL RS ES
12.15-12.30	5. Wrap-up and forward planning <ul style="list-style-type: none"> • Next physical Meeting 	AL/RS
12.30-13.30	Lunch with Marketing Committee in (Velvet Foyer)	All

- Formalities & getting started

Modified
G2M
09:30-10:30

3 selected Key Projects

- One hour parallel teamwork in 3 groups
- *15 minute break*
- 3 x 15 minutes updates from teamwork including feedback

- All other projects, following written pre-meeting updates:
 - *Questions from TC participants about written update to WG*
 - *Questions from WG to TC participants*

TC Initiatives & WG's

Industry Theme	Initiative	Project Leader	WG-name
PEOPLE	START – Future Workforce (raise awareness of demographic changes in workforce; attracting and educating our future industry workforce)	Evert Smit (SC)	Future Workforce
PEOPLE	CONTINUE – educating our new entrants in the industry (Tape College)	Reinhard Storbeck (TC)	Tape College/ Technical Seminar
PRODUCT / MARKET DEVELOPMENT	GROW – Promote end-user application possibilities (awareness, knowledge)	Vacancy (MKC)	Industry Promotion
ENVIRONMENT / SUSTAINABILITY - AWARENESS	GROW – Increase industry perception/awareness of necessity and that sustainability is an opportunity	Martijn Verhagen (TC) & Deniz Bolukbasi (MC)	Sustainability
INDUSTRY DEFINITION & STRUCTURE	CONTINUE – Establishing globally recognised test methods	Lutz Jacob (TC)	Test Methods
REGULATION / POLITICAL - POSITIONING	GROW – Increase relevant direct or indirect influence with regulatory bodies	New Regulatory Specialist Lejeune (March 2020)	Regulatory Affairs
ASSOCIATION	CONTINUE - New Member recruitment activities	Vacancy (MKC)	Membership Recruitment
ASSOCIATION	START – team up with associations in adjacent technologies	Evert Smit (SC)	(No WG)

Content Generation WG (co-lead: Thorsten Meier, TC; co-lead: Jacques Geijssen, MKC).

Focus: defining priorities & quality of content of all Afera communications (e.g. topic suggestions, strategic choices, content sources, validation of content), including programme development of the Annual Conference.

MarCom WG (lead: Elke Verbaarschot).

Supporting all WG's with strategic and operational MarCom activities, in addition to daily management of regular Afera marketing communication activities, ensuring alignment & co-ordination of Afera MarCom activities.

Initiatives & Workgroups

TC

Educating our new entrants in the industry (Tape College / Technical Seminar) – Lead: Reinhard Storbeck

Establishing globally recognised test methods – Lead: Lutz Jacob

Increase relevant direct or indirect influence with regulatory bodies – Lead: per march 2020

Increase industry perception/awareness of necessity and that sustainability is an opportunity – Lead: Martijn Verhagen

Content Generation – Lead: Thorsten Meijer

MKC

Increase industry perception/awareness of necessity and that sustainability is an opportunity – Lead: Deniz Bolukbasi

New Member Recruitment – Lead: TBC

Promote end-user application possibilities (awareness, knowledge) – Lead: TBC

Content Generation – Lead: Jacques Geijssen

MarCom – Lead: Elke Verbaarschot

SC

Future Workforce – Lead: Evert Smit

Team up with associations in adjacent technologies – Lead: Evert Smit

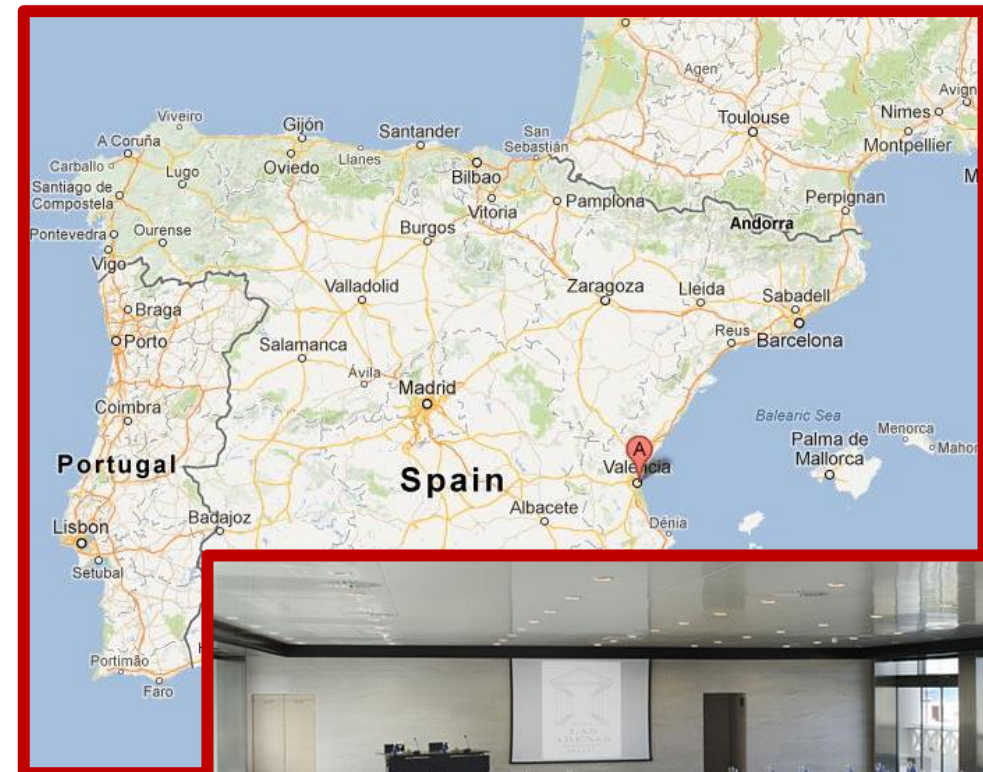


Teams TC teamwork groups (*prop*) 09:30-10:30

			Sustainability	Content Generation – Annual Conf	Test Methods
Martijn	Verhagen	<i>Lohmann GmbH & Co. KG</i>	WG-leader		
Axel	Hessland	<i>Industrieverband Klebstoffe e. V.</i>	X		
Gert-Jan	van Ruler	<i>DRT</i>	X		
Ian	Grace	<i>Loparex</i>	X		
Jarno	Weemers	<i>Eastman Chemical</i>	X		
Jeffrey	Burrington	<i>HB Fuller</i>	X		
Michel	Sabo	<i>Nitto Belgium</i>	X		
Teoman	Koksal	<i>A&G Ambalaj San. Tic. Ltd. Sti.</i>	X		
Yasemin	Seyren	<i>Organik Kimya SAN. TIC. A.S</i>	X		
Thorsten	Meier	<i>certoplast</i>		WG-leader	
Costas	Yiannopoulos	<i>Atlas Tapes</i>		X+	
Michael	Raidt	<i>Neenah Gessner GmbH</i>		X+	
Ruediger	Frisch	<i>3M Deutschland GmbH</i>		X+	
Alan	Gilding	<i>Advance Tapes</i>		X	
Lutz	Jacob	<i>RJ Consulting GbR</i>			WG-leader
Danny	Beekman	<i>Kraton</i>			X
David	Vanraes	<i>Henkel Belgium nv</i>			X
Jürgen	Pomorin	<i>Evonik Nutrition & Care GmbH</i>			X
Ralf	Roenisch	<i>Coroplast</i>			X
Uwe	Maurieschat	<i>Fraunhofer IFAM</i>			X

Next meetings - Valencia – Hotel Las Arenas

TC meeting	Tue 29 September	13.00 – 17.30
MKC meeting	Wed 30 September	09.00 – 12.30
SC meeting	Wed 30 September	13.00 – 17.30



Afera MKC meeting

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Afera Marketing Committee (MKC) Meeting

InterContinental Düsseldorf, Düsseldorf, Germany

Room Brocade I & II

Tuesday, 11 February 2020, 13.00-17.30

12.30-13.30	Lunch with Technical Committee in (Velvet Foyer)	All
13.30-13.50	<p>1. Opening</p> <ul style="list-style-type: none"> • Competition law compliance • Introductions • 8 October 2019 Meeting in Lisbon, Portugal, Minutes content approval • Introducing today's key projects and working team formation 	AL/JG
13.50-14.50	<p>2. Teamwork on key projects</p> <ul style="list-style-type: none"> • Annual Conference Programme input • Role of MarCom in Afera's Sustainability Project (following TC output) • New Member recruitment (focus on tape manufacturers) 	WGs
14.50-15.05	Networking break	All
15.05-15.50	3. ~15-minute updates per key project	WGs
15.50-16.45	<p>4. Other project updates and operational activities</p> <ul style="list-style-type: none"> • MarCom WG • Industry Promotion WG • Other matters 	EV JG
16.45-17.00	<p>5. Wrap-up and forward planning</p> <ul style="list-style-type: none"> • Next physical Meeting 	AL/JG
19.00 >	Dinner with Steering Committee, meeting in the hotel lobby	All

- Formalities & getting started

3 selected Key Projects

- One hour parallel teamwork in 3 groups
- *15 minute break*
- 3 x 15 minutes updates from teamwork including feedback

- All other projects, following written pre-meeting updates:
 - *Questions from MKC participants about written update to WG*
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Modified
G2M
14:00 – 15:00

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Content Generation – Lead: Thorsten Meijer

MKC

Increase industry perception/awareness of necessity and that sustainability is an opportunity – Lead: Deniz Bolukbasi

New Member Recruitment – Lead: TBC

Promote end-user application possibilities (awareness, knowledge) – Lead: TBC

Content Generation – Lead: Jacques Geijssen

MarCom – Lead: Elke Verbaarschot

SC

Future Workforce – Lead: Evert Smit

Team up with associations in adjacent technologies – Lead: Evert Smit

MKC Initiatives & WG's

Industry Theme	Initiative	Project Leader	WG-name
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Teams MKC teamwork groups (*prop*) 14:00-15:00

			Sustainability	Content Generation – Annual Conf	Member Recruitment
Deniz	Bolukbasi	<i>ORGANIK KIMYA</i>	WG-leader		
Elke	Verbaarschot	<i>Afera</i>	X+		
Wolfgang	Aufmuth	<i>Sekisui Alveo AG</i>	X+		
Bert	van Loon	<i>Afera</i>	X+		
Jacques	Geijsen	<i>ABI Tape</i>		Chair & WG-leader	
Matthias	von Schwerdtner	<i>tesa SE</i>		X	
Rupert	Kichler	<i>Avery Dennison Performance Tapes</i>		X+	
Astrid	Lejeune	<i>Afera</i>		X+	
Beverley	Weaver	<i>TSRC (Lux) Corporation S.a.r.l</i>			X
Stefan	Meirsman	<i>Nitto</i>			X
Stefan	Neuner	<i>Neenah Gessner GmbH</i>			X
Bathsheba	Fulton	<i>Afera</i>			X

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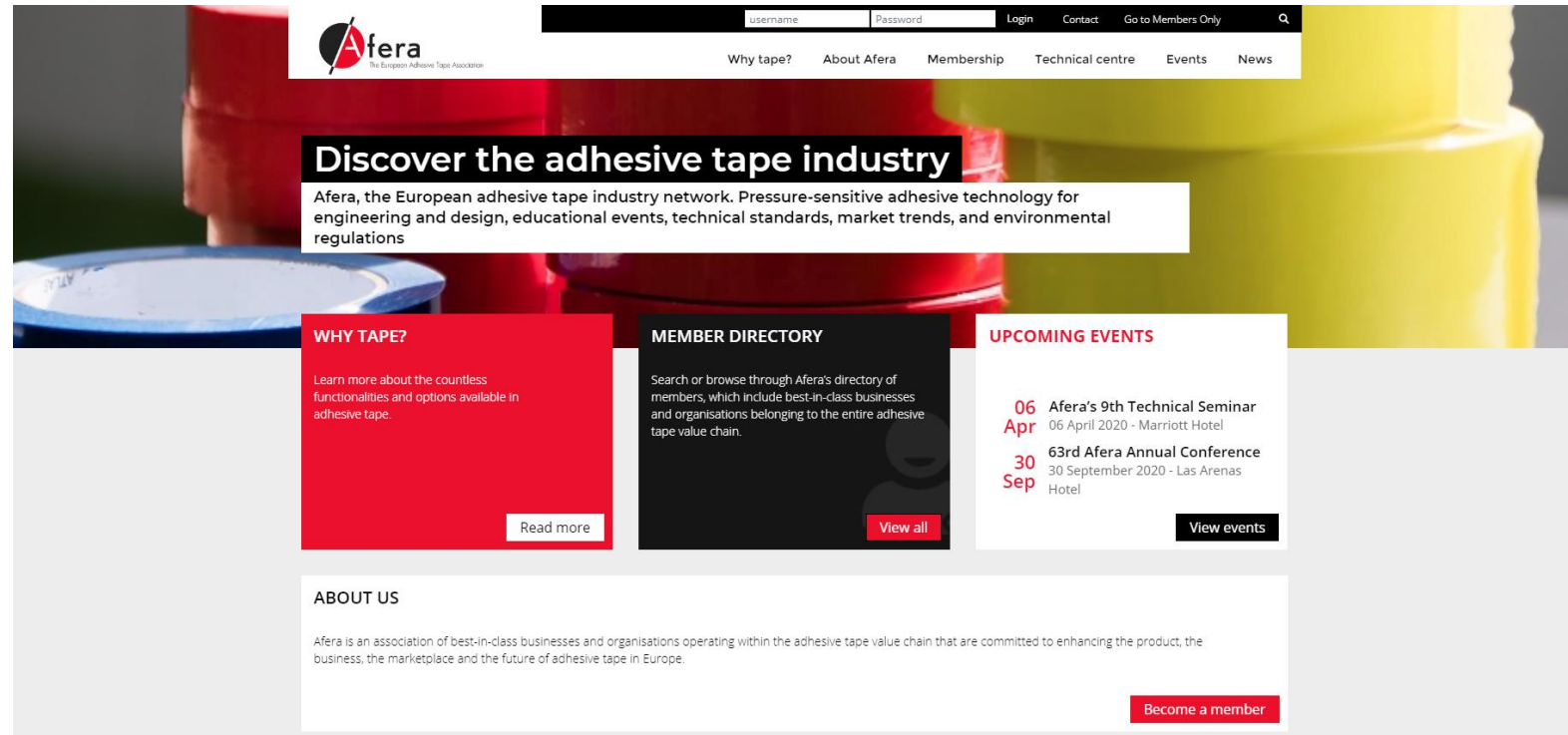
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Modified
G2M
15:30 – 17:00

MarCom update

Progress and results

- Met all SMART goals in 2019 for online channels
- New design homepage Afera website and further optimization of layout
- Further increase in traffic on website and social media (Twitter)
- More followers and engagement via LinkedIn company profile



The screenshot shows the Afera website homepage. At the top, there is a navigation bar with the Afera logo, a search bar, and links for 'Login', 'Contact', and 'Go to Members Only'. Below the navigation bar, there is a main banner with the text 'Discover the adhesive tape industry' and a sub-header 'Afera, the European adhesive tape industry network. Pressure-sensitive adhesive technology for engineering and design, educational events, technical standards, market trends, and environmental regulations'. The main content area is divided into three columns: 'WHY TAPE?' (Learn more about the countless functionalities and options available in adhesive tape. Read more), 'MEMBER DIRECTORY' (Search or browse through Afera's directory of members, which include best-in-class businesses and organisations belonging to the entire adhesive tape value chain. View all), and 'UPCOMING EVENTS' (06 Apr Afera's 9th Technical Seminar 06 April 2020 - Marriott Hotel; 30 Sep 63rd Afera Annual Conference 30 September 2020 - Las Arenas Hotel. View events). At the bottom, there is an 'ABOUT US' section (Afera is an association of best-in-class businesses and organisations operating within the adhesive tape value chain that are committed to enhancing the product, the business, the marketplace and the future of adhesive tape in Europe. Become a member).

[Go to stats](#)

MarCom update

Goal 1

Autonomously run Afera's overall communication strategy

- Define KPI's on general communication efforts (offline & online)
- Draft & approve operational process of overall tools 2021-2022
- Decide on new app (to enable more networking during conference)
- Evaluate & Update PR approach

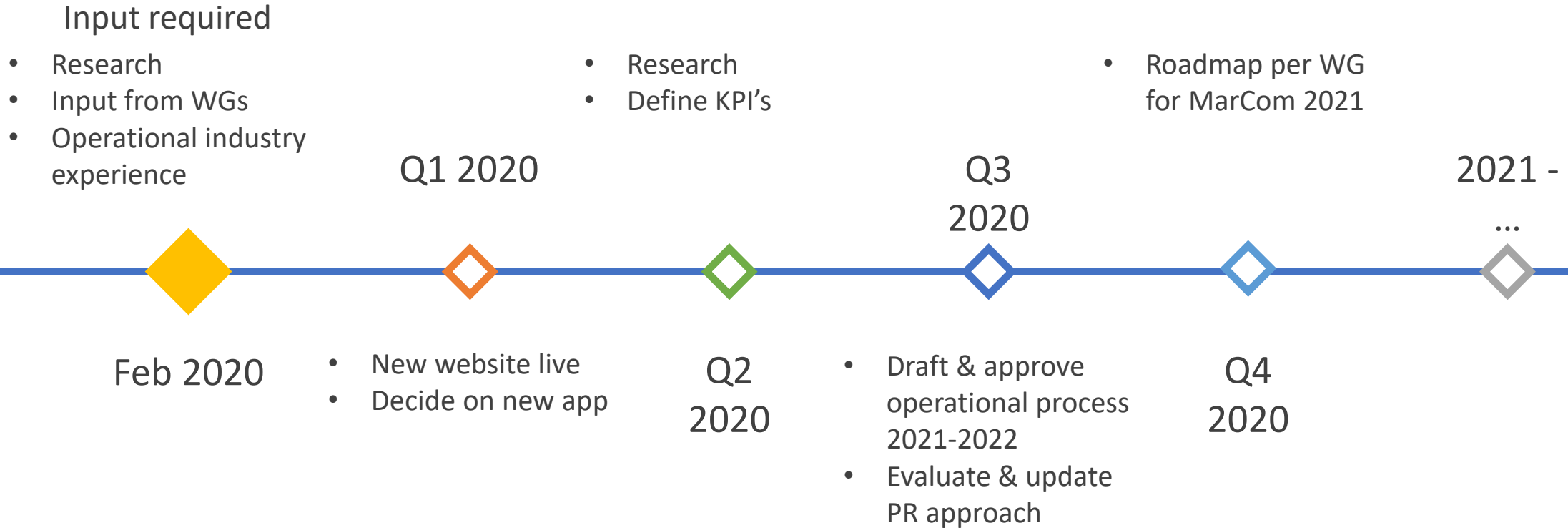
Forward Focus

- Support WGs member recruitment & industry promotion with a roadmap 2021 once content is received
 - Possible organize a workshop to discuss and finalize

Goal 2

Support all WGs in their outreach to communicate the process of their initiatives as presented in the Afera strategy

Suggested Timeline



Next meetings - Valencia – Hotel Las Arenas

TC meeting	Tue 29 September	13.00 – 17.30
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