

Afera Marketing Committee (MKC) Meeting Minutes

Date: 10 February 2021

Time: 11.00 – 12.30

Venue: Online

Actions:

- AL > set up joint Committee WG to develop Annual Conf. Programme
- AL > set up mtg. with Mem-WG on forward action
- JG > meet w/Reinhard re: current TC issues and activities
- KK, JO, FH, AV, JG, AL and BF > meet and draft summary of MKC's role; send to all MKCs for feedback before next Mtg.
- All MKC Members > give feedback on draft MKC role before next Mtg.
- AL > Set up above subgroup mtg.

Present:

1. JG	Jacques Geijsen (Afera MKC Chairman, American Biltrite Inc.)
2. GS	Giovanni Scognamiglio (3M Europe, Italy)
3. JO	Joanna Oleskow (Advance Tapes International Ltd.)
4. AV	Aris Venetis (Atlas Tapes SA)
5. RK	Rupert Kichler (Avery Dennison Performance Tapes)
6. ES	Evert Smit (Afera President, Lohmann GmbH & Co KG)
7. FH	Florian Heller (Mondi Group)
8. WA	Wolfgang Aufmuth (Seksui Alveo)
9. MvS, KK	Matthias von Schwerdtner, Karsten Krahwinkel (tesa SE)
10. BW	Beverley Weaver (TSRC (Lux) Corporation S.a.r.l.)
11. AL	Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
12. EV	Elke Verbaarschot (Lejeune Association Management)
13. BF	Bathsheba Fulton (Afera Communications)
14. BvL	Bert van Loon (Independent Strategist)

Excused:

15. SL	Stevi Liakopoulou (Dow France S.A.S.)
16. SN	Stefan Neuner (Neenah Performance Materials)
17. SM	Stefan Meirman (Nitto Europe N.V.)
18. DB	Deniz Bölükbaşı (Organik Kimya SAN. Ve TIC. A.Ş.)

Chairman: J. Geijsen
 Secretary: A. Lejeune
 Date of Next Meeting: TBA

Content

* **Note:**

- Refer to the **Afera MKC Presentation 10 February 2021** co-ordinating with these Minutes
- A recording of the Meeting is available [here](#), password: GPE4y%mN
- **Red, highlighted** names denote expected actions.

1. Opening

- A. Competition law compliance was reviewed > See slides 2-3
- B. 4 November 2020 virtual Meeting, Minutes content approval > Approved by MKC. Joanna Oleskow, senior digital marketing executive at Advance Tapes International Ltd., who will take over from Sharon Boyle/Alicia Tissot, was introduced. MvS announced that because his position has become more internal-process-focussed (on rolling out a large IT project within tesa SE), his colleague Karsten Krahwinkel, head of mergers and acquisitions, will take over his position on Afera's MKC. MvS was thanked for his marked contribution to Afera over a number of years; KK introduced himself and was welcomed to the Committee. He assured us that he will provide Industry analysis to Afera in the tradition of MvS.
- C. Review of (open) actions > See slide 4. Performed by JG, who said the future role of the MKC within the Association needed to be discussed today.

2. 64th Annual Conference Theme and Programme

- A. Content Generation & Engagement Working Group (CGE-WG) – AL >
 - a. Plans for physical meeting > Afera will proceed with meeting face-to-face in Valencia, Spain if at all possible. We have a good deal with the Hotel Las Arenas Balneario Resort and can take a final decision shortly before the date of the event.
 - b. The Conference theme will be set in due course. **AL will form a WG composed of both MKC and Technical Committee Members to develop the content.**

3. Working Group updates by WG leaders

- B. Marketing Communications (MarCom-WG) – EV > See slides 5-6 for update on ongoing tasks re: afera.com and social media channels, all of which are on track, and the MarCom-WG goals for 2021. EV has invited more Afera Member Company contacts to follow our [Afera Member LinkedIn account](#), which has reached a new high of 504 followers. [Afera's Design that Sticks Twitter account](#) has also increased markedly to 5,248 followers. afera.com had less traffic in 2020, something which was expected during the pandemic and is predicted to reverse in 2021.

General goals for 2021 include autonomously running Afera's overall communication strategy (rolling out new strategy, including Afera's identity and content plan with clear formats, and growing our online community) and supporting all WGs in their outreach to communicate the process of their initiatives as presented in Afera's strategy (including a content roadmap 2021).

One specific goal of the WG in 2021 is to set up an online community around a certain topic, which will most likely be "sustainability". The MarCom-WG will therefore be working with the Sus-WG, which has just announced the launch of its Flagship Sustainability Project "Translating the Green Deal to Afera Members" to roll out an interactive platform.

- C. New Member recruitment (Mem-WG) – AL on behalf of SM > SM was not able to attend this Meeting as he was called away on urgent company business. AL explained that she and SM had agreed to move forward with approaching ~30 potential tape manufacturer Members in the database which he had gotten up to date with help from BW, SN and BF. Due to the business dynamics of the pandemic, this action had been put on the back burner until now. AL noted to that especially now, Afera has a lot to offer new Members. She will **set up a meeting with the Mem-WG on forward actions**, noting that Afera will recruit new Members with a more targeted, personal approach and not just a form email campaign.

4. Other business

- A. Future role of the MKC within Afera – JG > JG and AL called on each of today's participants to share what they feel the MKC can contribute to Afera from a marketing perspective. Themes discussed:
- Beyond Afera's Membership, the MKC should make it clear to the greater Industry that adhesive tapes are valuable. It should ensure that we as an industry are heard and tackle the big Industry challenges ahead of us.
 - Sustainability, including the Green Deal, is broader than a technical subject; it is a megatrend that should be addressed by the MKC. How can we, from the marketing perspective, take this forward? Can Afera's MKC build an Industry vision in this area?
 - For the next 2-3 years, the MKC should be focussed on communicating about regulatory developments (incl. in plastics and polymer REACH) and how Afera Members should discuss these with their customers. These seem like technical themes (because it is TC Members who are dealing with legislative processes), but they are actually *business* themes. They put a new type of pressure on Member companies, and we need to help them deal with this. In this sense, the MKC could be called the "business committee".
 - The MKC should not provide specific solutions but serve as a single point of truth, i.e. provide the right (access to) information to its Members so they can build their own strategies and move forward positively. To start in this area, the MKC should consult Afera's recent new strategy and translate it into a content strategy to get our message across.
 - The MKC's purpose should be to translate the Technical Committee's topics into finely tuned buzz words, e.g. the future is co-creation,

sustainability, AI, digital transformation, etc. This will reflect the Industry's common goals. There should be a closer working relationship between the MKC and TC in finding solutions to these megatrends.

- f. Future webinars leading up to the TechSem should revolve around *both the technical and marketing aspects of sustainability*.
- g. ES reminded the MKC that it is not jeopardising competition law compliance to discuss issues that are affecting the Industry as a whole.

JG will meet with TC Chairman Reinhard Storbeck to learn about their current issues and activities. A smaller group consisting of KK, JO, FH, AV, JG, AL and BF, will meet and draft up a summary of the MKC's purpose and future content focus. This will be sent to all MKC Members to review and provide feedback before the MKC's next Meeting in the fall, when it can be discussed and signed off on. The subgroup meeting will be set up by AL.

5. Next Meeting

- A. Until further advised, Afera intends to go through with our face-to-face 64th Annual Conference from 29 September to 1 October 2021 in Valencia, Spain. In this case, the next MKC Meeting will take place at the Hotel Las Arenas Balneario Resort. AL explained that she would keep everyone informed on developments in this area.

Astrid Lejeune
The Hague, 2 March 2021

Disclaimer

Afera operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. Afera actively raises awareness about competition law among its Members and encourages its Members to comply with these rules. The purpose of discussions within Afera is to identify general trends and market developments without identifying individual company data. Afera does not accept responsibility or liability for any type of restrictive agreements concluded by its individual Members during Afera Meetings or within the context of Afera events, in spite of the aforementioned precautionary measures.
