

Afera MKC meeting

Monday, 13 September 2021/ 14:00 – 15:30

Virtual

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:*

PREPARING FOR THE MEETING

- ✓ **Agenda items and meeting documents** may not contain any topics which might implicate antitrust law.

DURING THE MEETING

- ✓ **Restrict discussion to the agenda items** or activity programme set beforehand
- ✓ **Have the session fully minuted**

- ✓ **In case of spontaneous statements with antitrust content**, react immediately and actively dissociate yourself from the violation:
 - **Point out to participants** that this issue may not be discussed
 - **If necessary, postpone the discussion** until you have received relevant legal clarification
 - **If the discussion continues**, note your objection in the minutes, suspend the meeting or leave the meeting premises (also to be recorded in the meeting minutes)
 - **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.

Antitrust law: the don'ts

- **Important for your session**

- ✗ **You must avoid this!**

- *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 Marketing Committee (MKC) Meeting

Monday, 13 September 2021, 14.00 – 15.30

1. Opening, agenda, competition law compliance

- 1.1 Stepping back Jacques Geijssen as Chair and MKC
- 1.2 Interim Chair Evert Smit

2. Approval minutes of 10 February 2021 Zoom MKC meeting

3. Short update from working groups

- 3.1 Conference support group (BvL)
- 3.2 Member recruit (AL)
- 3.3 MarCom (EvB)

4. Repositioning Afera Marketing Committee

Ideas opted in last meeting

- MKC making it clear to the greater Industry that adhesive tapes are valuable. 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? **[is this part of the flagship project and/or should it in collab with the MKC]**
- 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'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.

5. Other business

6. Next meeting

Approval minutes of 10 February 2021 Zoom MKC meeting

3/ Short update from working groups

3.1 Conference support group

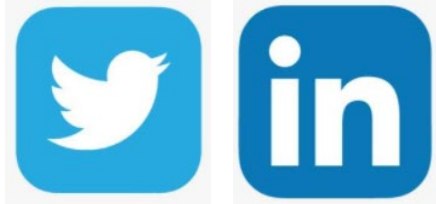
**Afera thanks members of the dedicated conference programme support group for all their time and effort. A special thanks to Anne-Marie Klink (3M), Rupert Kichler (Avery Dennison), Evert Smit and Martijn Verhagen (Lohmann), Jean-Loup Masson (Novacel) and naturally Bert van Loon and Pablo Englebienne!*

Member Recruit



- Several meetings WG after Feb21
- Targeted 31 tape manufacturers
- Mailers sent w/short introductory presentation
- Meeting via Zoom with:
 - Adesia – France – *became member*
 - AFTC Group – Netherlands – *became member*
 - Monta – Germany – *come to Valencia*
 - ATyT – Spain (Converter) – *approached us by email – became member*
 - Klöckner Pentaplast – Germany (Associated) – *mail communication, considering*
 - Siliconature – Italy (Associated) – *TS sponsor, became member*
 - Start International – *electronic tape dispensers – zoom call with Evert, are considering*
 - Trinseo – Germany (Associated) – *mail communication – are considering*

MarCom update



- Increase in followers on social media in 2021:
 - 5449 for design Twitter account (stable)
 - 421 for Afera on Twitter (+25)
 - 644 on LinkedIn (+167)
- LinkedIn invites via personal contacts resulted in high increase in followers
- Higher activity due to Technical Seminar posts, not necessarily more traffic

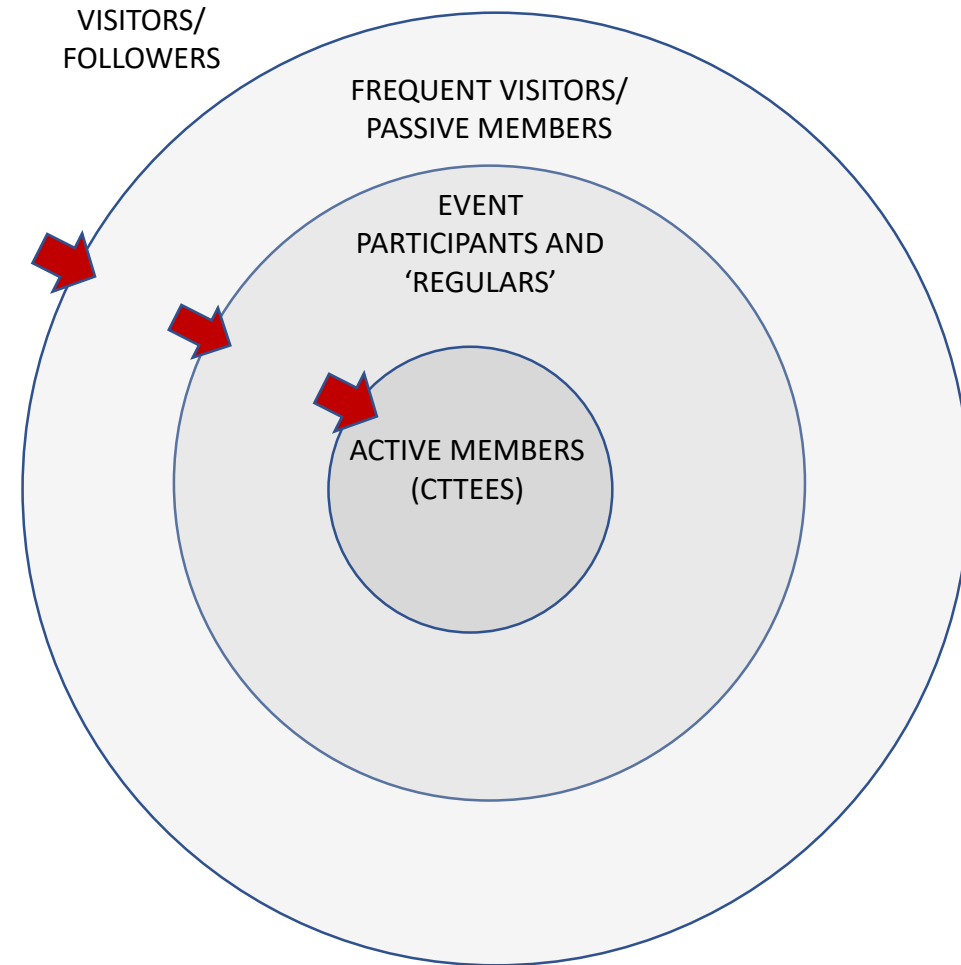


- Recovered and increased website traffic in 2021 (2020 was lower)
 - Users 22% increase after -13% in 2020
 - Pageviews 19% increase after -9%
 - Sessions 22% increase after -13%
- In March lots of referrals from Afera conference website
- End Q1 numbers back 'on track' with a peak in June

MarCom update

Online community

- Looking at new ways to serve members as hybrid association (online and offline)
- Looking into online community possibilities
 - What do our target groups need in each stage (what type of information, activity, etc)
 - What resources (tools, features) do we need to reach them?
- In anticipation of marketing strategy



Repositioning Afera Marketing Committee

Ideas opted in last meeting

- MKC making it clear to the greater Industry that **adhesive tapes are valuable**. Ensure that we as an industry are **heard and tackle the big Industry challenges** ahead of us.
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