

Afera Marketing Committee (MKC) Meeting Minutes

Date: 4 October 2023

Time: 9.00 – 12.00

Venue: Westin Dragonara Resort,
Malta

Member List – Those Present highlighted, new participants in green:	1.	KU	Kerstin Unverhau (3M Europe)
	2.	CM	Cheryl Marsh (Advance Tapes International, Ltd.)
	3.	AV	Aris Venetis (Atlas Tapes SA)
	4.	BP	Benoît Pollacchi (Bostik Smart Adhesives)
	5.	IM	Izzat Midani (Dow Europe GmbH)
	6.	GJvR	Gert-Jan van Ruler (DRT - Les Dérivés Résiniques et Terpéniques)
	7.	JB	Jeff Burrington (H.B. Fuller U.K., Ltd.)
	8.	AB	Anita Barni (ICAP-SIRA Chemicals and Polymers SpA)
	9.	BD	Brenden Drijgers (Kraton Chemical B.V.)
	10.	CP	Christian Pagnano (Kraton Chemical B.V.)
	11.	ES	Evert Smit (Afera President, Lohmann GmbH & Co KG)
	12.	SH	Sonja Haug (Loparex B.V.)
	13.	FH	Barbara Brunner / Florian Heller (Mondi Group)
	14.	MG	Marco Galiazzo (NAR SpA)
	15.	CM	Cesare Muraro (NAR SpA)
	16.	SN	Stefan Neuner (Neenah Performance Materials)
	17.	SM	Stefan Meirsmann (Nitto Europe N.V.)
	18.	BP	Benjamine Proisy (Novacel SAS)
	19.	YS	Yasemin Seyren (Organik Kimya SAN. Ve TIC. A.Ş.)
	20.	SS	Shobhita Sharma (Scapa Industrial)
	21.	WA	Wolfgang Aufmuth (Seksui Alveo)
	22.	KS	Kristin Schöne (Synthomer)
	23.	KK	Karsten Krahwinkel (tesa SE)
	24.	AL	Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
	25.	EV	Elke Verbaarschot (Afera Marketing Communications Mgr.)
	26.	BvL	Bert van Loon (Afera Strategist)
	27.	SD	Sreeparna Das (Afera Sustainability Consultant)
	28.	BF	Bathsheba Fulton (Afera Editorial Communications)

Chairman:

E. Smit

Secretary:

A. Lejeune

Dates of Next Meetings:

A physical meeting will take place on **Monday, 11 March 2024 (13.00-17.30)** at Le Méridien Munich, Germany, preceded by **lunch at 12.00** with the Technical Committee in the

Hotel. This will precede the Working Programme of the 11th Tape College, which begins the next day at 13.00.

Content

*** Note:**

- Refer to the **Afera MKC Presentation 4 October 2023** co-ordinating with these Minutes
- **Red, highlighted** names denote expected actions.

MKC Working Groups	
Content Generation & Engagement (CGE-WG) > Conference Programme Also a TC WG	Astrid Lejeune, Afera Bert van Loon, Afera Gert-Jan van Ruler, DRT Evert Smit, Lohmann Cesare Muraro, NAR Anne-Marie Klink, TC Vice-Chair, 3M Europe Jean-Loup Masson, SC, TC, Novacel
Marketing Communications (MarCom-WG)	Elke Verbaarschot, Leader, Afera Bathsheba Fulton, Afera Bert van Loon, Afera <i>MKC Members consulted as needed</i>
Membership Recruitment (Mem-WG)	Stefan Meirsman, Nitto, Leader Astrid Lejeune, Afera Bathsheba Fulton, Afera Joanna Oleskow, Advance Tapes Stefan Neuner, Neenah
AFSP Workstream Members (of Members and Member Companies represented on MKC)	Jeff Burrington, H.B. Fuller U.K., WS3 Anita Barni, ICAP-SIRA, WS3 Sonja Haug, Loparex, WS2 Florian Heller, Mondi, WS2 Marco Galiazzo, NAR SpA, WS1 (for additional non-MKC Members, see attached AFSP Update Meeting Minutes)
Tape Image/Awareness Campaign (PR-WG) - postponed	Elke Verbaarschot, Leader, Afera Bathsheba Fulton, Afera Jeff Burrington, H.B. Fuller Anita Barni, ICAP-SIRA Sonja Haug, Loparex Cesare Muraro, NAR Didac Puy Oliva (Nitto) Ian Grace (TC, artimelt)

1. Opening, competition law compliance

- A. Opening, agenda > ES performed this.
- B. Afera's Competition Law Compliance Policy was reviewed and confirmed by all present.

2. Position of Chairperson of MKC

- A. The MKC approved the following to take up new positions of leadership in the group:
 - a. Sonja Haug, MKC Chairperson
 - b. Anita Barni, MKC Co-Vice-Chairperson
 - c. Yasemin Seyren, MKC Co-Vice-Chairperson
 - d. Additional actions:
 - i. **SH will join the SC and attend its Meeting later that day.**

3. Approval of Minutes of 8 February 2023 MKC Meeting in Düsseldorf

- A. The Minutes of the Afera MKC Meeting held on 8 February 2023 in St. Julian's, Malta, were approved and signed as a true record of proceedings.

4. Afera's appealing to packaging and commodity tapes (potential) Members' needs and interests

- A. Additional actions:
 - a. **Afera's leadership will consider the following:**
 - i. **Calling Members with issues and pursuing open discussions with packaging and commodity tapes manufacturers and associated value chains – going back to the core of Afera tape manufacturers**
 - ii. **Maintaining close ties with national and adjacent technology associations**
 - iii. **Making more of an effort to highlight coverage of commodity and packaging tapes company interests**
 - iv. **Highlighting the value of attending Afera events and participating in Afera activities and projects, especially networking and regulatory affairs aspects**
 - v. **Attracting more tape producers to events and communicate to everyone who specifically is participating in events**
 - vi. **Recruiting more packaging and commodity tape manufacturers to participate in the AFSP WSS**
 - vii. **Visiting trade shows, such as IPACK-IMA, on behalf of Afera and walk around handing out flyers, networking on the floor with potential Members and to increase Afera's visibility**

- viii. ES speaking at an Assogomma (physical) meeting, face-to-face
- ix. Inviting a packaging tape producer to join the SC.

5. MarCom update

- A. Afera "tape image" PR campaign proposal 2023 – EV > Proposed idea to SC, possible delay due to budgetary implications, first priority of Afera's visibility as an organisation.
 - a. Additional actions:
 - i. BF will make sure this is communicated to the GA.
 - ii. MKC leadership should take into account the importance of LinkedIn posts in terms of raising Afera's overall visibility, consistency of publishing valuable information for Members at afera.com and content on LI
 - iii. When MKC leadership meets with Afera comms contacts of Member Companies, agree on common hashtags (e.g. #afera2023 #tapeinside #whytape #tapingourfuture).
- B. Online marketing – EV, BF, SP > See slide 9-16 for complete details.
 - a. Latest statistics
 - b. Strategies to expand audience on socials, such as our LI page
 - c. Exploring opportunities for partnerships with media outlets in related industries
 - d. Additional actions:
 - i. MKC leadership will evaluate whether to launch an Afera Instagram account in order to attract future (young) workforce
 - ii. BF and SD will look into the media outlets of *ItaliaImballaggio Magazine* and Industry Intelligence Incorporated (used by H.B. Fuller), while ES will contribute possible German outlets to pursue.

6. Annual Conferences

- A. Enhancing participation of tape manufacturers in Afera Conferences
- B. Attracting more Supplier sponsorships: how to achieve this?
- C. Additional actions:
 - a. Afera's leadership will consider the following:
 - i. Combining the technical event and Annual Conference into one event in the spring, as from 2025 (which will be brought before the SC in the afternoon)
 - ii. Choosing a location in southern Europe, reachable with one flight, such as major cities in Spain and northern Italy
 - iii. Avoiding (German) holidays
 - iv. Create a larger, stronger, more committed Conference Programme WG
 - v. Including in the Programme:
 - 1. Market Report on data/statistics/trends
 - 2. Tabletop exhibition of Suppliers

3. Ability to organise breakout rooms for meetings with other partners and customers, thereby combining the technical/Working Programme with networking/business meetings, enhancing the value of the event
- vi. Creating better networking opportunities
- vii. Creating a young professionals group, such as the one in FINAT.
- viii. Holding Committee Meetings in person twice a year

7. Brainstorm on possibly creating Member (sustainability) award

A. Additional actions:

- a. The MKC leadership will visit this issue for the future agenda, discussing it with PE, who is responsible for the FINAT Sustainability Award.

8. Marketing Calendar 2023

- A. See slides 20-22, which were not directly addressed due to time constraints.

9. Other business

- A. No other business was discussed.

10. Closing

- A. A physical meeting will take place on **Monday, 11 March 2024 (13.00-17.30)** at Le Méridien Munich, Germany, preceded by **lunch at 12.00** with the Technical Committee in the Hotel. This will precede the Working Programme of the **11th Tape College**, which begins the next day at 13.00.

Astrid Lejeune
The Hague, 21 October 2023

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.