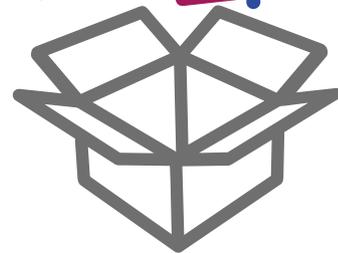




SUMMIT
PROGRAMME
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AMAZING



CORRUGATED

FEFCO SUMMIT BERLIN
18-20 MAY 2016



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Angelika Christ
FEFCO Secretary General

Dear Retailer,

Have you ever considered asking the Corrugated Industry to come up with a joint technical solution? Have you dreamed of always having perfect paper-based trays at your Point of Sale?

You have seen that the industry can produce corrugated board in almost any strength. Decades ago already, we showed you that even an elephant can stand on corrugated boxes without them collapsing.

In order to facilitate your – the retailers – logistics and businesses, we developed years ago a Europe-wide Common Footprint design – CF. That was a first step, making trays coming from different manufacturers stackable and stable. But some years ago our industry realized that this was not enough to meet your needs. And the follow-up from this? After intense consultations and discussions, we developed the Common Footprint Quality – CFQ. Using trays that carry this stamp, you can be sure that your product will arrive in great shape and where you want it to be. This is because the tray has been made strong enough to withstand all eventualities that can happen on a journey: from changes in the climate to bumpy roads to rough guys in the distribution centre, the CFQ-tray will just brush aside all adversities and obstacles with a smile. And what's more, a tray with this stamp also means that independent auditors are behind it, ensuring that all promises are kept.

Dear Retailer, CFQ - Common Footprint Quality - brings you closer to the realisation of your dream: that all paper-based fruit & vegetable trays stack perfectly, that they all enter the supermarket's POS in perfect condition, and on top of that - your fruits & vegetables survive the journey looking great and in perfect condition, guaranteeing you a high turnover. This is what CFQ delivers when you choose the right strength. So all stacks are perfect! And the icing on the cake? Your consumers will love you, dear retailer, for using sustainable, natural, paper-based packaging – which in turn you will like because all your needs are perfectly met.

Give it a try and next time you are purchasing fruit and vegetable trays ask for the CFQ tray!

CFQ fruit and vegetable trays: what more could you wish for?

Fresh fruit and vegetables are gaining ground. Over the last ten years, more and more people in Europe prefer eating fresh agricultural produce on a daily basis. It is perceived as healthy and good for you. This is the reason why so many supermarkets place their fresh fruit and vegetables right at the entrance of their shops. For them fruit and vegetables are high margin, customer attracting products.



At the same time retail logistics get more and more complicated. Fresh produce often travels long distances in very short spaces of time. It needs careful transportation, storage and handling and is sent to retail outlets as diverse as petrol stations, hypermarkets and home deliveries.

All of this creates high demands on fruit and vegetable packaging. It has many functions, but two are by far the most important: to ensure that these precious products arrive at the point of sale in excellent condition and once arrived, that they promote the product in the eyes of the customer.

The increasing complexity of logistics is a growing problem for retailers. Logistics and the accompanying technology have to meet increasing demands on speed, volume and mixing loads while incurring as little manual handling as possible. Consequently this requires standardised, high quality packaging. Corrugated fruit and vegetable trays are the packaging preferred by many growers and traders as they are lightweight, strong and easy to print on.

Seeing these developments and the growing importance of fresh produce in the logistic chain, FEFCO's members have taken an extra step forward. To ensure that their trays are not only interstackable due to their design and dimensions, but also meet the highest quality demands in terms of strength. FEFCO proudly presents the new FEFCO quality certification: CFQ - Common Footprint Quality.

Common Footprint Quality (CFQ)

CFQ stands for a brand new standard in first class, high performance corrugated fruit and vegetable packaging.

CFQ trays offer their users:

- Strength that, according to the distance of the trip and the weight of the produce, safeguards the arrival of fresh produce in the best condition.
- Standardised dimensions, which make full use of both pallet size and height, therefore saving on transportation costs.
- Interstackability, even with mixed loads, allowing for optimal performance even with the most complex logistics.
- Variable heights, to create an unmatched space utilization of up to 98%.



Getting the most out of packaging. Retailers are set to benefit from improved standards in fruit and vegetable packaging.

Distance code

Selecting the correct CFQ tray couldn't be easier. The codes below clearly outline which trays are designed for which purpose:

- Class L is for long distances, for instance from Spain to Russia
- Class E is for export, for instance from Italy to Germany
- Class D is for domestic or nearby cross-border transportation.

Whenever you're visiting a supermarket, see how fresh fruit and vegetables are offered to you as a consumer and – just for a moment – reflect on how much development and creativity have been put into the packaging that enables you and so many consumers in so many countries to enjoy the delights of these healthy products.

European FEFCO standard

CFQ is a Europe-wide standard and is easily recognisable by the new stamp. A standard that always and everywhere guarantees a fruit and vegetable tray that delivers what it promises.

The use of the CFQ stamp is limited to producers whose trays meet the strict technical specifications defined by FEFCO, the European Federation of Corrugated Board Manufacturers. Ensuring compliance to these rules is the task of the National Associations of Board Manufacturers of each country. They select independent survey organizations, choosing their own control laboratory to regularly audit tray producers. All tray testing is done under standard conditions, as defined by FEFCO.





AMAZING CORRUGATED

FEFCO SUMMIT BERLIN
18-20 MAY 2016



Dear members,

In my time as FEFCO President we have had the FEFCO summit in Vienna, then we crossed the Channel to London, and now the 2016 event will be hosted in the dynamic city of Berlin. The German capital offers the best of all worlds. A modern, vibrant city with a superb infrastructure combined with a fascinating history and culture which is evident wherever you go. And some really special venues! So just the perfect spot for our industry to meet.

During these past years there has been a continuous process of recovery from the 2008 crisis and now the corrugated industry is in much better shape. Our motto this year is reflecting the trust we have in our packaging material which is Corrugated Packaging - a truly *amazing* product!

I am sure that you will find our event inspiring; this year it is running under the title **Amazing Corrugated!**

The Summit programme will reflect the many challenges we have to overcome but will also underline the many opportunities that are arising. It will cover the following topics:

- An overview on the corrugated industry in Germany
- Food for thought from three outstanding industry leaders
- The future of Europe and the European project
- How the US and European Associations are collaborating



Roberto Villaquiran,
FEFCO President

- The recipe for success – from raw material to the human side
- The rapidly changing retail environment and how it is affecting packaging and particularly corrugated
- The benefits of corrugated: strong, hygienic, flexible, recyclable and the fact that consumers prefer fibre-based packaging
- How to effectively bring our forces together and make the most out of our communication to enhance the image of the industry and promote the most striking benefits of our material.
- Recyclability is one of corrugated's most obvious benefits and we will show how it is a perfect example of the circular economy, a subject that the EU institutions are now putting great emphasis on.

With this great programme you will gain comprehensive knowledge to tackle the challenges and problems our industry and suppliers have to face and solve in the future. So make sure you experience again the amazing world of corrugated!

Register online now for the FEFCO Summit and make this event another memorable one in the vibrant city of Berlin.

I look forward to seeing you in May!



REGISTRATION TO THE FEFCO SUMMIT

You can register on the event website:

www.fefco.org/fefco-summit-berlin-2016

Conference fees

- **Full Fee:** 990 Euro - excl. VAT
- **Group Discount:** 600 Euro - excl. VAT (reduced fee for more than 10 participants from the same company, starting with the 11th participant)
- **Partner Ticket:** 150 Euro - excl. VAT
- **Young Professional:** 400 Euro - excl. VAT (under 30 years old)

Registration includes

- Welcome cocktail on 18 May 2016
- All conferences and optional visits
- Cocktail and Gala dinner on 19 May 2016
- Lunches and coffee breaks

Conference Venue

The FEFCO Summit will be held at the Grand Hyatt Berlin.

The hotel is centrally located and is just a few minutes' walk from Potsdamer Platz, a 4-minute walk from the concerts of the



Berliner Philharmonie, a 6-minute walk from Mendelssohn-Bartholdy-Park U- Bahn station and 1.1 km from the 18th century Brandenburg Gate.

Address

Marlene-Dietrich-Platz 2,
10785 Berlin, Germany
Phone: +49 4930 25531234

Hotel Booking - FEFCO Rates

FEFCO has reserved rooms at preferential rates for Summit attendees as follows:

- **Single room:** €225
- **Double room:** €255

Rates are per room, per night including VAT, service charges, breakfast, Wi-Fi and access to Club Olympus Spa & Fitness.

FEFCO cannot guarantee that the rates obtained are the lowest. You may find cheaper on the internet.

After 1st April, hotel bookings will be upon request, subject to availability and the FEFCO rate might not apply.



CONFERENCE PROGRAMME

WEDNESDAY 18 MAY

- 14.00 - 17.00 **Summit Registrations at Grand Hyatt Berlin**
- 15.00 - 18.00 **Optional Visits**
Large Recycler - Wertstoffunion Berlin GmbH
Max 50 persons
German Post - Parcel distribution centre
Max 25 persons
Visit to the German Parliament
- 15.00 - 18.00 **Sponsored Programme**
HP Digital Printing Seminar
- 19.00 - 21.30 **Welcome Cocktail - PANORAMAPUNKT**
Potsdamer Platz 1
Just a 3 minute walk from the Grand Hyatt Hotel

THURSDAY 19 MAY

- 09.00 **Welcome Address - FEFCO and Overview of the German Market**
Jan Klingele, Vice President - FEFCO and President - VDW
- 09.30 **Europe Today**
Speaker to be confirmed
- 10.00 **Economic Trends**
Eugen Weinberg, Director - Commerzbank
- 10.30 *Coffee break*
- 11.15 **Leadership Perspectives**
Ramón Alejandro Balet, President - SAICA
Jean-Paul Macharis, President - VPK Packaging Group
Gilles van Nieuwenhuyzen, Executive Vice President - Stora Enso
- 12.45 **Europe - USA: Joining Hands to Tell our Story**
Dennis Colley - President & CEO - FBA
- 13.15 *Seated Lunch at the Grand Hyatt Hotel*
- 14.30 - 16.30 **The Ingredients of Success for Corrugated in the Future**
How to Attract Excellent Employees (in the future)
André Froehlich - Dexina GmbH
- The Art of Living With Risk**
Polly Morland - Author/Journalist
- How to Have the Best Performing Machinery**
Ralf Schiffmann, Sales Director - Göpfert
- How to Find the Best Fit for Papers**
Michele Bianchi, Managing Director - DS Smith
- How to Create a Stable Bonding**
Jamie Fortescue - Starch Europe
- 19.00 **Evening programme starts**
Departure by bus to TIPI am Kanzleramt
Cocktail followed by a seated Dinner

FRIDAY 20 MAY

- 09.00 - 10.30 **Changes in Retail Demand and Consumer Behaviour and its Impact on Packaging Changing Consumer Behaviour**
Thierry Coeman - Retail Dynamics
- Sensorial Marketing: a New Way to Attract the Customer**
Delphine Dion, Associate Professor IAE - Paris Sorbonne business school
- Adapting Stores to the Changing Retail Environment**
Jean-Marc van Cutsem - Louis Delhaize
- Practical Impact on the Corrugated Industry**
Simon Southern, & Niel Osment - NOA
- 10.30 *Coffee break*
- 11.30 **Communicating Corrugated Benefits to Stakeholders FEFCO Communication Strategy for the Coming Years**
Angelika Christ, Secretary General,
Jan Gramsma, Market & Environment Director
Nathalie Schneegans, Communications Director - FEFCO
- 12.00 **Circular Economy**
Marianne Muller, DG Environment - European Commission
- 12.30 **FEFCO Management Report**
Angelika Christ, Secretary General - FEFCO
- 12.45 **Closing Address**
Roberto Villaquiran, President - FEFCO
- 13.15 *Buffet Lunch at the Grand Hyatt Hotel*
- 14.00 *End of Summit*

SPONSOR



Sponsored Programme - 18 May 15.00-18.00

Join the discussion about digital printing with HP senior managers and subject matter specialists. Explore the possibilities of combining digital into existing workflows and the world of possibilities with real business cases and applications. Sessions will take place on May 18th from 3 to 6pm at the Grand Hyatt, room Arata Isozaki.

For additional information please contact:

luis.christophe@hp.com



EVENTS DURING SUMMIT

Wednesday 18 May 2016 – 19.00 till 20.30

Address: Potsdamer Platz 1, 10785 Berlin, Germany.
Just a 3 minute walk from the hotel.

Welcome Cocktail at the PANORAMAPUNKT

Step into the fastest elevator in Europe and in just 20 seconds you will be whisked up to the 24th floor, where you can enjoy breathtaking views of Berlin.

- Dress code: Business attire



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Thursday 19 May 2016 - 19:00 till 23:30

Cocktail and Gala dinner at the TIPI am Kanzleramt

Theme of the evening: The Roaring 20s
Address: Grosse Querallee - 10557 Berlin



Tipi is a marquee theatre with four impressive supporting masts. It is regarded as one of Berlin's most exceptional event locations. Situated right next to the Chancellor's office, it is only a stone's throw away from Berlin's political circus.

- Departure by bus from the hotel – details will be given later
Cocktail reception at 19:15
Dinner at 20:00
- Dress code:
Men - black tie or business attire.
Women - suitably related attire.

To register a spouse or partner, simply register online from the Berlin Summit registration page.

OPTIONAL VISITS 18 MAY 2016

15.00 – 18.00

German Post – Parcel distribution centre

- Departure by bus from the hotel – exact time to be confirmed
- Maximum number of participants: 25 persons - Registration required



15.00 – 18.00

Recycling Facilities (Wertstoff-Union Berlin)

- Departure by bus from the hotel – exact time to be confirmed
- Maximum number of participants: 50 persons - Registration required

15.00 – 18.00

Visit to the German Parliament (Bundestag) – Reichstag building

- Departure by bus from the hotel – exact time to be confirmed
- Participants will have to provide their name, maiden name, first name and date of birth prior to the visit. Registration required.



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Registration to the visits: an e-mail will be sent out to all delegates one month before the event.



CPI Biennial Health & Safety Conference

The Confederation of Paper Industries (CPI), UK biennial Health & Safety Conference took place on 30 June 2015 and gathered together two hundred and fifty delegates from across the UK Paper Industry.



Judith Hackitt - HSE

Andrew Braund, CPI Director of Health and Safety, said: "After many years of running this event, CPI is delighted with the level of support from industry and this year's record attendance is testament to the importance of health and safety to the industry".

In her keynote address, Judith Hackitt CBE, Chair, Health and Safety Executive (HSE) launched the new Paper and Board Industry Advisory Committee (PABIAC) industry strategy: 'Health and Safety – It's more than just a paper exercise'. She emphasised that health and safety is not about bureaucracy, it is not about what looks good on paper, it is about identifying the real health and safety risks that the paper industry faces, and taking actions to manage them.

Before launching the new strategy, she congratulated the industry on its achievements under the previous strategy, highlighting the significant 50%

improvement to the injury rate in the papermaking and tissue sectors, and the 34% reduction in injuries across the paper sector as a whole, but on a cautionary note warned that there was no room complacency.

The new PABIAC strategy sets out to tackle three important health and safety issues for the paper industries: Occupational Health; Machinery Safety, and Slips and Trips.

During the conference, delegates participated in a series of workshops, covering slip and trips, workplace transport, accident investigation, leading and influencing people's behaviour and machinery safety. Experts in their particular field and from industry, supported by HSE and the Health and Safety Laboratory (HSL) did an excellent job in facilitating these workshops, on what was arguably the hottest day of the year.

As delegates enthusiastically engaged in the workshops, feedback on the day and post event was very positive. The move away from the traditional conference approach to a more interactive and informal event was certainly well received.

The conference's closing address was given by Professor Richard Booth, Hastam, who posed the question "How resilient is your organisation?". With over 30 years' experience of working as an expert witness, Professor Booth referred to a number of historical safety incidents to illustrate how resilience is not just responding to bad events, but managing the aftermath.

The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising recovered paper merchants, paper and board manufacturers and converters, corrugated packaging producers, and makers of soft tissue papers. CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.



FEFCO Activities

FEFCO announcements

Members

The Belgian and Dutch corrugated industry associations have merged to become the **Corrugated Benelux Association (CBA)**, effective 1st January 2016. Paul Pissens (B) is President of the Association and Joost Simons (NL) is Vice-President.

Toon Schrijver, previously Director of Vereniging Golfkarton is retiring as of 1st April 2016, after having served the Dutch corrugated industry for some 22 years. FEFCO thanks Toon Schrijver for his service and welcomes Peter van Ostaijen, the new Corrugated Benelux Association (CBA) representative for the Netherlands.



*Toon Schrijver (leaving)
replaced by Peter van
Ostaijen*



*Peter van Ostaijen,
Secretary*



*Ms Lieve Vanlierde,
Secretary*

CBA contact details:

CBA – Corrugated Benelux Association
Boulevard de la Plaine 5
BE -1050 Brussels

Tel.: +32 2 344 19 62

Fax: +32 2 344 86 61

Email: info@golfkarton.org

Website: www.golfkarton.org

www.cartonondule.org

President: Mr Paul Pissens

Vice-President: Mr Joost Simons

Secretary: Ms Lieve Vanlierde

Secretary: Mr Peter van Ostaijen

The HFCBM - Hungarian Federation of Corrugated Board Manufacturers - elected on 3rd March 2016 a new Director: Miklós Rasovszky, who joined Dunapack Ltd in October 2015, and holds the position of Managing Director of Dunapack Ltd, located in Csepel (Budapest).

Thank you to Laszlo Panyi who managed the Hungarian association for many years.

Address

HFCBM
Duna u. 42.
1215 Budapest
Hungary
Tel: +36 1 278 8300

New FEFCO Members

A big welcome to the following new Corresponding members who have recently joined FEFCO:

York Container Company USA
www.yorkcontainer.com

New Name for the FEFCO ComCom (Communication Committee)

In line with its mission which evolved from Communications activities to chairing events over the last years, the **"ComCom Committee"** has changed name to **"ECO Workgroup"**; ECO standing for **"Events Coordination"**.

Events

FEFCO Summit – 2016

The Grand Hyatt in Berlin - Germany
18-20 May 2016

www.fefco.org/fefco-summit-berlin-2016

Other events

Food and Drink Expo

18-20 April 2016
NEC, Birmingham, UK
www.foodanddrinkexpo.co.uk

DRUPA 2016

2-15 June 2016
Messe Düsseldorf
Düsseldorf, Germany
www.drupa.com

MACFRUT

14-16 September 2016
Rimini Expo Centre, Italy
www.macfrut.com

EMPACK Brussels

21-22 September 2016
Brussels Expo
www.easyfairs.com

FachPack 2016

27-29 September 2016
Nuremberg
Germany
www.fachpack.de



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