

**Brussels, 24 April 2012 > FEFCO Summit unveiled how to put magic inside corrugated boxes!**

Over 300 leaders and opinion formers attended the FEFCO Summit (European Federation of Corrugated Board Manufacturers) in Austria at the Vienna Marriott Hotel from 18 – 20 April 2012.

Alexander Enzenberg, Chairman of FEFCO Communication Committee, welcomed all participants to Vienna and presented an overview of the Austrian Market.

Under the umbrella theme “**Open the Magic Box**”, FEFCO members listened and reacted to a wide range of concrete business issues such as future challenges for the corrugated industry, what do customers and supply chain want and need, legislation impacting the corrugated industry, key economic and financial trends in Europe as well as the latest paper & board packaging developments in China and finally underlined some of the innovation trends in the packaging industry.

FEFCO is very grateful that high profile industry leaders could attend the Summit and share their thoughts, Michael Cronin, Chairman of the Market & Environment Committee, Roberto Villaquiran, incoming FEFCO President and Peter Oswald CEO of Mondi.

In addition to industry leaders, the programme included eminent academics and professionals (Marco Mensink – CEPI, Farquhar Ogilvie - Procter & Gamble, Dr. Stephan Schulmeister – Austrian Institute of Economic Research, Victor D. Suárez - founder of Neo-no-how.com, Zhang Yaoquan - Vice Chairman, China Packaging Federation and President of the Corrugated Division, and Martijn Arts - Total Active Media).

Delegates were offered the unique chance to visit production and logistics sites in Vienna where corrugated plays a significant role. On this occasion, they discovered the benefits and solutions that corrugated packaging provides in real life conditions at:

- The Austrian Post - Central Parcel Logistic Centre
- LGV Vegetable Grower / Packer
- REWE Central Stock and Distribution Centre

On Thursday 19<sup>th</sup> April in the evening, Roberto Villaquiran, CEO European Packaging Division at Smurfit Kappa Group took over the leadership of FEFCO from his predecessor Bob McLellan. The new Vice President is Jan Klingele from Klingele Papierwerke.

Roberto is impatient to continue the work and to further build on the key messages which are the recyclability, sustainability, renewability and the many benefits of corrugated packaging. FEFCO will deliver its messages to customers, end users and the European Institutions.

In his closing remarks Bob McLellan, outgoing FEFCO President, was confident that after these inspired presentations, corrugated delegates will find out how to put the magic into their box and will bring back home some of the magic answers!

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**Note to the editors**

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 24 active members, all European national corrugated packaging organizations. The role of the Federation is to investigate economic, financial, technical and marketing issues of interest to the corrugated packaging Industry, to analyze all factors which may influence the industry, and to promote and develop its image.