

FEFCO SUMMIT LONDON
4-6 JUNE 2014

SUMMIT PROGRAMME



RE-IGNITING THE FLAME
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FEFCO
Corrugated Packaging

LETTER OF WELCOME

“Re-igniting the flame” is the theme of the Summit, not only a reference to London 2012 as the Olympic city but also a call to reinvigorate our industry and to take advantage of the improving economic situation.

We have some interesting challenges ahead, to name a few:

- Understand threats and opportunities,
- Promote the benefits of corrugated packaging and improve end user perceptions,
- Alternative packaging materials,
- Revision of EU legislation,
- Spreading and use of standards developed by FEFCO,
- Launch of a FEFCO Quality Stamp.

We also have a fantastic material. Let's re-ignite the interest for corrugated packaging in the



Roberto Villaquiran
FEFCO President

supply chain thanks to its incomparable properties in terms of printing, design, hygiene, logistics, sustainability and protection.

This event is also about building bridges from the past to the future, connecting and exchanging information with peers and supply chain decision makers and learning from each other's experiences. It's time to change! It's time to act!

We welcome you to the 3rd FEFCO Summit in the fascinating city of London that hosted the Olympic Games in 2012. 300 industry leaders are attending, so let's re-ignite the flame together!

I look forward to seeing you in London!

With very best wishes

A stylized, handwritten signature in black ink, appearing to read 'Roberto Villaquiran', positioned below the typed name.

PROGRAMME

Wednesday 4 June 2014

- 15.00 Summit registrations
to 18.00 at Millennium Gloucester Hotel and
Conference Centre
-
- 19.00 FEFCO Welcome Cocktail *sponsored by CPI UK*
Welcome Address
David Workman – Director General CPI
The Conservatory room – Millennium
Gloucester Hotel
Dress code: smart business
-
- 20.30 End of the Cocktail reception
Free evening
-

Thursday 5 June 2014

Millennium Conference Centre - Orchard Suite

- 9.00 **Welcome address**
FEFCO President – Roberto Villaquiran
-
- 9.15 **Overview of the UK Market**
Richard Coward – FEFCO
Communication Committee Chairman
-

- 9.40 **Packaging, Politics and Sustainability**
Jane Bickerstaffe – INCPEN
-
- 10.05 **Corrugated Market Prospects**
Simon Southern – NOA Prism
-
- 10.30 Coffee break *sponsored by Tereos Syral*
-
- 11.15 **Keynote Session “Leadership Perspectives”**
Miles Roberts (DS Smith)
Dr Jan Klingele (Klingele Papierwerke)
Gary McGann (Smurfit Kappa Group)



PROGRAMME

- 12.45 17 million meals, 47 locations over 17 days. Where do you start?**
Jan Matthews – CEO of RP Global.uk
(formerly Head of Catering Cleaning and Waste London 2012)
-
- 13.15 Seated Lunch – Sentosa Suite**
-
- 14.30 Health & Safety Through Leadership and Worker Engagement: Lessons from London 2012**
Lawrence Waterman – Head of Health and Safety Olympic Delivery Authority
-
- 15.00 Market & Environment Campaign: Protecting, Enhancing and Growing Our Market**
Ben Blydenstein – FEFCO
-
- 15.30 High Volume Digital Printing**
Wilbert Streefland – Technology Coaching BvbA
-
- 16.00 End of Afternoon session**
-
- 16:45 Optional Visit - Museum of Brands, Packaging and Advertising**
Departure by bus to the Museum of Brands – after the visit, the bus will return directly to Guildhall from the museum
-
- 18.15 FEFCO Get-Together Dinner**
Departure by bus – meeting point Millennium hotel
Dress code: smart business
-
- 19.00 FEFCO Get-Together Cocktail**
Guildhall (Crypt)
-
- 20.00 FEFCO Get-Together Dinner**
Guildhall (Great Hall)
Dinner Speech
Dick Searle – Packaging Federation
-
- 23.00 End of the reception and departure by bus to the hotel**
-

PROGRAMME

Friday 6 June 2014

9.00	Welcome and Introduction	11.30	The Challenge of Exceeding Supermarket Customer Expectations in Own-Label Packaging Simon Irons – 2 Sisters Food Group
9.05	Future of FMCG Retail Packaging Andrew Revel – Faraday Centre for Retail Excellence	12.00	Open Innovation in a Mature Industry Two Teams Break Through Marco Mensink – CEPI
9.30	Where is Grocery Retail Going... and How Can Packaging Manufacturers Follow? James Walton – Chief Economist IGD	12.30	FEFCO Outlook and Perspective... and Feedback from the Corrugated Board Factory of 2025 Angelika Christ (FEFCO) and Marc Van Damme (Production Committee Chairman)
10.00	A Retailer's View of the Packaging Supply Chain Paul Earnshaw – Tesco	13.00	Closing Address Richard Coward – ComCom Chairman
10.30	How Can We Work Together to Grow in a Stagnant Economy? Alison Coudene – Nestlé	13.15	Buffet Lunch – Sentosa Suite
11.00	Coffee break <i>sponsored by Tereos Syral</i>	14.30	End of the Summit



EVENTS DURING SUMMIT

Wednesday 4 June 2014

19.00 till 20.30

Welcome Cocktail at the Millennium Gloucester Hotel

The Conservatory room – Millennium Gloucester

Dress code: smart business

The Welcome Cocktail is sponsored by CPI



Thursday 5 June 2014

Get-together Reception – Guildhall

18.15 Departure by bus from the Millennium Gloucester

19.00 Cocktail reception in the Crypt

20.00 Dinner in the Great Hall

23.00 End of the reception and departure by bus to the hotel

Address: Guildhall, Gresham Street, London, EC2

Tel: +44 (0) 20 7332 1313

Website: www.guildhall.cityoflondon.gov.uk

Dress code: smart business



EVENTS DURING SUMMIT

Optional Visit - Thursday 5 June 2014

16.45 Museum of Brands, Packaging and Advertising

Departure by bus from the Millennium Gloucester hotel at 16:45.

After the visit, the bus will go directly to Guildhall where the FEFCO Get-Together dinner is taking place.

The Museum of Brands, Packaging and Advertising in London examines the history of consumer culture from Victorian times to the present day. Featuring over 12,000 original items from the unique Robert Opie Collection, discover how well-loved brands evolved through their creative use of packaging and advertising - and how we evolved with them. The history of consumer culture is revealed decade by decade in our 'time tunnel', from the naive charm of the Victorian era to the sophistication of today.

The Museum is set up in a time tunnel format, starting in Victorian Times and ending in the present day. Museum visits are self-guided, you will be able to walk around the exhibition at your own pace, spending longer in the decades that interest you the most.

Address: 2 Colville Mews - Lonsdale Road
Notting Hill, London W11 2AR

Website: www.museumofbrands.com

Maximum number of participants: 50 persons
Registration needed



USEFUL INFORMATION

Conference Venue

The FEFCO Summit will be held at the **Millennium Conference Centre**.

The Millennium Gloucester Hotel & Conference Centre is less than a minute's walk from **Gloucester Road underground station**. The Underground Station connects 3 major lines including Piccadilly, Circle and District providing great transport links to the rest of London.



Address

The Millennium Gloucester Hotel

4-18 Harrington Gardens
London, SW7 4LH – United Kingdom
T. +44 (0) 20 7373 6030

Millennium Bailey's Hotel

140 Gloucester Road
London, SW7 4QH – United Kingdom
T. +44 (0) 20 7373 6000

Useful websites

Visit London: www.visitlondon.com

Time out London: www.timeout.com/london

Transport for London: www.tfl.gov.uk

Excursion during the Summit and weekend

The concierge of the Millennium hotel will be more than happy to organise a personalised programme for you, such as excursions, restaurant bookings or any other entertainment. However please call him a few days beforehand.

USEFUL INFORMATION

FEFCO Summit mobile event application

This application is a great communication tool which provides an excellent platform to simplify the life of FEFCO Summit attendees.

In your pocket, carry with you the Summit programme and the speaker and attendee list which are constantly updated. You can also edit your own schedule and receive all the event announcements, locate sessions and various venues, learn more about speakers and other attendees and participate in surveys.

You will have access to event information such as Google maps of the various venues (London tube, hotels, visits and

dinner). There is even a list of restaurants and useful links.

This web app operates within an Internet browser and is accessible as a website; therefore it can be opened from any device that has an Internet browser – smartphones (all types), tablets, laptops, or desktops.

Please test it now, it's very simple!

By scanning the QR code or entering the Summit's URL you can have immediate access to the app; then you can save the app to your home screen (menu add / save bookmark or by clicking on the arrow icon for iPhone).

Scan this code for the FEFCO Summit in London:

Or type this link <http://eventmobi.com/fefcosummit2014> in your browser.

It will load the event app automatically for immediate offline use!



SPONSORS

The Main Sponsor of the Summit is



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Spain

SPONSORS

**FEFCO wishes to thank its Members for their kind sponsorship
of this FEFCO Summit in London**



for the welcome cocktail at
the Millennium Gloucester Hotel
www.paper.org.uk



for all the coffee breaks
www.tereos-syral.com

And also



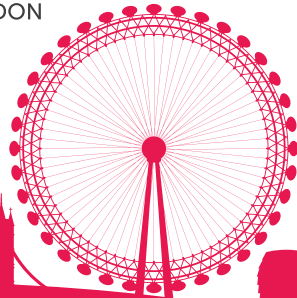
International Paper and Board Magazine is the
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