

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

**We welcome you to the 3<sup>rd</sup> FEFCO Summit in the fascinating city of London that hosted the Olympic Games in 2012**



**Roberto Villaquiran**  
FEFCO President

## **Re-ignite your business!**

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 3<sup>rd</sup> FEFCO Summit in the fascinating city of London that hosted the Olympic Games in 2012. Please register to the FEFCO Summit; we count on you to make this summit as successful!

At the last Summit in Vienna almost 300 industry leaders attended so come and light the flame with us in London!

I look forward to seeing you in June!

With very best wishes

A stylized, handwritten signature in black ink, appearing to read 'Roberto Villaquiran', positioned over a faint background of a city skyline at night.

## HOTEL DETAILS



### Conference Venue

The FEFCO Summit will be held at the Millennium Conference Centre. The Millennium Gloucester Hotel & Conference Centre is less than a minute 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

Millennium Gloucester Hotel London Kensington  
4-18 Harrington Gardens - London, SW7 4LH  
T. +44 (0) 20 7373 6030  
F. +44 (0) 20 7373 0409

### Map and Directions

[Download a printer friendly map here \(PDF\)](#)

### Hotels

2 Hotels are directly connected to the Millennium Conference Centre:

- [The Millennium Gloucester Hotel London Kensington](#) is situated in the fashionable district of South Kensington. It offers guests a convenient location, comfortable guest rooms, modern amenities and outstanding customer service.
- [The Millennium Bailey's Hotel London Kensington](#) is a beautifully renovated Victorian London townhouse, located in the heart of fashionable South Kensington. The Millennium Bailey's Hotel London Kensington combines style and character and is one of the most traditional and popular hotels in the area.

### Booking

#### FEFCO Rates for both hotels

Guestrooms have been booked at preferential rates for Summit attendees

	Standard	Club
Single room	£180.00+VAT	£230.00+VAT
Double room	£190.00+VAT	£240.00+VAT

Rate per room, per night, these prices include breakfast and WiFi

All the bookings are paid on an individual basis and must be guaranteed by credit card at the time of booking. Guests will pay directly on check in.



## HOTEL DETAILS

Please note that the Millennium hotels check in time on the day of arrival is as of **14:00 hrs** Check out time on the day of departure is as of **12:00 noon**.

### **Deadline for hotel booking is 4 March 2014.**

Please bear in mind that at this time of the year, it is high season and most hotels are fully booked so please book now.

**After 4 March**, hotel booking will be upon request and according to availability. Please note that a change in the length or dates of your reservation may result in a rate change.

For online booking please mention the code FEFC040614 (four letters FEFC, six numbers 040614)

[Click here to book](#)

If you encounter any problem with the booking codes, please send an email or call reservations mentioning the FEFCO code as well as your details (name guest, selected dates for reservation, room choice) to make the booking.

The same procedure applies if you wish to stay longer than the duration of the Summit or arrive earlier.

[reservations.gloucester@millenniumhotels.com](mailto:reservations.gloucester@millenniumhotels.com)

or call +44 0207 3316195

Please note that FEFCO cannot guarantee that these rates are the lowest possible ones although it might be difficult to find cheaper alternatives. Nevertheless, a lower rate may be found by searching the internet.

FEFCO cannot make hotel guestroom bookings or cancellations on behalf of its members.

### **Bedroom cancellation policy**

#### **14 days prior to arrival date - free cancellation.**

After which the entire stay will be charged in case of no-show or late cancellation. Should you have any queries, please feel free to contact the FEFCO team at [johanna.kloeck@fefco.org](mailto:johanna.kloeck@fefco.org)



# PRELIMINARY PROGRAMME

Conference Moderator: **Daniel M Brunton**,  
International Paper Board Industry magazine

## Wednesday 4<sup>th</sup> June 2014

- 15.00 Summit registrations  
to 18.00 at Millennium Gloucester
- 
- 19.00 FEFCO Welcome Cocktail  
The Conservatory room – Millennium Gloucester  
Dress code: smart business
- 
- 20.30 End of the Cocktail reception  
Free evening – list of restaurants will be provided by FEFCO

## Thursday 5<sup>th</sup> June 2014

### Millennium Conference Centre - Orchard Suite

- 09.00 **Welcome address**  
FEFCO President – Roberto Villaquiran
- 
- 09.15 **Overview of the UK Market**  
Richard Coward – FEFCO Communication Committee  
Chairman
- 
- 09.40 **Packaging, Politics and Sustainability**  
Jane Bickerstaffe – INCPEN
- 
- 10.05 **Corrugated Market Prospects**  
Simon Southern – Prism
- 
- 10.30 Coffee break
- 
- 11.15 **Keynote Session “Leadership Perspectives”**  
Miles Roberts (DS Smith)  
Dr Jan Klingele (Klingele Papierwerke)  
Gary McGann (Smurfit Kappa Group)



- 12.45 **17 million meals, 47 locations over 17 days.  
Where do you start?**  
Jan Matthews – CEO of RGlobal.uk (formerly Head of  
Catering Cleaning and Waste London 2012)
- 
- 13.15 **Seated Lunch at the Millennium Gloucester Hotel**
- 
- 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





# PRELIMINARY PROGRAMME

- 16:45 **Optional Visit - Museum of Brands, Packaging and Advertising**  
Departure by bus to the Museum of Brands – after the visit, the buses will return directly to Guildhall from the museum
- 
- 18.30 **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)**
- 
- 23.00 **End of the reception and departure by bus to the hotel**

## Friday 6<sup>th</sup> June 2014

- 09.00 **Welcome and Introduction**
- 
- 09.05 **Future of FMCG Retail Packaging**  
Andrew Revel – Faraday Centre for Retail Excellence
- 
- 09.30 **Where is Grocery Retail Going... and How Can Packaging Manufacturers Follow?**  
James Walton – Chief Economist IGD
- 
- 10.00 **Retailers' View**  
TBC
- 
- 10.30 **How can we work together to grow in a stagnant economy?**  
Alison Coudene – Nestlé
- 
- 11.00 **Coffee break**

- 11.30 **The Challenge of Exceeding Supermarket Customer Expectations in Own-Label Packaging**  
Simon Irons, 2 Sisters Food Group
- 
- 12.00 **Open Innovation in a Mature Industry Two Teams Break Through**  
Marco Mensink – CEPI
- 
- 12.30 **FEFCO Outlook and Perspective... and Feedback from the Corrugated Board Factory of 2025**  
Angelika Christ & Marc Van Damme
- 
- 13.00 **Closing Address**  
Richard Coward – ComCom Chairman
- 
- 13.15 **Buffet Lunch at the Millennium Hotel**
- 
- 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: suit & tie



**Thursday 5 June - 19:00 till 23:00**

**Get-together dinner – Guildhall**

Departure by bus from the hotel – details will be given later

Cocktail reception in the Crypt at 19:00

Dinner in the Great Hall at 20:00

Address: Guildhall, Gresham Street, London, EC2 Map

Tel: 020 7332 1313

Website: [www.guildhall.cityoflondon.gov.uk](http://www.guildhall.cityoflondon.gov.uk)

Dress code: suit & tie

To register spouse or partner for the Dinner, [simply register online from the London Summit registration page](#)



## EVENTS DURING SUMMIT

### Optional Visit - 5<sup>th</sup> 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 the buses will go directly to Guildhall where the FEFCO Get-Together dinner is taking place.

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.

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

Website: [www.museumofbrands.com/about-us](http://www.museumofbrands.com/about-us)

Maximum number of participants: 50 persons - Registration needed.





# REGISTRATION AND USEFUL INFORMATION

## Registration to FEFCO Summit

[You can register here](#)

### Conference fees:

- **Early Bird Summit:** 890 Euro - excl. VAT (expires 28 February)
- **Full Fee:** 990 Euro - excl. VAT
- **Group Discount:** 495 Euro - excl. VAT (rebate for more than 10 participants from the same company, starting with the 11th participant)
- **Partner Ticket:** 150 Euro - excl. VAT (for the welcome cocktail and Get-together dinner)
- **Young Professional:** 300 Euro - excl. VAT (under 30 years old)

### Registration includes:

- Welcome cocktail on 4 June
- All conferences and visits
- Cocktail and Get-together dinner on 5 June
- Lunches and coffee breaks

### Cancellation policy:

Only cancellations made in writing and sent to FEFCO will be accepted.

- **Before 18 April:** 50 % refund
- **After 18 April:** no refund

### Replacements:

The replacement of an already registered person, who due to circumstances can no longer attend is possible at any time.

Requests for replacements should be made in writing to [johanna.kloeck@fefco.org](mailto:johanna.kloeck@fefco.org)

### Useful information

Location map of Millennium Millennium Conference Centre / Millennium Gloucester and Bailey's Hotels:  
[Download a printer friendly map here \(PDF\)](#)

### Useful websites

Visit London: [www.visitlondon.com](http://www.visitlondon.com)

Time out London: [www.timeout.com/london](http://www.timeout.com/london)

### Public Transport

Transport for London: [www.tfl.gov.uk](http://www.tfl.gov.uk)

### Excursion during the Summit and weekend

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



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