

Programme

Innovation and Digitization in the Adhesive Tape Technology

Tuesday, 2 October 2018

13.00 – 17.30 **Technical Committee Meeting** incl. lunch – *Conference room Poseidon B*

Wednesday, 3 October 2018

08.00 – 20.30 *Check-in at Afera registration desk – Hotel Lobby*

09.00 – 12.30 **Marketing Committee Meeting** followed by lunch – *Conference room Poseidon C*

13.00 – 17.30 **Steering Committee Meeting** incl. lunch in meeting room – *Conference room Poseidon C*

19.15 – 23.00 **Welcome cocktail and dinner at Mythos of the Sea** which is the Beach Club of the conference hotel (Dress code: Casual)
<https://divaniapollonhotel.com/en/restaurant-and-bar.html>

Thursday, 4 October 2018

09.30 – 13.30 *Partners' excursion: Strolling and shopping in Plaka* with private guide, lunch at local tavern, return to hotel*
** Plaka is the old historical neighbourhood of Athens, clustered around the northern and eastern slopes of the Acropolis, and incorporating labyrinthine streets and neoclassical architecture. Plaka is built on top of the residential areas of the ancient town of Athens.*

Conference Room – *Conference room Platon*

Day 1: Innovation and digitization in the adhesive tape technology from a business perspective

08.30 – 08.55 **Afera General Assembly**

08.55 – 09.00 **Introduction by the Master of Ceremonies, Day 1**
Bert van Loon - Marketing Innovation Expert & Independent Strategist

09.00 – 09.15 **Afera strategy and forward focus 2019-2025**
Melanie Lack – H.B. Fuller

09.15 – 10.00 **The European Economy: Things look good at present, but will this last**
Andrea Boltho - Emeritus Fellow Magdalen College University of Oxford

10.00 – 10.25 **Combined global market update curated from data provided by Afera's Asian counterparts (CATIA-China, JATMA - Japan and TAAT – Taiwan)**
Matthias von Schwerdtner – tesa SE

10.25 – 10.50	BREAK
10.50 – 11.20	3M's Collaborative Innovation Model <i>Chris Howitt – 3M</i>
11.20 – 11.45	The Journey of Digital Transformation <i>Rinse Tamsma - SAP</i>
11.45 – 12.20	Debate: Innovation practices, what can corporate enterprises and SME's learn from each other <i>Industry panel Chris Howitt – 3M, Hans van der Meer – Eurotape, Mike Ayres – Advance Tapes, Rinse Tamsma - SAP</i>
12.20 – 13.05	Immigration as the ultimate Virtual Reality for Innovation (end keynote) <i>Lazar Dzamic - Former Brand Director Google Zoo</i>
13.05 – 13.10	Wrap up day 1 and outlook to day 2 <i>Master of Ceremonies day 1 and day 2</i>
13.10 – 14.30	Lunch – Anemos Restaurant
15.00 – 17.00	Tape Olympics – team building event (more information will follow)
18.15 19.00 – 23.00	Meet in the lobby to depart by bus to the dinner venue at the foot of the Acropolis Cocktail and dinner at the Dionysos Zonars restaurant www.dionysoszonars.gr/en/ (Dress code: Casual)

Friday, 5 October 2018

09.30 – 13.30	Partners' excursion: Ilias Lalaounis Jewelry Museum www.lalaounis-jewelrymuseum.gr/ <i>Guided tour in the Museum's permanent collections, presentation about the history of the collections and jewellery techniques from the ancient years until now. Workshop of jewellery making with recyclable materials, coffee at the café of the museum followed by lunch at a local tavern</i>
---------------	---

Conference Room – Conference room Platon

Day 2: Innovation and digitization from an adhesive tape technology perspective

09.00 – 09.10	Introduction by the Master of Ceremonies, day 2 <i>Melanie Lack – H.B. Fuller</i>
09.10 – 09.35	Global Summit Tech update – major global trends from the Afera Global Adhesive Tape Summit <i>Evert Smit – Afera's Global Tape Summit Chair</i>
09.35 – 10.00	Regulatory affairs update for tapes <i>TBA</i>

- 10.00 – 10.40 **The Internet of Things (IoT): How Smart Products Transform - Brand Relationships, Business Operations and Service Experiences - the Technical Side of Things**
Andy Hobsbawm, EVERYTHING
- 10.40 – 10.55 **Q&A speakers 1st part day 2**
Melanie Lack – H.B. Fuller – MC day 2
- 10.55 – 11.25 **BREAK**
- 11.25 – 12.00 **The future of acrylic foam tape in automotive**
Ko Hermans – Olympic Tape BV
- 12.00 – 12.25 **Structural Bonding Films - The powerful alternative to conventional bonding solutions**
Annette Kelsch - Lohmann GmbH & Co. KG
- 12.25 – 12.35 **Q&A speakers 2nd part day 2**
Melanie Lack – H.B. Fuller – MC day 2
- 12.35 – 12.50 **Wrap up and key takeaways by the 2 masters of ceremony**
- 12.50 – 13.00 **Closing of the Afera Annual Conference**
Afera President
- 13.00 – 14.30 **Lunch – Anemos Restaurant**