

Programme

Making the Tape Business Future Proof

War for Talent – Next level Business – On the edge Technology – Circular Economy

Tuesday, 8 October 2019

13.00 – 17.30 **Marketing Committee Meeting** – *Conference room Correio-Mor*
(12.30 lunch for MKC members in meeting room)

Wednesday, 9 October 2019

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

09.00 – 12.30 **Technical Committee Meeting** followed by lunch in Valle-Flor room – *Conference room Independencia*

13.00 – 17.30 **Steering Committee Meeting** incl. lunch in meeting room – *Conference room Correio-Mor*

19.15 – 23.00 **Welcome cocktail** in the **gardens of the hotel (Casa do Lago)** followed by **dinner** at **old stables (Cavalaricas) attached to the hotel** (Dress code: Casual)

Thursday, 10 October 2019

09.30 – 13.30 *Partners' excursion: Lisbon Tour and workshop tiles painting at the Tiles Museum in the historical centre followed by lunch at Restaurant Tágide*

Conference Room – *Conference room Belem*

Day 1: Making the tape business future proof - business perspective

09.00 – 09.25 **Afera General Assembly**

09.25 – 09.30 **Introduction by the Masters of Ceremonies**
*Bert van Loon - Marketing Innovation Expert & Independent Strategist and
Melanie Lack – H.B. Fuller*

09.30 – 10.00 **Demographic Change – Trends, Challenges and Solutions**
*An insight into Millennials – a generation disrupted
Christiane Schober- Deloitte Consulting GmbH*

10.00 – 10.30 **Man or Machine? – Automation and its impact on future workplaces, skill sets and work organization in the manufacturing industry**
*Univ. Prof. Dr.-Ing. Sebastian Schlund
TU Wien
Human-Centered Cyber-Physical Production and Assembly Systems at the Department of Management Science*

- 10.30 – 11.10 **BREAK**
- 11.10 – 12.00 **Bioinspired Polymers in Medical Adhesion**
Prof. Dr. Marleen Kamperman – Professor of Polymer Science, Zernike Institute for Advanced Materials - University of Groningen
- 12.00 – 12.45 **Life the Universe & Everything**
This presentation is intended to widen our perspectives and to look at sustainability and the circular economy in a different way. Then to ask some key questions about our rights and our wrongs!
Ian Grace - Loparex
- 12.45 – 12.55 **Wrap up day 1 and outlook to day 2**
Master of Ceremonies day 1 and day 2
- 12.55 – 14.25 **Lunch – Valle-Flor Restaurant**
- 15.00 – 17.30 Joint activity: - **Lisbon By GoCar or Electric Bicycle or Tuk Tuk or Speed boat**
- 19.00 **Meet in the lobby** to depart by bus to the dinner venue
19.30 – 23.00 **Cocktail and dinner** at the **Kais restaurant** restaurant <http://www.kais-k.com/>
(Dress code: Casual)

Friday, 11 October 2019

- 09.30 – 14.00 *Partners' excursion: **Belem visit***
- Including a visit to Jeronimos monastery, activity at cooking studio with lunch - (lunch or 04 tapas) with some drinks*

Conference Room – Conference room Belem

Day 2: Making the tape business future proof - technology perspective

- 09.00 – 09.10 **Introduction by the Masters of Ceremonies**
*Melanie Lack – H.B. Fuller and
Bert van Loon - Marketing Innovation Expert & Independent Strategist*
- 09.10 – 09.40 **Hidden Opportunities in Market Data**
Matthias von Schwerdtner – tesa SE
- 09.40 – 10.10 **Update on the global adhesives raw material market**
Melanie Lack – H.B. Fuller
- 10.10 – 10.55 **European & North American tech update and the building and construction industry from a European perspective**
Evert Smit – Lohmann GmbH
- 10.55 – 11.35 **BREAK**

- 11.35 – 12.05 **Growing the Role of PSA Tape in Building and Construction and Beyond**
Graeme Roan – PSTC Marketing Committee Chair - Synthomer
- 12.05 – 12.35 **Data driven innovation unlocked by Artificial Intelligence**
Isinay Kemmler – AllyMatch GmbH
- 12.35 – 12.50 **Wrap up and key takeaways**
Evert Smit - Afera President
- 12.50 – 14.20 **Lunch – Valle-Flor Restaurant**