



FINAT 2022

The European Label Forum

www.europeanlabelforum.com



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards



Management

Programme 2022

1 - 3 June 2022

Grand Hotel Dino

Baveno, Italy

Organized by:



The European Label Forum

FINAT's European Label Forum 2022 the catalyst of mutual learning



After three years without in-person events, the European Label Forum makes its comeback with a top-notch live programme.

The 'ELF', as it is familiarly known, brings together a broad spectrum of industry leaders across the value chain, from raw material suppliers to end users, to debate major strategic business topics and gain in-depth market knowledge from top international speakers.

1-3 June, Grand Hotel Dino, Baveno, Italy

The European Label Forum provides the platform for owners, CEOs, sales and marketing managers, future leaders, vendor partners, knowledge providers and media editors, where they can:

- *Address the business challenges* of today and tomorrow,
- *Be inspired* by success stories,
- *Learn* from experts in different areas of expertise,
- *Share views and opinions* and *enter into dialogues* that will shape the future,
- *Gain experience* through exercise and engagement, and
- *Network* with peers across national borders.

The European Label Forum offers a unique source of knowledge, experience and networks key to the strategic success of label businesses in an international environment.

The European Label Forum 2022 - 'The summer retreat of label industry thought leaders'

After 2 years live inactivity due to the Pandemic, the European Label Forum is back on the road! This year's edition will take place in Baveno, the resort on the borders of Lago Maggiore in northern Italy. FINAT invites the European label community to reconnect in person, rekindle personal and business contacts, and use this occasion to meet, learn and engage in discussions and dialogue about a range of critical strategic issues to be addressed going forward in these difficult times.



A reminder of the 2005 FINAT Congress in Baveno

The European Label Forum

What European Label Forum 2019 participants had to say

Here are few comments we received in our appreciation survey:

- This is the best FINAT ELF I have ever attended.
- The content was very good, we hope that more label converters will participate in the future.
- Great topics from strong presenters. Very good combination. Keep up the good work on providing thought leadership and content rich presentations.
- We enjoyed this event very much, relaxed, informative speakers, excellent, thank you.
- All good. Please add more interactive sessions, like roundtables, discussions, workshops, especially regarding recycling and sustainability/recycling topics.



Full working programme

Recognized experts from all around the world

Wednesday 1 June 2022

PRE-CONFERENCE ACTIVITIES

09.00 - 15.30 **Backoffice preparations**

12.00 - 17.00 **Pre-conference meetings and activities.** To be confirmed

16.30 - 18.30 **Set-up of tabletop area**

19.00 - 22.00 **Welcome cocktail and dinner**



FINAT officially welcomes its delegates and partners to the European Label Forum 2022 with cocktails. As this could not be done in 2021, Philippe Voet will formally take over the Presidency chain from his predecessor Chris Ellison. FINAT will present the winners of the 2022 Label Competition and #LABELicious initiative. And last but not least, what would the main label

industry conference of the year be without the familiar presence of its esteemed supplier partners, present at the traditional FINAT Tabletop Exhibition. We invite you to visit them. The evening will be completed with a delicious Italian buffet dinner and retro-style entertainment.

Awards Ceremony 2019



Full working programme

Recognized experts from all around the world

Thursday 2 June 2022

09.00 - 10.15 PLENARY SESSION 1

1. *Welcome Speech*

In his first official live appearance in that role, **Philippe Voet** will welcome the label community to the ELF 2022, and will reflect on the drivers of FINAT and the label community it represents.



2. *Annual business report*

Jules Lejeune, Managing Director of FINAT, will present FINAT's annual market review. Compiling input from FINAT's labelstock statistics, the FINAT RADAR and other relevant business data, he will set the scene for the topics to be addressed later during the ELF.



3. *Keynote 1: The guiding values of an unconventional entrepreneur*

Oscar Farinetti, President and founder of Eataly (I), recounts the success story behind the largest Italian food marketplace in the world. Through an extraordinary journey, starting in Turin, Eataly has opened 40 branches in total with 22 stores in Italy alone, in



addition to those present on an international scale in countries like Turkey, United Arab Emirates, Germany, Brazil, South Korea, Sweden, Canada, France and the US with another one due to be opened in the UK before the end of 2020. Today, Eataly comprises a variety of restaurants, food and beverage counters, bakery, retail items, and a cooking school.

10.15 - 11.00

BUSINESS-TO-BUSINESS & MEMBER-TO-MEMBER BREAK



FINAT ELF 2019 Tabletop Exhibition



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Thursday 2 June 2022

11.00 - 13.00 PLENARY SESSION 2: THE BIG PICTURE

The programme committee has defined four mega topics that will drive the agenda for the ELF. During four half sessions, experts will address the key issues at stake for the label industry.



1. **CONSUMER SOCIETY: the changing consumer and attitudes towards packaging**

Benjamin Puchard, Global Packaging Insights Director at Mintel, will address the subject in the light of Covid19 related issues like contact and contamination concerns, increased stockpiling, reduced shopper frequency and a shift to e-commerce. He will also address the growing focus on responsible packaging use including plastic pollution concerns and consumer attitudes towards recyclability, compostability and reuse or refill packaging.



2. **REGULATORY AFFAIRS: updating the Packaging and Packaging Waste Directive**

Maja Desgrées du Loû, Policy Officer for the Packaging & Packaging Waste Directive at the EU Commission's DG Environment, will update delegates on the latest status of EU packaging and packaging waste legislation, in the context of the many new European initiatives promoting the circular economy.



3. **PEOPLE - Confronting chaos and change with culture and cooperation**

Alon Bar-Shany led HP Indigo for more than 15 years and was a key player in the digital transformation of the package printing industry. Nowadays, he is active as executive chairman of different startups such as Redefine Meat. What is the role of the leader in securing transformation, how do we engage the talents of today and what can we learn from his experience?



4. **BUSINESS: The industry landscape beyond COVID, Part 1: the substrate perspective**

To state that the label industry is going through hectic times would be the understatement of the year. How is our industry responding to the disruptive challenges of Covid, circular transformation, raw materials shortages, industry consolidation, digitalization etc.? And what is the outlook going forward? These and other questions will be addressed by senior company executives **Hassan Rmaile** (Avery Dennison), **Thomas Vainio** (UPM Raflatac), **Guido Spachholz** (Herma) and **Fulvio Capussotti** (Fedrigoni Self-adhesives).



13.00 - 14.30

LUNCH



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Thursday 2 June 2022

14.30 - 16.15 PARALLEL BUSINESS LEARNING SESSIONS

The afternoon and following morning will be dedicated to deep-dive into the topics outlined in the plenary morning session. There will be two parallel

tracks each day featuring a total of 8 topics, so delegates may pick their four topics of choice.

Parallel Business Learning Sessions

TRACK 1: Business

14.30 - 15.15 Topic 1

The future of the independent label company.

With the ongoing consolidation at a global level in our industry, what does this mean for the independent player? How do they adapt to the imbalance of size in the competitive field? What competitive advantages can be leveraged by smaller convertors? FINAT has invited independent manufacturers to gain their insight into the value proposition of remaining independent and specialized. To be invited: **Lars Ole Nauta** (Flexoprint); **Peter Overbeek** (Eshuis), **Adrian Brown** (Olympus). **Ian Kendall** (Reflex Labels)



15.30 - 16.15 Topic 2

How to prepare your business for the next generation?

The change of strategy and culture that comes with generation change has never been more pointed. How do we handle this transition, retain talent and settle the team down, and how do we see the next 25 years as we transit ownership of both corporate and private companies? We talk to owners, successors, newcomers and recruiters about the drivers and best practices of successful generation change: **Prof. Dirk Burth** (Uni. of Applied Sciences Munich); **Chris Parnham** (Director - International Talent Acquisition - Packaging Industries); **Chris Ellison** (OPM Group); **Dana Kilarska** (Purgina); Pre-event industry recruitment and succession survey as input (Sonar topic)



TRACK 2: Consumer habits

14.30 - 15.15 Topic 3

The impact of consumer behaviours on e-commerce: the role of digital & physical packaging in delivering an excellent consumer experience.

Covid19 has boosted the already growing penetration of online shopping in consumer packaged goods creating the need to better understand the WHY and the HOW people show online. Digital Packaging is not the same as Physical Packaging, what role do each play in today's CPG strategies? **Luigi Matrone** of the eBusiness Institute (now part of the Lingaro Group), will share his insights on how CPG companies can do a better job at differentiating between the 2.



15.30 - 16.15 Topic 4

Sustainable brand requirements.

How are brand-owners responding to changing consumer habits and perceptions in facilitating sustainable brand requirements? Are they moving away from plastic- to fibre-based materials, or moving from oil-based to plant based resources? How about recyclability and recycled content? Or are they moving away from labels altogether in order to enable better recycling? What is the impact of e-commerce on the choice of packaging and labels?

FINAT has invited a panel consisting of **Benjamin Punchard** (Mintel); **Arno Melchior** (Reckitt), **Emanuel Lesterlou** (Danone), **Keenan Thompson** (Philip Morris International), and more brand owners to be confirmed.



16.30 - 17.15 PLENARY SESSION:

Outcomes of the breakout sessions by a panel of reporters from each session.

Full working programme

Recognized experts from all around the world

Friday 3 June 2022

Parallel Business Learning Sessions (continued)

TRACK 3: Management



09.00 - 09.45 Topic 5

The challenges of Big Data

With the digitisation of the world at large we are used to having data all around us. How can data be made available for operations improvement, sales analysis and technical quality control? What does this mean for data integrity, transparency, security and protection? A panel of systems developers, OEM vendors and those using them to enhance and improve the measurement and control of our platforms and workflows will discuss these and other questions. To be invited: **Guido Iannone** (All4Labels); **Tom Schouten** (Geostick); **Marius van Lith** (MPS); **Jan de Roeck** (Esko); **Peter Dhondt** (Cerm).



10.00 - 10.45 Topic 6

Supply chain management: what is it, how does it connect with your business strategy and what can we learn from Covid19 going forward?

Bram de Smet, lecturer at Vlerick Management School and author of two books on the subject. The Covid19 related collapse and subsequent recovery of the world economy has brought to light the imperfections and vulnerabilities of global supply chain and the strategic importance of supply chain management in terms of agility, collaborative planning and stock holding. Bram will explain how to find the right balance between service, cost and cash, what we can learn from other global supply chains in the present disrupted supply chains.



TRACK 4: Circularity



09.00 - 09.45 Topic 7

How to prepare the label industry for the circular economy?

According to the Ellen MacArthur Foundation, a circular economy "is a systemic approach to economic development designed to benefit businesses, society, and the environment. (...) In contrast to the 'take-make-waste' linear model, a circular economy is regenerative by design and aims to gradually decouple growth from the consumption of finite resources. **Matthias Vollherbst** (Vollherbstdruck), a recently awarded 'sustainability champion' from our own converting industry, will talk about what we can do NOW to secure a sustainable future for our industry.



10.00 - 10.45 Topic 8

Design for recycling/recyclability

As follow-up to the previous breakout, FINAT will move from vision to execution and will showcase three collective projects that demonstrate our industry's engagement in various recyclability arenas, and what this will mean for the industry's footprint. Successively, this session will feature **Fabrizio di Gregorio** (Recyclclass) on design for recycling and recyclability guidelines, **An Vossen** (AIM the Europe Brands Association) with an update on HolyGrail 2.0 and the evolution of digital watermarking as tool for post-consumer materials sorting, and **Ophélie Gourdou** (CELAB Europe) on the FINAT-led consortium to increase Liner and Matrix recycling.



10.45 - 11.30

BUSINESS-TO-BUSINESS & MEMBER-TO-MEMBER BREAK



Full working programme

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Friday 3 June 2022

11.30 - 12.15 PLENARY SESSION 3

The industry landscape beyond COVID, Part 2: the converter perspective

Geoff Martin (CCL Label), **Adrian Tippenhauer** (All4Labels), **NN** (tbc), and **Philippe Voet** (FINAT President) are invited to provide their perspective on the disruptions that took place during the past five

years, and especially the past two. With the accelerated process of consolidation, supply chain, sustainability and innovation challenges post-Covid, how do they see the future of our industry?



12.15 - 13.00 CLOSING PLENARY SESSION



Keynote 3: Overcoming adversity as a winner

Karina Hollekim, Norwegian free skier and base jumper, shares her story about tragedy following a near fatal accident, and subsequent triumph, responding to her profound, life-changing experience overcoming the unexpected challenge with planning and

determination. Hollekim offers a glimpse into her own mountaintops and challenges and inspires spectators to focus on the inner power to overcome hardship and create a new life experience from the ashes of adversity.



13.00 - 14.30 CLOSURE AND LUNCH



Social programme for accompanying people

Enjoy together with your **FINAT** friends from the industry

Thursday 2 June 2022

09.00 – 16.30: Excursion to the three Borromeo islands

The group will depart in the morning from the pier in front of the Dino hotel and board a private motor boat. The first island to reach in the Borromeo Gulf is **ISOLA MADRE**, where one can visit the 16th century palace and the splendid and luxurious gardens, which are unique in their kind because of the variety of rare exotic plants.



The second island, **ISOLA DEI PESCATORI**, is a charming fisherman village with its tortuous and picturesque lanes and the little island church dating back to the beginning of the XI century. Lunch is foreseen in restaurant **Casabella**.

After lunch the group will go to **ISOLA BELLA**, the most famous of the Borromeo islands, largely occupied by Palazzo Borromeo and the stupendous garden surrounding it. The visit to the interior provides an opportunity to admire the sumptuous rooms, adorned with reliefs and stuccoes, furnished with antique pieces and Murano chandeliers and ornamented with pictures painted by illustrious masters. The island tour ends with the visit to the famous Italian terrace gardens overlooking the lake.



Social programme for accompanying people

Enjoy together with your FINAT friends from the industry

Friday 3 June 2022

09.00 – 12.30: Excursion to the botanical garden of Villa Taranto

Again departure by private motor boat from the pier in front of the Dino hotel to Verbania a town on the western side of Lake Maggiore in Piedmont, on the Borromean Gulf, for a visit to **Villa Taranto**. The villa dates from the 19th century and is surrounded by vast fairy-tale botanical gardens established during the 1930's by a Scotsman called Neil McEacharn. These gardens cover an area of 16 hectares and are famous as for their vast variety of plants. It is said that there are more than 20,000 different species there.



After the visit of the garden there is a possibility to stop in the charming village of **Pallanza** with its glamorous and opulent villas and its main ancient street **Via Ruga** where one can find colourful small cafés and shops, antique liquor stores and especially pastry shops to treat and satisfy one's sweet tooth.

Lunch will be served at the Dino hotel in Baveno.

P.S.

Although the excursions will be held under the safest conditions whereby we will respect the Covid measures in force at the time of our event, we can imagine that you may wish to skip the excursions and stay at the hotel or undertake a private tour. FINAT will also offer on-site activities, such as workshops. More details will be available shortly.

Details of participation

Participation options and fees

Forum participation

Forum package

Includes

- Full participation in the working programme (for delegates)
- Meals (lunches & dinners)
- Conference proceedings
- Full participation in the excursions on Thursday and Friday (for partners)

Excludes:

- Travel and lodging expenses
- Hotel room expenses



Fees:

Label Converters:	Suppliers:	Accompanying persons:	Non-members:
€ 795	€ 1395	€ 495	Label Converters: € 995
			Suppliers: € 1699

Please note that this year, no discounts will be given to Board and Committee members.

Registering and payment

Registration

- To register as a delegate for the ELF2022 please use the online form at:
https://lejeune.allsolutions.nl/default.aspx?qvActie=AlSSa_mcuron&prbalID=1502&proID=002022&subID=001
- To register as a sponsor use the following form:
<https://lejeune131.typeform.com/to/qEdA7ehz>
- To book a room, see under 'Hotel room reservation'.

Payment

Please pay your forum participation invoice within 30 days of receipt but **no later than 20 May 2022**. In case your participation fee has not been received in the FINAT bank account **before 20 May 2022**, we will ask you to settle the amount by credit card at the FINAT Registration Desk.

Cancellation Policy

- Full refund of the participation fee will be permitted if the cancellation is received in writing **before 13 May 2022**.
- A full refund minus a handling fee of €150 per registration will be given for cancellation requests received in writing **before 20 May 2022**.
- No refunds will be granted for cancellations received after **20 May 2022**.
- Cancellations by telephone cannot be accepted.

Details of participation

Hotel rooms

Hotel room prices

- Single: € 149 (+10% VAT)
- Double: € 178 (+10% VAT)

(Rates: per room, per night, bed & breakfast included, excluding city tax of € 2 per person. Lake/pool view supplement €29)

Hotel room booking

You can book your hotel room here:

https://www.blastnessbooking.com/reservations/risultato.html?tot_camere=1&tot_adulti=1&tot_bambini=0&gg=31&mm=5&aa=2022&ggf=&mmf=&aaf=¬ti_1=4&id_stile=18782&lingua_int=eng&id_albergo=24553&dc=3559&converti_valuta=&generic_codice=FINAT&countryCode=IT&gps_latitude=&gps_longitude=&adulti1=1&bambini1=0

IMPORTANT NOTICE

Do not be alarmed: When you click on the link the price of a 4-day stay will be visible. This will change as soon as you indicate your exact arrival and departure date.

Hotel room payment

You can settle your bill directly with the hotel upon arrival or departure. You will be required to guarantee your reservation with a credit card.

Hotel room cancellation

You can cancel your room until 16.00 hrs on the day of your arrival. No-shows will be charged in full. No show: 100%; Fee of: 100% for cancellations made within 6 days prior to arrival; Fee of: 50% for cancellations made within 15 days prior to arrival; No penalty applied in every other case for cancellation.



Disclaimer

FINAT cannot be held legally responsible for any modification to the forum, additional costs, or even cancellation of the forum, if such is the result of an event, occurrence, effect or any cause outside the control of FINAT (force majeure), including but not limited to fire, casualty, accident, riot or war, act of God, civil disturbance, act of public enemy, strike, lock-out, labour conditions or other labour controversy, failure or inability to obtain any necessary permit or licence, failure or delay or reduction in transportation facilities or water, electricity or other public utilities, judicial order, law or enactment, order or act of any governmental instrument or military authority. FINAT accepts no responsibility for possible injuries sustained during any part of the event.

Useful information

FINAT forum hotel

Grand Hotel Dino
Corso Giuseppe Garibaldi, 20, 28831 Baveno VB, Italy

URL <https://zaccherahotels.com/grand-hotel-dino/>
TEL +39 0323 922201

The Grand Hotel Dino wisely combines the advantages of a great location and the elegance and stillness of the lake-like life. An eclectic and functional structure, with a high-tech congress center and high-profile wellness areas, is framed in an enchanting natural spot of ancient trees and the view of the three Borromeo Islands.



Getting there

Airports:

- Milano Malpensa (40 km)
- Linate Airport (90 km)

Information about public transport can be found here:

- <https://www.rome2rio.com/s/Milan-Malpensa-Airport-MXP/Baveno>
- https://moovitapp.com/index/en/public_transit-Baveno-Milano_e_Lombardia-site_15737816-223

Transfer by private car:

Lago Maggiore Transfer: www.lagomaggioretransfer.com; info@lagomaggioretransport.com

Other hotels

- Visit hotels.com
- Visit Booking.com

