



FEFCO 18-20 April 2012
SUMMIT VIENNA
Open the Magic Box



content

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EDITO



BOB McLELLAN
President of FEFCO

Now is the time!

Corrugated companies are being financially more successful in spite of being faced with the highest ever cost increase "Why"?...

- Is it because they are at last managing to pass on some of their cost increases and improve their historical awful margins?
- Is it because the environment credentials of corrugated are eventually being recognised? Our product is clean and green and really does contribute to lower carbon footprints by reducing waste especially food waste and getting customer products to the market safely.
- Is it because we can show that corrugated is a fantastic closed loop system from paper mill to corrugated plant, to packer filler, to retailer and then recovered back to the paper mill?
- Is it because we have both strong independent as well as integrated players to give customers' choice?
- Is it because we are becoming more efficient and by clever technology and design are able to "right weight" corrugated and reduce the amount of packaging in the supply chain?
- Is it because our sophistication on high quality print is becoming so good that corrugated packaging is recognised by major brand owners and retailers as the excellent sales tool that it is ?
- Is it because we as an industry have at last recognised that we are an important part of fulfilling the consumer needs and that we require a profitable sector in order to continue investing in new and better technologies?

So will we "panic" if the world gets tougher and gives away all the hard progress that we have made? It's time for steady nerves – we don't know what will happen next in the global economy but we do know that our sector must show that we have all grown up!

As part of a handover plan, I have now retired from DS Smith but have agreed with the FEFCO Board to continue as your President until June next year – I thank you for all your support and can assure you that I will work tirelessly to ensure we all recognise that **"now is the time"**!

ANNOUNCEMENT FEFCO SUMMIT IN VIENNA 18-20 APRIL 2012

The FEFCO 2012 Vienna Summit Workgroup and Alexander Enzenberg, Chairman of FEFCO ComCom are pleased to announce details of its next Summit!



Following is a summary of the content of the Vienna Summit, the theme of which will be "Corrugated Packaging: Open the Magic Box!".

FEFCO intends to draw attention to the undoubted ability of the industry to respond to the infinite variety of customer requirements, and to demonstrate its ingenuity in problem solving and new developments. We also want to demonstrate how the industry continues to respond to the ever changing threats & opportunities.

We know we can do it, but it's not a miracle and there is no magic formula involved, but rather our ability to perform is thanks to our long history of technical innovation, the quality and ingenuity of our products, and our fidelity to the idea of customer service.

This year amongst the numerous challenges, we will be dealing with the question of raw materials and food contact. We will also be dealing with the subject of food wastage, a topic of increasing importance in a world with finite resources.

**PLEASE MAKE A NOTE OF THE DATES
- 18, 19 AND 20 APRIL 2012 - IN YOUR
DIARY. OUR INDUSTRY COUNTS ON
YOUR ENTHUSIASTIC SUPPORT.**

Practical Information

Venue

Marriott Hotel, Vienna
Parking 12a - Vienna, 1010 Austria
Phone: + 43 1 515180

Hotel Registrations

Practical Information will be accessible from the FEFCO website at the latest mid October.

Fee Policy

We confirm that the fees will remain the same as for the Barcelona Summit.
Early Bird fee: 890 € excluding taxes
Regular fee: 990 € excluding taxes

Contact & Sponsorship Opportunities

Should you be interested in sponsoring this event, please contact Nathalie Schneegans at nschneegans@fefco.org

The sooner we can get organised with the sponsoring activities, the sooner your company name will appear on all FEFCO promotional documents!



PRELIMINARY PROGRAMME

Day and timing for each session is not yet confirmed and may be subject to change.

Conference language: English

Wednesday 18 April 2012

14.00 – 17.00	Summit registrations - Marriott Hotel, Vienna
20.00	Welcome Cocktail – Marriott Hotel

Thursday 19 April 2012

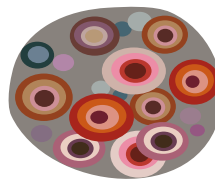
08.00 – 08.50	Summit registrations (continued)
09.00	Official Opening
09.10	Overview of the Austrian Market Alexander Enzenberg Chairman FEFCO Communication Committee

Raw Material Session

09.30	Raw Material Availability Teresa Presas, CEPI
10.15	Food Contact and Other Food Safety Developments Speaker TBA
10.45	Coffee break
11.15	Keynote Session “Leadership Perspectives” 3 Keynote speakers from the corrugated industry To be announced later
13.00	Lunch at the Marriott Hotel
14.30 to 18.00	Afternoon Activities – Optional Programme Departure by coach from the Marriott Hotel

Visits of famous logistics organisations with corrugated related activities to be announced soon.

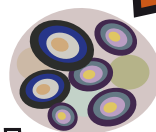
19.30 or 20.00	FEFCO Get-Together Dinner Palais Ferstel
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Friday 20 April 2012

Competitive Materials and New Developments

09.00	Welcome Address
09.05	Save Food Project Speaker TBA
09.35	An Opinion on Eastern European Economies: Vienna the Gateway to Eastern Europe Renowned Austrian Economist TBA
10.15	FEFCO Market & Environment Committee Session Speakers TBA
11.00	Coffee Break
11.30	Chinese Association Presentation Zhang Yaoquan, Vice Chairman, China Packaging Federation
12.00	FEFCO Management Report Angelika Christ, FEFCO Secretary General
12.30	A Vision on Packaging Martijn Arts, Total Active Media (NL)
13.00	Closing Address Bob McLellan, FEFCO President
13.15	Lunch at the Hotel
14.30	End of Summit



FEFCO Team

Question: FEFCO provides a voice for the industry in Europe, but how does it operate?

Answer: Very efficiently!



Our customers, and some FEFCO members, look at what we are doing and very often we see surprised faces. They ask us 'With such a small team you manage to organize a Technical Seminar, and you organise so many meetings and conferences?'

Professional service, efficiency and transparency are the philosophies that have guided FEFCO for many years. We all are proud of what we are doing, we are proud to have such an efficient team, and we accept the challenges of achieving and taking our industry forward as a permanent goal. That is why we want to become more personal and introduce ourselves to you.

FEFCO's activities are focused on the promotion of our material and products, so our work involves EU affairs, image building, statistics and (technical) standards at a European level. FEFCO also provides a platform for the exchange of non-competitive information within our sector.

We operate through a number of standing committees which meet regularly to examine and debate issues outlined by FEFCO's governing bodies, the General Assembly and the Board of Directors.

These committees are:

- Production
- Standards
- RAC – Regulatory Affairs
- Market & Environment
- Communication
- LCA Reference Group
- Ad Hoc workgroups (BORAX, Mineral Oil)

The committees are made up of experts appointed by their respective National Associations or member companies, but each committee also has a dedicated manager from the FEFCO team.

Who does what?

Angelika Christ, Secretary General



We are always looking for issues and projects to serve you, our members. We do everything to ensure that we are up to date concerning all of the political issues that affect our industry, and we act on behalf of the industry when it is necessary or of benefit to our members for us to do so. My job is to provide enabling structures and procedures and to coordinate all our activities.

"The world is full of interesting challenges, so let's take advantage of them!"

Nathalie Schneegans, Communications Director, Deputy Secretary General



Most of you already know me from the regular e-mails that you receive. My responsibility is to distribute information about FEFCO's activities to its members and to the outside world. This includes PR and Press work, organisations of all FEFCO's events which are important occasions in the life of the Federation. It is also my job to maintain the web site, the network database and other communication tools. Our next communication challenge at FEFCO is to accomplish more together by taking advantage of the availability of better two-way communications.

"One must listen if one wishes to be listened to" François de la Rochefoucauld (French author, 17th century).

Maria Casado, Legal Adviser



My main responsibilities consist of developing and implementing regulatory affairs strategies towards EU institutions and stakeholders, and to undertake joint actions on issues of common interest. I am also responsible for monitoring future and the current EU legislation, identifying and analysing any issues of interest to FEFCO.

Another responsibility of mine: I am the Secretary General of CITPA (the Confederation of Paper & Board Converters in Europe).

"Every day we try to puzzle out the European labyrinth with the aim of bringing EU affairs closer to our members."

Ben Blydenstein, Marketing & Environment Director



I began the role of Marketing and Environment Director at FEFCO only recently, with the agreed target of communicating the many strengths and benefits of our industry to European stakeholders. This is a new role, complementary to the many tasks already being carried out here at FEFCO. I face a big challenge. There are

many different viewpoints to take into consideration and always some new issue to deal with. However our industry brings so many benefits for our customers and that in a sense makes my job much easier.

"We have a great story to tell. All we have to do is tell that story in the right way to the right people. With the help of my colleagues here at FEFCO and the support of our members I believe passionately that we will succeed in doing this."

Johanna Kloeck, Assistant



I am responsible for assisting FEFCO's EU Affairs and Technical Committees' as well as CITPA. In addition, I help to ensure that the day to day operation of the office runs smoothly, and I help to coordinate meetings and events.

I am available to answer your questions or queries and look

forward to hearing from you - it helps that I speak English, Dutch, French and German!

Houriet Lefebvre, Assistant



I am responsible for assisting the Board, the National Associations Directors Committee, the Marketing and Environment Committee, and the Communication Committee. I also assist in coordinating FEFCO's overall communications strategy and events organisation.

My role is to act as interface between the Federation and the industry stakeholders. I coordinate administrative and operational activities with the ultimate goal of helping the FEFCO team to achieve its objectives embodied in the promotion of corrugated Board and the protection of FEFCO member's interests.

"Coming together is a beginning. Keeping together is progress. Working together is success." Henry Ford

Leila Houari, Accounts & Administration Manager



I've been working for FEFCO for more than 7 years now and I am in charge of the financial accounting. My duty is to apply correct principles of accounting, to prepare financial reports & profit and loss statements. My role is to provide regular and accurate financial information to my colleagues and to the Secretary General to enable

them to follow and manage the budget of their respective projects. On a day-to-day basis I am also responsible for bookkeeping, tracking of expenses and revenue, payroll, and paying bills. "There are 3 types of accountants - those that can count and those that can't."

Julian Pachniewski, Technical Director



I was appointed Technical Director of FEFCO in 2008 and I am also working for the German Corrugated Board Association VDW. I am representing both organisations in a number of committees and working groups on both national and European level.

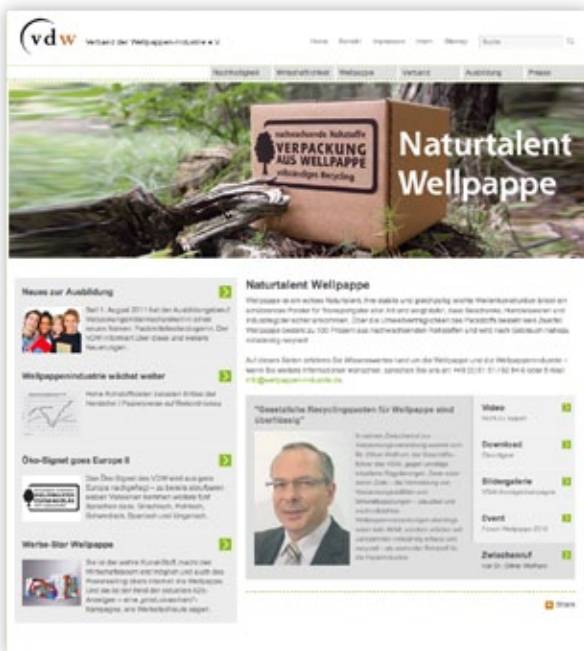
I studied mechanical engineering and paper technology at the Technical Universities of Lodz (Poland) as well as of Darmstadt (Germany).



NADs Activities

New Fully Redesigned website for the German Corrugated Association

This new site is extremely informative; it contains loads of information on the production of corrugated but also on the benefits of the material and of course visitors can find everything they want to know about the German Corrugated Packaging Association.



The site is very comprehensive and all the recent publications, campaign documents, videos and podcasts designed by VDW can be downloaded from this unique platform. You can also test your knowledge of our industry by trying the corrugated quiz'

This site is in German but the Press Section contains a very well designed media gallery that can also be accessed by non-German visitors' (go to Presse then Bildatzenbank).

In this media section, you will find all kinds of pictures about corrugated packaging, its production and its various usages. These pictures are available in various resolutions (dpi) and can be used free of charge by journalists. However, they may not be used for commercial purposes.'

Germany – VDW « Öko-Signets »

VDW Eco logo / or sign is now available in 10 European languages from VDW website

The German Corrugated Board Association, VDW, has expanded its range of Eco-logo symbols. The logo which was originally available only in Dutch, English, French, Italian, and German is now available also in Finnish, Greek, Polish, Spanish, and Swedish. The eco-logo of the VDW is growing in popularity. Consumers are increasingly demanding environmentally friendly packaging and want to be informed about its environmental properties. According to Dr. Oliver Wolfrum, Managing Director of VDW, the eco-logo is easy to understand and therefore is a useful tool to demonstrate the key environmental benefits of corrugated packaging. Market research shows that this is important for consumers and that such a logo could influence consumer attitudes when buying a product. There is also a version of the logo combining three languages, German, English and French. You can download all the versions from VDW website (www.wellpappen-industrie.de)



For more information, contact Martin Petrich at: petrich@vdw-da.de

Strategic Alliances

USA - Fibre Box Association

The new website of the FBA, representing North American corrugated producers, can be found at: www.fibrebox.org.

The site is divided into 4 main areas, data services, issues management, networking and membership.

You will find there industry news, information about FBA, its statistics and its publications including the corrugated handbook.

Contact Information: fba@fibrebox.org





Saving Food at Interpack

It is estimated that 33% of all food products is wasted globally, much of it in the supply chain.

The presence of FEFCO with an exhibition stand at the Save Food pavilion at Interpack, held in Dusseldorf from May 12th to 18th, was an important first step in our involvement at the centre of this important issue.

Supply chain working groups are likely to be established to develop new solutions, and our continuing involvement will provide opportunities for our industry.

The following quote from Gavin Chappell, Supply Chain Director at Asda, is evidence of growing concern: "It is imperative that all of us in the food and packaged goods industry minimise the waste created by our supply chains"



FEFCO stand in the Safe Food pavilion at Interpack

For more information contact Ben Blydenstein at ben.blydenstein@fefco.org

EHI Packaging Conference

FEFCO Secretary General Angelika Christ gave a presentation at the EHI (European Retailer Institute) Pack 11 in Germany on the "Save Food" initiative, explaining how it will make a positive contribution to the reduction of food losses worldwide.

Included in her presentation were the key findings of the study made by FAO⁽¹⁾, the

UN food and agriculture organisation, which concluded that significant losses of edible food are occurring in different regions of the world for a variety of reasons.

In industrialised regions such as North America, food waste occurs mostly at retailer and consumer level, where losses for roots and tubers are as high as 30 %.

However, wastage here can be as high as 82 %, resulting, astonishingly, in only 18% of potatoes being eaten, and the figures for Europe are not much better.

Low income countries show the opposite, with very little loss at consumer level. This is easy to understand - at the margins of subsistence, the little food that can be produced (and afforded) is more highly valued. However, even in these countries, food losses in agriculture and the distribution chain are prevalent.

Packaging can make a great difference in both cases. Smaller packaging units

that respond to demographic changes will reduce food wastage in industrialised countries, and sophisticated active packaging can increase shelf life and help prevent spoilage. Convincing the consumer that an expired "best before" date does not automatically mean that food must be thrown away may also make a significant contribution.

In low income countries, education concerning proper packaging and logistics will contribute as much to success stories as would investment in providing proper packaging and infrastructure.

Over decades, politicians have considered packaging to be an environmental evil that needs to be reduced at all costs. But where those costs result in product damage or losses due to insufficient packaging, the extra burden on the

environment and climate is far greater. Packaging is part of the product, and the narrow view of many politicians concerning the need for reductions in packaging can have a highly destructive and entirely opposite effect to that which they intend.

In the light of the evidence that global food wastage amounts to 1,3 bn tons – one third of that produced worldwide - and with all the indications of the enormous social, economic and ecological consequences of that wastage, we need to find a solution, and packaging is part of that solution.

(1) The summary of the FAO studies are available through this link: <http://www.save-food.org/>

FEFCO Activities



New President Belgium

Mr. Hans van der Looij (SCA packaging) was appointed President of the Belgian Association

of Corrugated Board Manufacturers In February 2011.

Hans graduated as Mechanical engineer and has a PhD in Dynamic Modeling. He held various positions in multinational companies such as Unilever & and Reckitt Benckiser and joined SCA in 2000 where he is now Cluster Director Belgium.

For more information, contact the Belgian Association of Corrugated Board Manufacturers at info@golfkarton.org

New Secretary General OMUD Turkey

FEFCO is pleased to announce the appointment of Mr Sükrü Levent Denis as the new Secretary General of OMUD, the Turkish Corrugated Board Manufacturers Association, replacing Hakki Yücesoy.

For more information: omud@omud.org.tr
Tel: +90 (216) 456 36 31

FEFCO Annual Statistics

2010 FEFCO statistics are now posted on our website in both the members and the public sections.

If you have forgotten your password, please click on "forgot password" link and a new access code will be sent to you automatically.

Updates on our Website

A **Questions & Answers document on the EHEC Bacteria** can be found in the following sections of the FEFCO website: 'What's New' on the home page, from the 'Safety' tab in the F&V mini site accessible from the home page, and in the Corrugated Packaging section.

Event on the Forest Sector at the EU Parliament – from 5 to 9 September 2011

In celebration of the International Year of Forests FEFCO will be participating in an event organised by the EU Parliament, consisting of an exhibition that will be linked with a workshop on "The Forest Based Sector Contributing to the Bio-Economy".

The aim of the exhibition is to "bring the forest into the Parliament" and to raise awareness amongst MEPs of the positive effects of wood and wood based products. The exhibition will feature the cycle from wood/ trees to final products and will be addressing some myths and misunderstandings about the forest sector. The workshop will take place on the morning of 8 September and will focus on the contribution of the forest to the bio-economy. Illustrated examples will demonstrate why the forest and forest based products are a central component of the bio-economy, making a highly significant contribution to the EU's 2020 objectives.

Here is the week's programme:

6 September 2011

- Opening of exhibition with cocktail reception. where: ASP Atrium
- Exhibition on innovations of the forest-based sector : from forests to packaging, intelligent paper and ... lipstick! From Tue 6 to Fri 9 Sep. where: ASP Atrium
- "FutureForest" with MEP Gaston Franco. where: P3C-050

7 September 2011

- "Forest Intergroup" with MEP Gaston Franco. where: P3C-050

8 September 2011

- Morning workshop on "The forest sector's contribution to the European bio-economy" with MEPs Riikka Manner, Luis Manuel Capoulas Santos and Gaston Franco. Thu 8 Sep. Where: JAN-4A1

These events are organised by: FEFCO, CEPI, CEI-Bois, COPA-COGECA, CEPF, EUSTAFOR, ELO, NSF, USSE, ACE.

FEFCO Members are invited to attend one or more of these events and to take the opportunity to discuss our industry's benefits with the MEPs!

For more information, please contact Ben Blydenstein at: ben.blydenstein@fefco.org

Events

Forest Exhibition and Workshop

5-9 September 2011
European Parliament, Brussels

FEFCO Summit 2012

18-20 April 2012
Marriott Hotel
Vienna, Austria
www.fefco.org

Industry Events

European Paper Week

15-17 November 2011
Delivering Bio-value
www.cepi.org

Other Events

Verpackung Verpackung Austria

21-22 September 2011
Wien, Austria
+49 (0)89 127 165 161
www.easyfairs.com

IPACK – Istanbul

22 - 25 September 2011 Istanbul Expo Center, Cnr Expo – Turkey
www.ite-ipack.com

PPMA Show 2011

27-29 September, NEC, Birmingham
[www.ppmashow.co.uk/page.cfm/action=VCalendarIndex](http://www.ppmashow.co.uk/page.cfm?action=VCalendarIndex)

EMPACK 2011

2-13 October 2011
Brussels Expo, Belgium
www.easyfairs.com

Luxepack Monaco

19-21 October, Grimaldi Forum, Monaco
www.luxepack.com

ICE Europe

7th International Converting Exhibition
8-10 November, Munich,
Trade fair Center
www.ice-x.com/europe/english/

FEFCO

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