



Europe-India Self Adhesive Tape Industry Conference

9-12 November 2010 ■ JW Marriott Mumbai
WORKING PROGRAMME

An Event Connecting Tape Industry Professionals

Get to the heart of the experience and expertise of the European and Indian tape industries by attending this 2-day conference of tape market professionals who aim to add value to their businesses and networks in Europe, India and across the globe. European, Asian and Middle Eastern producers, suppliers and converters of tape will come together in a unique industry-developed, industry-led event incorporating lectures given by a range of European and Indian speakers, workshops and facilitated networking.

Who Should Attend

The Europe-India Self Adhesive Tape Industry Conference is targeted at any business involved in the tape manufacturing process in Europe, India, Taiwan, Malaysia, Singapore and the Middle East. Participants include directors and senior managers responsible for their companies' research and development, new business development, marketing, sales, technical service, quality control, manufacturing and engineering departments and programmes.



Focussing on the Unrealised Business Potential of Europe and India

It has long been recognised that untapped potential lies in stronger co-action among businesses in the total tape industry value chain across Europe, India and the Middle East. By bringing these continents together in this unique, industry-sponsored event, more value can be created for your business and networks in Europe, India and across the globe. Meeting face-to-face, learning from each other, building relationships—will contribute to greater professional cultural understanding, create new opportunities, broaden markets, expand industry knowledge, expertise and R&D,



and grow critical business network and contact bases.

Afera, the European Association for the Self Adhesive Tape Industry, has decided to welcome new members from the Middle East and India in order to extend the platform on which we can Network, Collaborate, Strategise, Innovate and Grow.

A Value-Added Event for You and Your Company

Learn how Afera has achieved success serving the European self adhesive tape industry, and how the Association meets the challenge by strategically selecting, organising and supporting special

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projects, initiatives, events and other critical resources for its members to plan and grow their businesses advantageously. You cannot afford to miss this action-packed conference opening with cutting-edge presentations delivered by European and Indian tape producers, European and Indian chemical producers and Indian end-users on Day 1.

On Day 2, you'll get the chance to learn through interactive workshops what the key activities and challenges are for Afera's European Working Committees and how this information can be applied to your own business. You'll also find out how Afera's organisational model can be introduced in the MEI region as an extension of the existing European association.

Another important aim of Day 2 is to establish long term contacts between European and Indian SME participants and to familiarise attendees with the Indian and European self adhesive tape industries: the industry and business cultures of both continents and the challenges and prerequisites to setting up a business in each location. In short, Afera's mission is to bring Europe and India closer together.

Conference Line-Up

The Europe-India Self Adhesive Tape Conference will be held over two days. On Day 1, 30-minute presentations are scheduled on topics ranging from global harmonisation of test methods and European environmental legislation to the trends and challenges for both the Indian and European tape industries in globalising markets. Each presentation will be followed by an interactive question-and-answer session.



Of special note is the closing lecture of Day 1's programme: Indian celebrity Diana Hayden will deliver one of her trademark inspirational presentations on motivation, communication

and overcoming obstacles. Born and raised in Hyderabad, India, and currently residing in Los Angeles, Ms. Hayden is an accomplished motivational speaker, actress, television host, international model and the former Miss World (1997).

Day 2's programme includes two workshops moderated by Afera's European Technical and Marketing Committee Chairmen on European technical and

marketing issues linked to the Indian market and the role Afera can play in the Region's tape industry. Day 2's programme will continue with a facilitated networking section in the form of one-on-one meetings pre-scheduled at 20 minutes each. Subject to interest, a full-day excursion to the UNESCO-World-Heritage-listed Elephanta Caves is planned for Day 3.



Location

Marriot JW Mumbai
Juhu Tara Road, Juhu
Mumbai, Maharashtra, 400049 India
Tel: +91 22 66933000
Fax: +91 22 66933100
www.marriott.com

Fees

USD 395 for the 2-day working programme including coffee breaks, lunches and 2 dinners. USD 100 for the optional social programme on Day 3. (Where applicable, invoicing will reflect conversion to euros using the daily market rate.)

Registration

To register for this unique event, fill out and submit the registration form attached to this brochure to:
Afera Secretary-General Astrid Lejeune
Afera Secretariat
Laan Copes van Cattenburch 79
2585 EW The Hague
The Netherlands
Tel. +31 70 312 39 16
Fax +31 70 363 63 48
mail@afera.com
www.afera.com

Hotel Accommodation

Deluxe single: INR 9850 per night
Deluxe double: INR 10200 per night
These rates are subject to a 10% luxury tax and include two-way airport transfers (one roundtrip per room) and buffet breakfast at the Lotus Cafe. Reserve your room(s) at these special rates by filling out the accommodation form and send to the JW Marriott Hotel Mumbai. Special rate deadline: 30 September 2010.

Getting There

Visa and other important travel information about India is attached to this brochure.

Afera, The European Association for the Self Adhesive Tape Industry

Afera unites the decision-makers and creative minds of the European self adhesive tape industry in a total commitment to the sector's growth and sustainable development. As a not-for-profit organisation, Afera provides a medium for tape trade expertise in order to enhance the product, the business, the marketplace and the future of self adhesive tape in Europe and beyond.

Currently Afera consists of over 120 members from 17 European countries, Taiwan, Mexico and the U.S. Based in The Hague since 1999, the Association is open for membership to those involved in the European self adhesive tape industry such as manufacturers, suppliers, national tape organisations, institutions and universities. Additional participants include converters such as printers, slitters, die cutters and laminators of self adhesive tape, to name a few.

Afera's stated mission is to satisfy the need of the self adhesive tape industry for an organised, collaborative platform on which to facilitate contact, to share information (without compromising fair competition), to increase the profile of tape products and the tape business in general, to achieve effective representation as a body in public affairs initiatives, and to promote the development of and adherence to European- and international standards.

The Association routinely studies the added-value of expanding its borders to accommodate one or more regions—thus incorporating more members, and therefore input and resources, into the bounds of Afera. Afera is currently leading its agenda of expansion of its geographical boundaries with the incorporation of the Middle East and India (MEI) as a subgroup of its membership. The Europe-India Self Adhesive Tape Conference, including general as well as regionally-focussed lectures, is the first of its kind.

Visit www.afera.com for more details on Afera membership, events and projects.



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WORKING PROGRAMME

Tuesday, 9 November 2010

19.00 – 20.30 Welcome Cocktails and Dinner
Salt Water Pool Area, JW Marriott Mumbai

Wednesday, 10 November 2010

– Conference Room: Kaveri

08.00 – 09.00 Check-in at Afera Registration Desk

09.00 – 09.05 Opening of the Europe-India Event
Afera President Filippo Antonelli, 3M (Italy)

09.05 – 09.30 Mission, Vision and Accomplishments of Afera
– What Are the Benefits of Afera Membership?
Afera President Filippo Antonelli, 3M (Italy)
and Mike Ayres, Advance Tapes International
Ltd. (UK)

09.30 – 10.00 Global Harmonisation of Test Methods for the
Self Adhesive Tape Industry
Lutz Jacob, Afera Technical Consultant
(Germany) (formerly of ExxonMobil, Belgium)

10.00 – 10.30 Trends and Challenges for the Indian Tape
Industry in a Globalising Market
Ramesh Ramadurai, Country Business Leader
of Industrial Business, 3M (India)

10.30 – 11.00 Break

11.00 – 11.30 REACH: Consequences for Tape Manufacturing
Leon Rodenburg, Manager Product Issue
Management EMEA, Eastman Chemical B.V.
(The Netherlands)

11.30 – 12.00 A Review of the Indian Self Adhesive Tape
Market: Growing Demand in the Automotive,
Electronics and Construction Industries
Ajit Gupta, Managing Director of Ajit
Industries Pvt Ltd (India)

12.00 – 12.30 General Scenario and Growth in Building:
The Construction Industry in India and
Opportunities in Facade Application
Perumal Pillai, President & CEO of Alcan
Composite India Pvt Ltd (India)

12.30 – 13.45 Business Lunch

13.45 – 14.15 Trends and Challenges for the European Tape
Industry in a Globalising Market
John Boogaard, Commercial Director of
Asia Pacific Specialty Tape Division, Avery
Dennison (India)

14.15 – 14.45 A Review of the Indian Packaging & Self
Adhesive Tape Industry
P.V. Narayanan, Chairman of Cognizance

Packaging Solution, Mumbai (and formerly
Principal of SIES College of Printing & Packa-
ging and of Unilever, Hindustan) (India)

14.45 – 15.15 A Review of the Indian Resin Producing
Industry
TBA (India)

15.15 – 16.00 Break

16.00 – 16.30 Doing Business in India: An Overview of Legal
Entity Alternatives In India
TBA (India)

16.30 – 17.30 Inspirational Presentation
Diana Hayden, Actress, Television Host &
Former Miss World (India)

19.00 Meet in Lobby of JW Marriott Mumbai
Cocktails and Dinner in Restaurant

Thursday, 11 November 2010

– Conference Room: Kaveri

09.00 – 09.30 Processing of Solvent and Water-Based
Adhesives: An Overview of Coating and
Drying Technology
Stefan Essing, Sales Manager Adhesive Tape
Industry, Herbert Olbrich GmbH & Co. KG
(Germany)

09.30 – 10.00 UV-WM-PSA Technology for High Performance
Tape
Victor Lu, Technical Manager PSA, Cytec
(India)

10.00 – 10.30 Microwave UV lamp technology
Ankit Singhal, Vice President, SIMCO Materials
International (P) Ltd. (India)

10.30 – 11.00 Break

Two industry round tables, moderated by Afera's European
Working Committee Chairmen, featuring European technical
and marketing issues. The round tables will include an open
brainstorming of overlapping issues and those which need a
more region-specific approach within the Indian market, and
the role which Afera can play in the Region's tape industry.

11.00 – 11.15 Brief introduction to Afera European Working
Committee Activities by Afera Committee
Chairs

11.15 – 12.00 Examples of technical issues currently on the
Afera Technical Committee agenda, followed
by an interactive panel discussion on possible
overlapping and regional issues which can
be addressed in a regional, to-be-formed
Technical Committee.

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Moderator: Chrétien Donker, Afera Technical Committee Chair (Eastman Chemical Middelburg B.V., The Netherlands)
Mr. Donker will introduce the Technical Committee's current activities:

- Moving forward on globalisation of test methods for tapes
- Participating in the REACH environmental legislation process
- Working with ISO and CEN on standardisation
- Co-operating with PSTC (USA) and Jatma (Japan)
- Participating in new project on Reduction of Ageing Time for Tapes, in co-operation with IVK, Germany
- Monitoring of various environmental issues, including Carbon Footprint.

During the workshop, the group will discuss the possibilities of setting up a Technical Committee for the MEI region under the umbrella of Afera. A brainstorming session will be held in order to facilitate the process for creating such a committee. This will include electing a chairman, as well as identifying participants and key topics. A further meeting of the new committee will be organised during the event in order to ensure its successful launching.

12.45 – 13.00 Question-and-Answer Session & Debriefing on Workshops by Moderators

13.00 – 14.15 Business Lunch

14.15 – 14.30 Introduction to Individual Meetings
Laurent Derolez, Afera Steering Committee Member (Novacel, France)

14.30 – 16.30 Attendees from different continents will have the opportunity to meet and discuss business opportunities during 20-minute, pre-scheduled, one-on-one networking sessions. During the registration process, Afera will distribute a list in which participants can indicate their preferences of companies with which they would like to meet individually. Afera will devise a schedule and book a few break-out rooms in order to ensure space and privacy for these networking meetings.

16.30 – 16.45 Conclusions
Laurent Derolez, Afera Steering Committee Member (Novacel, France)

16.45 – 17.00 Closure of the Europe-India Event
Afera President Filippo Antonelli, 3M (Italy)

12.00 – 12.45

Examples of marketing issues on the Afera Marketing Committee agenda followed by an interactive panel discussion on possible overlapping and regional issues which can be addressed in a regional, to-be-formed Marketing Committee.
Moderator: Carsten Meyer-Rackwitz, Afera Marketing Committee Chair (tesa, Germany)

Mr. Meyer-Rackwitz will introduce the Marketing Committee's current activities:

- Promoting tape in leading industries
- Publicising Afera's latest specialty-segment marketing study and digital tool
- Focussing on increasing tape applications through die cuts (Afera Professional Specialty Die Cutter Subgroup)
- Organising Afera's Annual Conference and other networking events
- Publicising Afera's biannual magazine *Afera News*
- Updating the Association's website www.atera.com
- Recruiting advertisers and sponsors.

During the workshop, the group will discuss the possibilities of setting up a Marketing Committee for the MEI region under the umbrella of Afera. A brainstorming session will be held in order to facilitate the process for creating such a committee. This will include electing a chairman, as well as identifying participants and key topics. A further meeting of the new committee will be organised during the event in order to ensure its successful launching.



Friday, 12 November 2010 – Social Programme

09.00 – 18.00 Meet in Lobby of JW Marriott Mumbai
 Participants opting for the Day 3 Social Programme will be treated to a full-day excursion to the Elephanta Caves, a complex of ancient Hindu and Buddhist cave temples on Elephanta Island (*Gharapuri*) in Mumbai Harbour, 10 kilometres to the east of Mumbai. The journey includes an hour-long ferry ride from Mumbai.

Designated a UNESCO World Heritage Site in 1987, Elephanta Island is not only a worthy destination in itself, but it provides a great view of Mumbai's skyline and an escape from the chaos of the city. For more information about the destination, visit http://en.wikipedia.org/wiki/Elephanta_Caves or <http://www.sacred-destinations.com/india/elephanta-caves>.

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