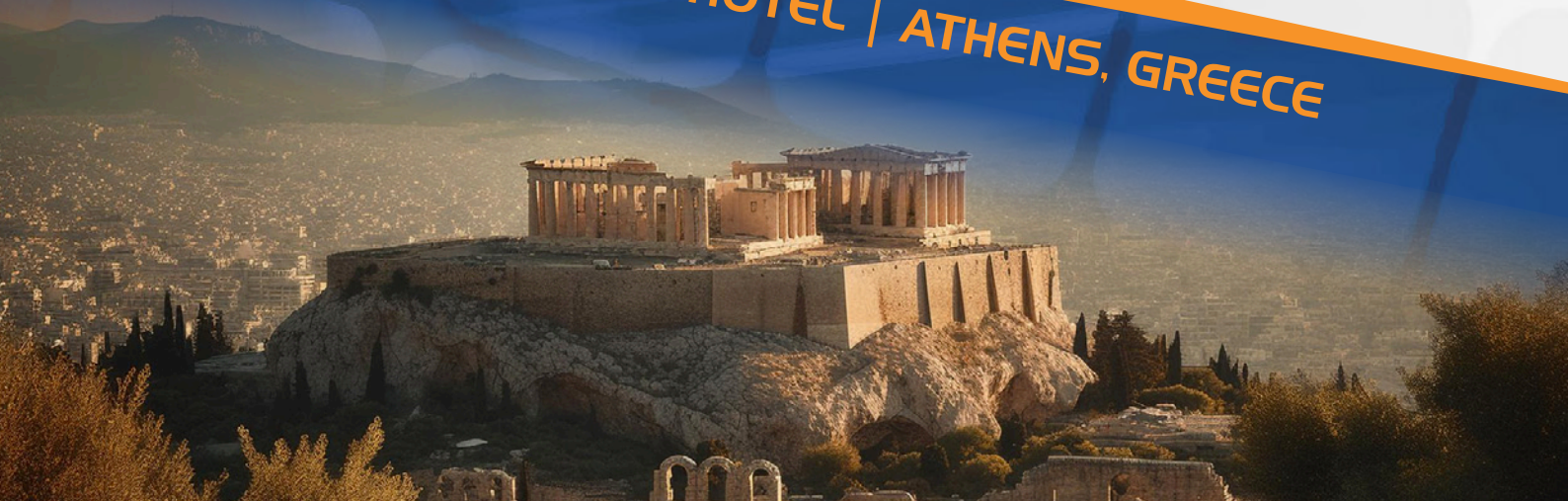




DIVANI CARAVEL HOTEL | ATHENS, GREECE



# PROGRAMME 2024

## 22-24 MAY



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards

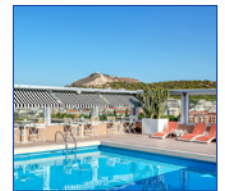
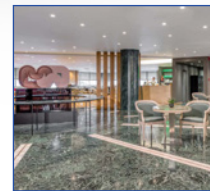
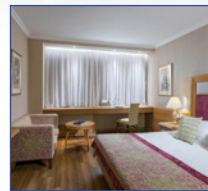


Management

# THE EUROPEAN LABEL FORUM 2024

THE FINAT EUROPEAN LABEL FORUM 2024 - AT THE INTERSECTION OF TRANSITORY CHANGES

22-24 MAY 2024, DIVANI CARAVEL HOTEL, ATHENS, GREECE



The FINAT European Label Forum is the premier event for label printers and suppliers, bringing together industry leaders, innovators, young professionals, and experts to discuss the latest trends, challenges, and innovations in the label printing industry.

The label and packaging industry is at the complex intersection of transitory changes. After the post-Pandemic recovery, the cumulative effect of supply chain disruptions, raw materials and energy shortages, strikes, geopolitical conflicts, inflation and economic downturn has hit us hard in 2023.

At the same time, severe weather conditions in everywhere around the globe have made us aware about our vulnerability to climate change, and the European Union has taken the lead with its Green Deal, its Circular Economy Action Plan and associated legislation, of which 2024 is expected to see the new Packaging and Packaging Waste Regulation and the launch of the Corporate Sustainability Reporting Directive. At the same time, the exponential rise of Artificial Intelligence (AI) since the end of 2022 compounds the already on-going process of rapid digitization, automation and robotization. In spite of this, manufacturing in Europe is faced with an ageing workforce and increasing lack of skilled labour. The labels and packaging sector is no exception and the battle for young professionals is on.

The European Label Forum comes in year that half the world population will be entering the ballot box at some point to exercise its democratic rights, and when the Olympic spirit will hopefully unite the globe around Games in Paris. Our venue Athens, the cradle of democracy and the host nation Greece, home to Mount Olympus, could not be more appropriate.

## IN OTHER WORDS:

If there was ever a reason to attend the European Label Forum, it is #ELF2024!

## Highlights of this year's forum

This year's event is divided in five sessions, focusing on the general business climate, developments along the supply chain, sustainability, innovation, and label leadership. During these sessions, in-depth presentations and panel discussions will provide the audience with the most up-to-date knowledge on current topics that are relevant to all players in the label industry.

Participants always praise the event for its networking opportunities with industry peers and other professionals. With the support from the industry, the forum also provides attendees the chance to learn about the latest products and services from leading label printing suppliers.

## Pre-event workshop hosted by YPN

New this year is the workshop, hosted by the Young Professionals Network, that will be hosted on the Wednesday morning, before the Forum officially starts. Young professionals are invited to join an interactive morning session on work/life balance and how to energize younger generations. This part of the programme is available for young professionals (up to 40 years of age) upon separate registration.



# THE EUROPEAN LABEL FORUM 2024

WHAT EUROPEAN LABEL FORUM 2023 PARTICIPANTS HAD TO SAY

## HERE ARE FEW COMMENTS WE RECEIVED IN OUR APPRECIATION SURVEY:

”

*“A well-organised event with interesting topics”*

*“Good motivational speakers”*

*“We touched base with our industry and could implement the learnings in our own company”*

*“The phrase of being FINAT friends is very important”*

*“The ELF is a forum where you have the ability to interact with a lot of different people and the opportunity to learn from each other”*

*“If you are a label printer, the ELF is the place you need to be”*



# FULL WORKING PROGRAMME

## TUESDAY 21 MAY 2024

### PRE-YOUNG PROFESSIONALS' NETWORK ACTIVITIES

Upon  
separate  
registration

18.00 – 19.00

Welcome drinks at the Divani Caravel Hotel

19.00 – 22.00

Welcome dinner at Iridanos Mezedopoleio

## WEDNESDAY 22 MAY 2024

09.00 – 12.30

**YPN Workshop 'From energy eater to energy giver' hosted by Laura Bas**

It is the power of the youngest generation to innovate. When they succeed, with the support and advice from earlier generations, to utilize their urge for innovation, they can transform outdated processes. That way, a flourishing organization is created which is attractive to both junior and senior employees! In this interactive workshop, attendees learn how they can utilize their unique power to transform working processes.



- The power of Gen Z: What is the strength of this youngest working generation in the office and how can they use it.
  - Approach to energy eaters: Strategies to recognize aspects that drain energy and how to turn these in to energy givers.
- Practical tools – how to deal with resistance and optimizing/innovating processes.

To register for this event go to:  
<https://lejeune131.typeform.com/to/yyotMymx>

#### Prices are:

- YPN event only: € 595
  - YPN + ELF combined: € 1,095
- These rates only apply to young managers under the age of 40.

Upon  
separate  
registration

13.00 – 15.00

**CELAB-Europe annual meeting (for CELAB-members only)**

14.30 – 17.30

**Set-up tabletop by sponsors**

15.30 – 16.30

**FINAT General Assembly 2024**

18.45 – 19.30

**Welcome cocktail in the Olympia Foyer of the Divani Caravel hotel (Dress code: Business)**

19.30 – 20.00

**Awards Ceremony in the Olympia Hall of the Divani Caravel hotel (Dress code: Business)**

20.00 – 22.30

**Welcome dinner in the restaurant of the Divani Caravel Hotel (Dress code: Business)**



Awards Ceremony 2023

# FULL WORKING PROGRAMME

THURSDAY 23 MAY 2024

## SESSION 1: (09.00 – 11.30) GENERAL BUSINESS CLIMATE - SOCIO-ECONOMIC AND MARKET TRENDS

09.00 – 09.15

### Opening

Denise Haitoglou, President of **Elset**, the Greek label association, welcomes delegates to the hosting country.



**Philippe Voet**, FINAT President, will welcome the label community to the ELF 2024, and will introduce conference moderator **Bert van Loon**.



09.15 – 10.15

### A vision of the future of Europe in a multipolar world

**Guy Verhofstadt** has carved a distinguished career as a Belgian politician and advocate for a stronger, more united European Union. His lifelong dedication to European integration has been marked by his unwavering belief in the power of cooperation and collaboration to address global challenges. As former Belgian Prime Minister, Verhofstadt was appointed as Chair of the Conference on the Future of Europe in 2022, a major initiative aimed at revitalizing the EU and addressing the concerns of its citizens. Mr. Verhofstadt will offer us tremendous insights into current European issues, the current political landscape and the



10.15 – 11.00

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

Opportunity to refuel, (re-)connect with industry peers and visit premium suppliers represented in the lobby expo area.



11.00 – 11.30

### The European label business landscape in 2023-2024

**Anum Javed Beg**, label market analyst at AWA Alexander Watson Associates, and **Jules Lejeune**,



Managing Director of FINAT, will present the key findings of the latest FINAT RADAR report and the European Labelstock Statistics.

## SESSION 2: (11.30 – 13.00) DEVELOPMENTS ALONG THE SUPPLY CHAIN

11.30 – 12.00

### 2024 Consumer Attitudes to Watch

**Linda Lichtmess**, Strategic Market Analyst Food & Drinks at Euromonitor (D) will present the latest insights on consumer behaviour. What are shoppers expecting from brands and retailers? How are the latter meeting these and what does this entail for labels and packaging suppliers? Five new trends are reshaping retail this year.



12.00 – 12.45

### Industry panel

To conclude this session, a panel of renowned industry leaders including **Günther Birkner**, CCL Label, **Hassan Rmaile**, Multicolor Corporation, **Michael Wareka**, Marzek Labels, **Jeremy Lagey**, Iconex, **Guido Spachtholz**, Herma and **Fernando Girón**, Fedrigoni will reflecting on the key business topics and challenges for our industry





# FULL WORKING PROGRAMME

## THURSDAY 23 MAY 2024

12.45 – 13.00

**Intermezzo: visual wrap-up:**

FINAT cartoonist-in-residence **Philip Barrett** presents a graphic summary of the key takeaways of this morning.



13.00 – 14.30 | LUNCH

Opportunity to refuel, (re)connect with industry peers and visit premium suppliers represented in the expo area (Olympia foyer prior to the kick-off of the afternoon programme).

### SESSION 3: (14.30 – 16.35) SUSTAINABILITY

14.30 – 15.15

**The EU Corporate Sustainability Reporting Directive – towards a more equitable future**

**Michel Scholte** is the director and co-founder of the Impact Institute and the co-founder and executive director of True Price. To him, idealism is intrinsic to entrepreneurship. As a social entrepreneur, he is dedicated to a more equitable economy, in balance with nature and without extreme forms of poverty and suppression. From 2020-2022, this won him the honorary title of Minister of the New Economy in The Netherlands. His most recent venture is the CSRD Academy, an initiative to prepare industries like the labels and packaging sector for the EU Corporate Sustainability Reporting Directive (CSRD).



15.15 – 15.45

**Towards a Smart Food Chain: Minimise Waste in Food Supply using smart labels and packaging technology**

Billions of dollars' worth of revenue is lost every year along the supply chain, while the environmental cost of a complex supply chain can seem almost immeasurable. Intelligent labels and packaging can make a difference in the quest to combat waste along the supply chain. **John Eisses** of Dutch consultancy firm Berenschot presents the case story of AIPIA, the Active and Intelligent Packaging Industries Association, that is preparing a funded initiative to developing and implementing effective smart packaging technologies to restructure conventional food supply chains.



15.45 – 16.30

**Are we ready for the EU Packaging and Packaging Waste Regulation and other regulatory changes?**

The way it looks now, PPWR is a reality before the European elections in June. How is our industry prepared for the targets set by this and related regulatory challenges like Design for Recycling, Recyclability, carbon accounting, CSRD etc.? After a brief summary by FINAT's Regulatory Affairs Manager **Pablo Englebienné**, a panel of distinguished experts will reflect on topics pending. The panel will exist of **Fabrizio di Gregorio** (Plastics Recycling Europe), **Francesca Stevens** (EUROPEN), **Sergio Collado** (Sulayr Global Service, PET recycler), **Suvi Rasa** (UPM Raflatac), **Noël Kasmi** (Avery Dennison) and **Graham Holder** (Ceflex).



16.30 – 16.35

**Intermezzo: visual wrap-up:**

FINAT cartoonist-in-residence Philip Barrett presents a graphic summary of the key takeaways of this morning.



19.00 – 24.00

**DINNER AND ENTERTAINMENT**

Opportunity to unwind from day 1, (re-)connect with industry peers, enjoy premium entertainment and have a bit of fun. (See page 9 for more details). Dress code: business casual

# FULL WORKING PROGRAMME

FRIDAY 24 MAY 2024

## SESSION 4: (09.00 – 10.15) INNOVATION

09.00 – 09.45

### How to harness AI and maintain the competitive edge

**Katie King** is an AI strategist and influencer who is revolutionizing the way businesses leverage artificial intelligence. With her deep understanding of AI technology and its applications, Katie has helped countless organizations achieve their goals and stay ahead of the curve in the ever-changing digital landscape. Her expertise extends to various industries, including healthcare, finance, and retail, and she has a proven track record of success in helping businesses achieve their objectives and transform their businesses. Katie is a true visionary who is shaping the future of AI, and her contributions are making a real impact on the world.



09.45 – 10.15

### Using AI for innovations in the label industry

**Dieter Tschernernjak** is the Founding Partner and Co-creator of Inno-Verse, an AI-enabled innovation and strategy platform for companies and organisations. Dieter will present real use cases related to the labels and packaging sector in the field of sustainability, circular economy or business model development.



10.15 – 11.00

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

Opportunity to refuel, (re-)connect with industry peers and visit premium suppliers represented in the lobby expo area.

## SESSION 5: (11.00 – 13.00) LABEL LEADERSHIP

11.00 – 12.00

### How to brand our industry in today's battle for talent?

Like so many sectors in the manufacturing industry, label and packaging manufacturers are struggling to attract young talent. Partly this has to do with an outdated image of our sector as seen from the outside, but in part it is also a matter of 'internal' mindset and culture change. As an outsider, influencer on youth

participation, millennials, Gen Z and gender equality, and former United Nations Youth Ambassador **Laura Bas** will present her thoughts and ideas on what our sector can do to become more attractive to graduates and young talent from adjacent sectors. After Laura's introduction, a distinguished panel consisting of **Tom Baker** (Baker Labels, UK), **Iban Cid** (Germark, Spain), **Dana Kilárska** (Purgina Labels, Slovakia), **Anastasios Politis** (International Circle of Educational Institutes of Graphic-Media Technology and Management, Greece) will reflect on these recommendations.



12.00 – 12.45

### How an Olympic gold winning rower turned Olympic coach

**Tim Foster**, British rowing champion, has etched his name in the annals of Olympic history. Born in Bedford, England, on January 19, 1970, Foster's passion for rowing blossomed early, leading him to excel at the sport from a young age and winning gold at the prestigious 2000 Olympics in Sydney, Australia. Beyond his Olympic success, Foster is also an accomplished coach, sharing his wealth of knowledge and experience. His infectious enthusiasm and strategic insights have helped shape countless careers. He embodies the true spirit of sportsmanship, demonstrating the importance of teamwork, camaraderie, and the pursuit of excellence.



12.45 – 12.50

### Intermezzo: visual wrap-up:

FINAT cartoonist-in-residence **Philip Barrett** presents a graphic summary of the key takeaways of this morning



12.50 – 13.00

Closing speech – **Philippe Voet**, FINAT President, closes this year's conference.



13.00 – 14.30 | LUNCH

Opportunity for delegates to share the learnings of this event with peers and new found business friends, look forward to the summer, exchange contact details and say goodbye (but not farewell), and perhaps extend their stay in Athens.



# SOCIAL PROGRAMME

## WEDNESDAY 22 MAY 2024

18.45 – 19.30

Welcome cocktail at the Divani Caravel

19.30 – 20.00

**Awards Ceremony in the Olympia room of the Divani Caravel**

The announcement and celebration of the winners of the 2024 FINAT Label Competition, in an Olympic Game setting. The ceremony will be presented by our Master of Ceremonies, Dr Vlad Sljapic.

20.00 – 22.30

Welcome dinner in the restaurant of the Divani Caravel



## THURSDAY 23 MAY 2024

09.00 – 17.30

**Mythological Story telling Tour & Wine Tasting Experience**  
(For accompanying persons. Walking shoes are recommended.)

09.00

Departure from the hotel.

You will wander around the Ancient Agora, absorbing the tales – or should I say, the myths – of the Greek gods narrated by skilled storytellers. Explore Zeus's origins in Plaka, Athens' oldest district, and savor honey, believed to be Zeus' baby food. On Dionysiou Areopagitou, discover the tales of Dionysus, the god of wine, accompanied by a modest toast with red wine. The sightseeing will be concluded at Mars Hill, with a stunning view of the

Acropolis, where you will learn about goddess Athena and her victory in the famous contest with Poseidon for the city's patronage. Immerse yourself in the myths of Greece and its gods during this concise tour. A bite of Pasteli and a sip of red wine will enhance your experience as these are ingredients inspired by the myths that are shared.

13.00

**Departure to Papagiannakos Winery, where lunch will be served. After lunch a personal wine tasting experience is scheduled.**

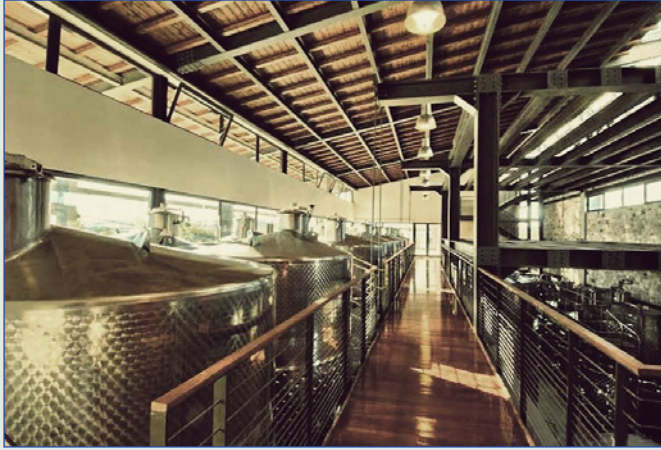
Papagiannakos is the first winery especially designed and built in Greece according to innovative bioclimatic standards and which most clearly marks a new era.





# SOCIAL PROGRAMME

THURSDAY 23 MAY 2024



Set among vines, the site on which the winery has been built is that of an old monastery and is located in the heart of the plain of the Attican vineyards. The third generation of Papagiannakos family is the creator of a magnificent new winery which has been designed to be completely compatible to the essence of the product and friendly to the environment according to innovative methods of bioclimatic architecture and engineering adopted.

**16.30**

**Departure to the hotel. The trip takes one hour.**

**19.00 – 24.00 Joint dinner & entertainment at Gazarte**

**19.00**

**Departure from the hotel.**

Gazarte is a multipurpose Arts and Culture venue, located in the central square in Gazi, Athens. From the top floor you have a view of the Acropolis and a direct view to the vibrant Gazi square. With various types of available facilities, including a music hall & lounge and two meeting rooms on the ground floor, a cocktail bar & live stage with reclining roof and an open-air veranda on the top floor, as well as a multi-purpose room for meetings and other events on the second floor.

Besides tasting the delicious food, listening to Greek and international music and networking with your peers, you can enjoy a theatrical play. The evening will be closed by a performance of the 48 ores party band.

## Theatrical play

"In a founding myth reported by Pseudo-Apollodorus, Athena competed with Poseidon for the patronage of Athens. They agreed that each would give the Athenians one gift and that Cecrops, the king of Athens, would determine which gift was



better. Poseidon struck the ground with his trident and a saltwater spring sprang up; this gave the Athenians access to trade and water. Athens at its height was a significant sea power, defeating the Persian fleet at the Battle of Salamis- but the water was salty and undrinkable. Athena offered the first domesticated olive tree. Cecrops accepted this gift and declared Athena the patron goddess of Athens."

## 48 ores party band

They had 48 hours to prepare for their first gig. They had 48 hours to come up with, rehearse and deliver a 3-hour innovative, interactive live music party. Thus the deadline became the band's name (48 ores is 48 hours in Greek), after the first gig experience in 2003. The goal has been the same ever since: destroy the boundaries between stage and audience. Becoming one with the people in the room.



Dinner ELF2023



# SOCIAL PROGRAMME

**FRIDAY 24 MAY 2024**

09.00 – 12.30

Delicious Athens Food tour (For accompanying persons.  
Walking shoes are recommended.)

The tour starts at Syntagma, the central square of Athens. The square is named after the Constitution that Otto, the first King of Greece, was obliged to grant after a popular and military uprising on 3 September 1843. It is located in front of the 19th-century Old Royal Palace, housing the Greek Parliament since 1934. It has become a popular place for political demonstrations.

You will then continue with a visit to the bustling Athens Central Market (Varvakios Central Municipal Market), a historic food market unlike any other in Europe. Colorful and fragrant food stalls set the stage among animated food sellers, fishmongers and butchers whelping for sales as locals bargain them down. Following, a walk through the city's quaint spice street, browse through mom-and-pop specialty shops selling local wine, olive oil, cheese or olives, to sampling what's behind the glass counters at family-run delicatessens. The aromas of fresh, out-of-the-oven savory pies, the tempting displays of Greek pastries and sips of Greece's strong and tasteful spirits round up the food tour.

You will also be visiting Monastiraki, known for its iconic landmarks including the ruins of Hadrian's Library, the Ancient Agora and the rebuilt Stoa of Attalos. Other places to stop will be Psyrri, with its small artisan shops, commercial avenue Ermou and the Agia Irini square.

**Lunch will be served at the hotel.**





# DETAILS OF PARTICIPATION & ROOM RESERVATION

## FORUM PARTICIPATION

### THE FORUM PACKAGE INCLUDES

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

### THE FORUM PACKAGE EXCLUDES

Travel and lodging expenses

### FEES

- FINAT Label converters: € 850
- FINAT Suppliers: € 1450
- Accompanying persons € 495
- For 3rd and more representatives of a supplier company a € 200 discount will be applied.
- (FINAT Board members, and committee members that have attended at least 2 of the 3 Committee Summits will receive a 50% discount on the price.)
- Non-members (Converters) € 1,000
- Non-members (Suppliers) € 1,900

### REGISTRATION

- To register as a delegate for the ELF2024 please use the online form.

- To register as a sponsor, see under 'Sponsorship'
- To book a room, see under 'Hotel room booking'

[CLICK HERE FOR DELEGATE REGISTRATION](#)

### PAYMENT

If applicable, you will receive an invoice from us. (According to Greek law, 24% VAT is charged for participation at an event - for Greeks and foreigners. This percentage will also be included in the bill.). Please settle the invoice within 14 days of receipt but **no later than 8 May 2024\***. Payment is possible via bank transfer or via credit card. In case your payment is not received in the FINAT bank account on time, we will charge your credit card on the spot at the FINAT Registration Desk.

*(\*depending on the date of your registration)*

### CANCELLATION POLICY

- Full refund of the participation fee will be permitted if the cancellation is received in writing **before 1 May 2024**.
- A full refund minus a handling fee of €150 per registration will be given for cancellation requests received in writing **before 8 May 2024**.
- No refunds will be granted for cancellations received **after 8 May 2024**.
- Cancellations by telephone cannot be accepted.

## HOTEL ROOMS

### ROOM PRICES

- Single: € 240 | Double: € 260
- Rates include breakfast, VAT and municipality tax, but exclude € 10 climate crisis resilience tax per room, per night.

### HOTEL ROOM BOOKING

You can book your hotel room via the FINAT booking link:

[CLICK HERE TO BOOK YOUR ROOM](#)

Please use code FINAT2024 in case this is not already shown.

### FORUM HOTEL

Divani Caravel Hotel  
Leof. Vasileos Alexandrou 2,  
Athens 161 21, Greece  
Tel. +30 - 21- 0720 7000

[MORE INFO](#)

### 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 via the online reservation link.

### HOTEL ROOM CANCELLATION

No free cancellation is allowed for this rate, special conditions apply. Upon confirmation of the reservation, a one (1)-night NON-REFUNDABLE DEPOSIT PAYMENT is required for the guarantee of your reservation. For any cancellations from booking till 30/04/2024, an extra one (1)-night NON-REFUNDABLE DEPOSIT PAYMENT will be charged. (Total 2 nights). From 01/05/2024 and onwards, in case of non-shows, or in case of earlier departure, guests will be charged according to the initial reservation.

### 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.

# SPONSORSHIPS

## DETAILS AND REGISTRATION

### GOLD SPONSOR

€ 6,000

- Listing as Gold Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Full page f/c advert in programme book (supply as PDF 10 x 20.5 cm, w x h)
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
  - EPS
  - JPEG 200x200 pix)
- Company banner rotating on FINAT website (1 May - 1 October)  
*supply in 2 formats:*
  - 728 x 90 w x h (animated) GIF
  - 300 x 250 w x h (animated) GIF
- Company banner on ELF website  
*(supply as: 320 x 460 pix w x h in [animated] GIF)*
- Company description on ELF website (max 150 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)
- Free 10-seconds' video promotion of your company or product on screens during the B2B breaks

### SILVER SPONSOR

€ 3,500

- Listing as Silver Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Half page f/c advert in programme book  
*(supply as PDF 10 x 11 cm, w x h)*
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
  - EPS
  - JPEG 200x200 pix)
- Company description on ELF website (max 100 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)

### BRONZE SPONSOR

€ 1,750

- Listing as Bronze Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Free tabletop (table + electricity) for the entire duration of the forum
- Option to sponsor either lanyards or pens, or pads

### REGISTRATION

To apply for a sponsorship use the online form. (FYI: This form is also used to book adverts or combined B2B packages)

For more information about the various sponsorship packages please consult the full media rates 2024 brochure.

[REGISTER SPONSORSHIP](#)

[MEDIA RATES](#)







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FINAT – THE ASSOCIATION FOR THE EUROPEAN LABEL INDUSTRY