



HILTON VIENNA PARK | VIENNA, AUSTRIA



# PROGRAMME 2023

31 MAY – 2 JUNE 2023



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards



Management

# THE EUROPEAN LABEL FORUM 2023

FINAT'S EUROPEAN LABEL FORUM 2023 THE CATALYST OF MUTUAL LEARNING

31 MAY – 2 JUNE, HILTON VIENNA PARK, VIENNA, AUSTRIA



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.**

FINAT, the European association for the label industry, is pleased to announce the programme for its European Label Forum 2023, to be held from Wednesday 31 May till Friday 2 June at the Hilton Park Vienna (A).

FINAT's 63rd annual in-person conference since its foundation in 1958, and its 7th in the current format as 'European Label Forum', comes at a time that the European labels and packaging industry is undergoing the impact of successive distortions caused by the Covid-19 Pandemic, rapid post-Pandemic recovery as well as subsequent socio-economic and geopolitical turmoil.

Having weathered the storms of 2020 and 2021 as part of societies' essential infrastructure, in 2022 European label companies were riding the waves of supply chain volatility caused by paper strikes, excessive raw materials lead times and shaky stock levels, combined with growing economic uncertainty caused by Russia's invasion of Ukraine, energy shortages, cost increases, interest rate rises and consumer price inflation severely impacting disposable incomes.

At the time of releasing this programme (February 2023) it remains to be seen how these forces will impact our industry

going forward into the spring and summer, but our event next June in wonderful Vienna is likely to be the perfect occasion for business owners, industry leaders and value chain partners to address critical questions like:

- How will societies, economies and markets be responding to the present 'perfect storm'?
- How will our industry be doing in the broader scope of labels and packaging industry perspectives?
- What does the current environment mean for business consolidation and technology investment?
- What can our industry do with our value chain partners to advance the transition to circular business models, environmentally sustainable processes and products in the face of climate change and raw materials shortages?
- What are the lessons learned from last year's supply chain disruptions and which tools are available to manage risks within the triangle of customer service, economic viability and the necessary working capital?

**All these questions and more will be addressed at our industry's annual leadership summit next June.**

**For more information and registration visit [www.europeanlabelforum.com](http://www.europeanlabelforum.com).**



# THE EUROPEAN LABEL FORUM 2023

WHAT EUROPEAN LABEL FORUM 2022 PARTICIPANTS HAD TO SAY

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

”

*“The ELF helped me to get a better understanding of the self-adhesive label market.”*

*“As a first-time attendee I liked the sense of community and responsibility across our industry.”*

*“The topics that were discussed were super relevant and insightful.”*

*“There was a good interaction between the speakers and the participants and a pleasant atmosphere in general.”*

*“Great location to get together again after a long time of lockdowns.”*

*“The ELF is an excellent opportunity to network. Everyone has an open mind and warm spirit.”*



# FULL WORKING PROGRAMME

**WEDNESDAY 31 MAY 2023**

## PRE-CONFERENCE ACTIVITIES

08.30 – 17.00

### Pre-conference meetings and activities

- FINAT Committee Summit (08.30 – 12.30) – by invitation only
- Registration opens (12.30)
- CELAB-Europe General Meeting (13.00) – by invitation only
- FINAT General Assembly (16.00 hrs.)
- Setup FINAT Tabletop Exhibition (14.00 hrs.)

19.00 – 22.30

### Start of the forum

- Welcome cocktail (19.00)
- Awards Ceremony (19.45)
- Buffet dinner (20.30)



Awards Ceremony 2022



# FULL WORKING PROGRAMME

THURSDAY | JUNE 2023

08.45 – 09.00

Welcome speech

**Philippe Voet**, FINAT President



09.45 – 10.15

Labels and packaging industry perspectives

**Jules Lejeune**, in his 26th year as Managing Director of FINAT, will present his annual overview of the European labelstock market statistics and compare this with market data about adjacent sectors in the European packaging industry.



## SESSION I: THE SOCIO-ECONOMIC, GEOPOLITICAL AND PACKAGING LANDSCAPE

09.00 – 09.45

Keynote Presentation

**Riding the global waves: how geopolitical tensions and financial and economic shocks affect our business future**

- **Ron Keller** is former Dutch Ambassador to Ukraine, Russia, Turkey and China. Previously, he was Director at the Eastern Europe Bank (EBRD) and top advisor to the European Union, the International Monetary Fund, the World Bank, and to the Dutch Ministries of Finance and Foreign Affairs. At the European Union in Brussels he chaired the Committee that set-up the Euro currency system (1997-2000). He is a lecturer at universities and also a frequent commentator on Dutch TV and radio but also the BBC. From this variety of different backgrounds, Ron is perfectly positioned to connect the global economic, financial and geopolitical perspective with the present business outlook.



10.15 – 10.45

Industry 'Hotspot Vienna': the wider European packaging perspective

- A cross-industry panel of Austria-based packaging industry executives consisting of **Günther Birkner** (President CCL Label and Innovia Films), **Andreas Koppitz** (CEO Pharma and Healthcare at MM Group) Mayr-Melnhof Packaging), and others to be confirmed, will reflect on the rapidly changing political, legislative, economic, consumer and business landscape and the role of packaging as critical enabler in European regions and societies.



10.45 – 11.30

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

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



FINAT ELF 2022: B2B networking break

# FULL WORKING PROGRAMME

THURSDAY | JUNE 2023

## SESSION 2: NEW TECHNOLOGY

11.30 – 12.30

**Investing in times of disruption – *Corey Reardon*,**

AWA *Alexander Watson* Associates (NL) outlines the various aspects regarding investment in uncertain times of increasing prices, increasing interest rates, economic uncertainty and (probably) recession. The report will combine results from the latest FINAT RADAR converter survey with additional primary research interviews among materials, inks, and other consumables suppliers, press and equipment manufacturers, as well as investment banks and private equity firms.

Additionally, insights as to how the installed base of equipment will evolve over the next years, and the impact of automation, industry consolidation, and digitization will be discussed during a stakeholder panel moderated by Corey and Andy Thomas of Labels & Labeling (UK).



## SESSION 3: SUSTAINABILITY

13.45 – 14.30

**Keynote Presentation**

Guided by the future: lessons to be learned from the world of architecture - *Thomas Rau* is entrepreneur, architect, innovator and visionary. He is ranked among the Top 5 Dutch key influencers in sustainability. His motto is 'guided by the future': his decisions and actions are not determined by what is deemed possible or culturally acceptable now, but by what is necessary for the future. Putting words into action, RAU Architects have been on the forefront of designing environmentally conscious buildings and healthy indoor climates since 1992. He is promoting the use of renewable energy in the built environment and seeks to address the increasing worldwide resource scarcity. Thomas' new enterprise Turntoo focuses on closing material loops and developing business models to put the circular economy into practice.



12.30 – 14.00

### NETWORKING LUNCH

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

14.30 – 15.15

**Gamechanger trends in packaging sustainability**

- *Thomas Reiner*, CEO of the Berndt & Partner Group (D), is one of Europe's most renowned packaging experts. He has a long track record of consulting the world's major brand-owners, retailers and packaging companies on their packaging innovation strategy. Recently he has been focusing on advocating the sustainable packaging mission. In his view, the topic of sustainability is much connected to several other topics like agility, supply chain management, digital transformation, etc. The label industry is known for its late stage customization and agility, but is our supply chain ready for the faster speed to market? Advocating a holistic approach to sustainability, he emphasizes that through the consumers, the global players (brands, converters, key suppliers) are currently in the lead in terms of circularity and carbon footprint, but this is now trickling down to the medium and smaller players. Now is the playing ground that needs to be prepared.



15.15 – 15.45

### 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 prior to the kick-off of the afternoon programme





# FULL WORKING PROGRAMME

FRIDAY 2 JUNE 2023

15.45 – 16.15

## The brand-owner view on sustainability issues

– moderated by **Thomas Reiner**, a panel of leading end-user companies consisting of **Gian De Belder** (P&G), and more to be announced soon will review the latest developments in terms of consumer trends on sustainability, joint industry initiatives like the HolyGrail 2.0 projects, and their implications for brand-owner demands on the development, design and procurement of labels and packaging.



16.15 – 16.45

## Design for recycling of plastic labels and packaging materials

**Fabrizio di Gregorio** (I) is the Technical Director of Plastics Recyclers Europe (PRE). PRE launched RecyClass, the non-profit, cross-industry initiative that advances plastic packaging recyclability while promoting the traceability of plastic waste and recycled plastic content in Europe. Fabrizio will talk about the RecyClass Design for Recycling Guidelines and their implication for the design of filmic labels and packaging.



16.45 – 17.15

## State of the Union on linerless labels

According to the latest FINAT RADAR Converter report, 'linerless' is one of the segments outside self-adhesive that label converters are least active in, but also the one that they are most interested in to enter as a future business opportunity. Linerless has its opportunities but also its limitations. Where does the technology stand and where can it go? what works for what, what are the technical and hardware requirements, etc.? These and other questions will be addressed by FINAT's Technical Advisor **Noel Mitchell** to a panel featuring **Jon Lenck** (UPM Raflatac), **Maxime Bayzelon** (ETI), **Harald Wallner** (Herma), **Wayne Middleton** (Avery Dennison), **Remco van der Velde** (Maan), **Mark Caines** (Iconex Europe), **Sergio Veneziani** (Beontag) and **Miquel Prieto** (Fedrigoni Group).



19.00 – 22.30

## DINNER AND ENTERTAINMENT AT FERSTEL PALACE

Opportunity to unwind from day 1, (re-)connect with industry peers, enjoy premium entertainment and have a bit of fun.



### About the Ferstel Palace:

Unlike many other palaces in the Austrian capital Palais Ferstel is not named after its owner, with that honour going instead to its architect. But not until it was completely renovated in 1982. Otherwise it would have ended up being known as the national bank or the stock exchange building, in recognition of the roles originally intended for this opulent structure built by Heinrich von Ferstel.

Be that as it may, Palais Ferstel continues to cast its magic on guests at meetings and parties alike, with its fantastic Venetian-cum-Florentine-cum-Trecento architecture, something you won't find anywhere else in the capital. With stunning rooms, dazzling chandeliers and an impressive colonnaded courtyard. An Italian Palazzo – in the heart of Vienna's historic first district, on Freyung.

(Dress code: business casual)

# FULL WORKING PROGRAMME

FRIDAY 2 JUNE 2023

09.00 – 9.30

**Connecting the Dots** – **Tobias Bartel** (D) is a trainer and consultant in innovation and technology management. Besides his daily work, he is frequently involved as motivator during industry meetings, memorising the key topics and translating these into value-adding impulses. Be prepared to be woken up and challenged about the topics and learnings of the previous and upcoming day and to be touched by a smile and some entertaining magic...



this all the way to the critical components and raw materials is key to the success of professional supply chain management, but in order to achieve success, one has to carefully navigate through the 'Golden Triangle' of Service, Cost and Cash.

After a brief introduction (or repetition for those who attended his session last year) of the principles of his 'Supply Chain Triangle', this first part of the session will focus on the identification of key supply chain challenges in the label value chain.

## SESSION 4: SUPPLY CHAIN WORKSHOP

09.30 – 10.30

**Hidden Secrets between the Golden Triangle of Service, Cost and Cash** – **Bram de Smet**, lecturer at Vlerick Management School (B) and founder of Solventure has been asked to return after his eye-opening breakout presentation at the ELF 2022 in Baveno. Supply Chain Management has been at the top of the industry agenda since late 2021 and is expected to remain so for the foreseeable future. During a highly informative and interactive workshop, Mr. De Smet will take his audience on a journey through the journey from the customer's customer to the supplier's supplier. Understanding where the market is going and translating



10.30 – 11.15

### 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 prior to the kick-off of the afternoon programme.

11.15 – 12.15

### PART 2 Supply Chain workshop: interactive session on solutions

During the second stage, participants will then work towards possible common solutions to the challenges that were identified and discussed in part 1.

12.15 – 13.00

### Closing Keynote Digital transformation as seen from a business perspective: five actionable stages of change

**Lindsay Herbert** is the author of Digital Transformation, a Bloomsbury business book that has received international praise for its practical framework on how to drive major change through innovation at enterprise scale. Lindsay's core message is that real digital transformation is about learning to become more adaptive to change itself. Success comes from the ability to react to the small and early signs of change, leveraging data, technology and new ways of working along the way. Lindsay has advised the leaders of major companies on how to further their innovation agendas, as well as creating breakthrough technologies. The biggest revelation of all, Herbert argues, is that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to change itself.



Panel discussion ELF2022

13.00 – 14.30

### LUNCH

Opportunity 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).



# SOCIAL PROGRAMME FOR ACCOMPANYING PEOPLE

## THURSDAY | JUNE 2023

09.00 – 16.00

### Full day trip to the Vienna Woods

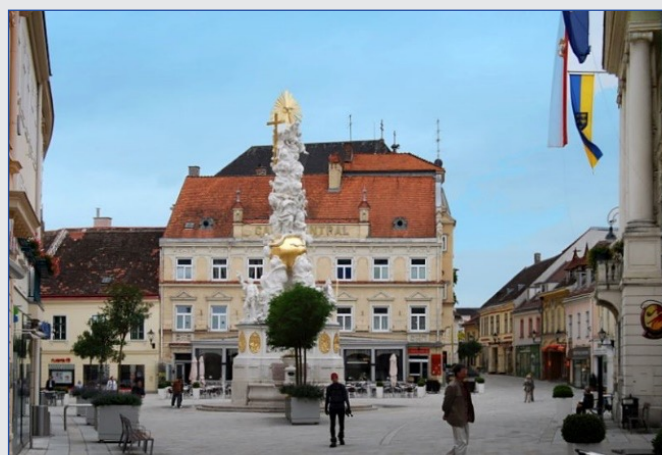
We depart by bus from the hotel and start our day by visiting the Heiligenkreuz Abbey. This abbey is famous for being the oldest continuously running Cistercian monastery in existence. It was built in 1133. St. Leopold III of Austria was requested to do so by his son, Otto. The abbey has survived plagues from both man and God and withstood them all. You can see for yourself why it holds such great importance.



Afterwards we continue to the small village of Mayerling. There is a hunting lodge, which is not only home to an incredibly important cloister of nuns, but is also famous for one of the most interesting and mysterious events of the Habsburg empire – the suicide/ murder of Crown prince Rudolph and his mistress Mary Vetsera. Until today, it is unclear what exactly did happen that night. Visitors can tour the site of "The Mayerling Incident" set against the beautiful backdrop of these amazing woods.



Our journey continues to discover a unique underground pearl and experience an extraordinary mining history. Perhaps you are more intrigued by the mysteries of the water than those of the land, and in that case the Seegrotte is perfect for you. This beautiful geographical feature of the woods was once a gypsum mine, but it was flooded in the beginning of the 20th century with 20 million liters of water. Let yourself be enchanted by a mysterious labyrinth of tunnels and underground passages as well as an unforgettable boat trip on Europe's largest underground lake. *(Bring a sweater or coat with you, for temperatures in the caves can drop to 5-10 degrees Celsius.)*



The tour will finish in the beautiful spa town of Baden. This town, which literally translates to "baths" in German, takes its name from the 13 hot springs that are around the city. Even the ancient Romans came to Baden to get away, and some of the ruins from their stays here are still visible. Another famous guest of this town is the great composer Beethoven, and you can visit his old haunts as well. In this town you can also enjoy lunch in a charming restaurant located on the pond.



# SOCIAL PROGRAMME FOR ACCOMPANYING PEOPLE

**FRIDAY 2 JUNE 2023**

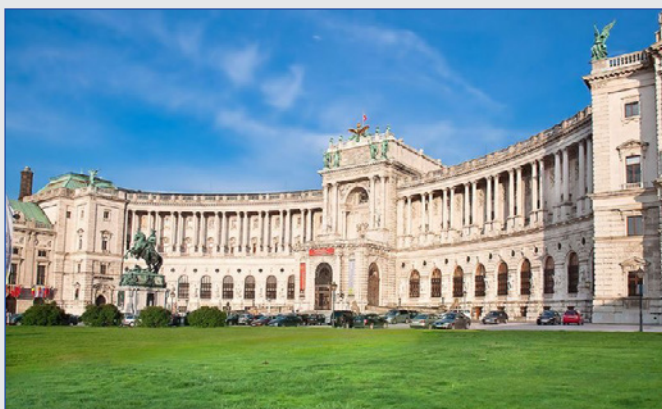
**08.30 – 12.00**

## **Half day trip of Vienna highlights**

We depart by bus from the hotel and start our tour on Vienna's Ringstrasse, which is 5.3 kilometers long – long enough to provide space for numerous monumental buildings, most of which were built during the period of Historicism from the 1860s to the 1890s. Today, the buildings that stand there – from the Vienna State Opera to the Museum of Fine Arts – are among the most important sights in the city of Vienna. On May 1, 1865, Emperor Franz opened the Vienna Ringstrasse with a grand ceremony.



We continue to Hofburg Palace, which is the former imperial palace in the center of Vienna. Part of the palace forms the official residence and workplace of the President of Austria. Built in the 13th century and expanded in the centuries since, the palace has housed some of the most powerful people in Austrian and European history, including monarchs of the Habsburg dynasty – rulers of the Austro-Hungarian Empire. It was the principal imperial winter residence, as Schönbrunn Palace was their summer residence. The Sisi Museum conveys a complex picture of Empress Elisabeth by displaying numerous personal objects owned by this unique woman.



We can't miss the Kärntner Strasse which leads straight from the Stephansplatz to the Wiener Staatsoper at Karlsplatz on the Ringstrasse. Today, this pedestrian zone is a perfect place for shopping in the center of Vienna. There is a diverse mix of historical buildings, traditional shops, and stylish flagship stores of international brands.

St. Stephen's Cathedral is the mother church of the Roman Catholic Archdiocese of Vienna, as well as the seat of the Archbishop of Vienna which makes it another fantastic attraction.



During the tour you will have a chance to slow down and enjoy a coffee break at a local famous coffee shop with a selection of hot drinks and exclusive cake selection. 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

- Label converters: € 850
- Suppliers: € 1450
- Accompanying persons € 495
- For 2nd and more representatives of a company a € 200 discount will be applied.

### REGISTRATION

- To register as a delegate for the ELF2022 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 Austrian law, 20% VAT is charged for participation at an event - for Austrians and foreigners. This percentage will also be included in the bill.)

Please settle the invoice within 14 days of receipt but **no later than 25 May 2023\***. 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 12 May 2023**.
- A full refund minus a handling fee of €150 per registration will be given for cancellation requests received in writing **before 19 May 2023**.
- No refunds will be granted for cancellations received **after 19 May 2023**.
- Cancellations by telephone cannot be accepted.

## HOTEL ROOMS

### ROOM PRICES

- Single: € 209 (including breakfast, VAT and basic WIFI)
- Double: € 229 (including breakfast, VAT and basic WIFI)

### HOTEL ROOM BOOKING

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

[CLICK HERE TO BOOK YOUR ROOM](#)

### 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

You can cancel your room free of charge until **9 May 2023**.

In case of a no-show or late cancellation after 9 May the full price will be charged.

### FORUM HOTEL

Hilton Vienna Park  
Am Stadtpark 1  
1030 Vienna, Austria  
Tel. +43-1-71700

[MORE INFO](#)

### 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-April 2023
- Full page f/c advert in programme book (supply as PDF 10 x 20.5 cm, w x h)
- Company logo on banner at stage (supply as EPS or high resolution JPEG)
- Company logo published on ELF website (supply as JPEG 72 dpi 200 x 200 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 logo description on ELF website (max 150 words)
- Company listing in event app (details tba)
- Free table top booth & poster panel (optional) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (converter and non FINAT member only)
- 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-April 2023
- Half page f/c advert in programme book (supply as PDF 10 x 11 cm, w x h)
- Company logo on banner at stage (supply as EPS or high resolution JPEG)
- Company logo published on ELF website (supply as JPEG 72 dpi 200 x 200 pix)
- Company description on ELF website (max 100 words)
- Company listing in event app (details tba)
- Free table top booth & poster panel (optional) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- Two VIP tickets for your customer (converter and non FINAT member only)

### BRONZE SPONSOR

€ 1,750 (tabletop only)

- Listing as Bronze Sponsor in all official FINAT ELF documentation as of mid-April 2023
- Free table top booth & poster panel (optional) for the entire duration of the forum

### 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 2023 brochure on our website:

REGISTER SPONSORSHIP

MEDIA RATES







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The Netherlands  
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FINAT - THE ASSOCIATION FOR THE EUROPEAN SELF-ADHESIVE LABELLING AND ADJACENT NARROW WEB CONVERTING INDUSTRIES