

TO STRENGTHEN THE FOLDING CARTON INDUSTRY ECMA BUSINESS SEMINAR 2017



Are you tired of losing market share to other packaging materials? Are you competing with other packaging materials only on price, or are other issues also important? Are consumers really worried about mineral oils and plastics polluting the oceans? How can we turn the tide and strengthen the position of our industry.

On Wednesday the 5th of April 2017 ECMA organises this year's ECMA Business Seminar.

The Carton Identity

Organizations around the globe are increasingly focused on identifying their primary stakeholders, what they think, say and do, as well as how best to engage with them. The ECMA Business Seminar will help you to understand, build and manage your corporate reputation in a way that leverages your strengths, mitigates risk and creates a competitive advantage.

From Challenge to Opportunity

How can we manage our own food safety challenges and turn them into commercial opportunities? And what can we learn from our main competitors from the plastics industry? The aim of the ECMA Business Seminar is to help you to understand the bigger picture and the trends and developments influencing our industry. How we are going to deal with the challenges and issues around food safety, sustainability and influence the consumer attitude towards cartonboard packaging, will be crucial for a healthy future of our industry.

Sign up for free!

The seminar is targeted at senior sales and senior management with customer contact. Participation is free of charge but registration is required.

SEMINAR PROGRAMME:

14.00 – 14.05 hrs

Introduction by Jean-François Roche, Chairman of the ECMA Marketing and Communications Committee

14.05 – 14.45 hrs

Plastics Industry | Know Your Competitor

- What can we learn from our main competitor, the plastics industry?
- Roadmap for the EU Strategy on Plastics in a Circular Economy
- Changing consumer attitude towards plastics and sustainability; a risk for the plastics industry

14.45 – 15.45 hrs

Could GMP Sell More Cartons? | Food Safety as a USP

- Food Safety Issues (Foodwatch)
- ECMA Food Safety GMP and Food Seal
- How to turn a challenge into a commercial opportunity?

15.45 – 16.30 hrs

The Carton Identity

- Corporate reputation management, crisis management and issue management
- How to understand, build and manage the reputation of cartons?

We are confident you will be interested to join the ECMA Seminar.

HOW TO REGISTER:

Please click [here](#) to register (participation is free of charge but registration is required).

MEETING LOCATION:

Sheraton Amsterdam Airport Hotel and Conference Centre, Schiphol Boulevard 101, Amsterdam
www.sheratonamsterdamairport.com

A buffet welcome lunch is being served between 13.00 and 14.00 hrs