



# Programme

## THURSDAY 3 OCTOBER

- 13.00 Registration desk open
- 19.00 Welcome cocktail and dinner at Vinum Restaurant & Wine Bar

## FRIDAY 4 OCTOBER

- 08.30 General Assembly
- 09.00 Conference opening by the FEPE President
- 09.10 Jean de Couëspel, MC Chair: "The European envelope market and its main drivers - review of the last 12 months"
- 09.30 Maynard Benjamin, GEA & Sayaka Ikeuchi, Imura Envelope: "Global envelope market update"
- 10.00 Emanuele Bona, Pulp and Paper Products Council: "Trends in graphic paper demand"
- 10.30 *Coffee break*
- 11.00 Mark Davies, Whistl: "Normalising Print Media – How Digital Marketing has taught us a trick or two"
- 11.30 Miriam Elst, Bricks & Brains: "How Lego Serious Play can stimulate creative problem solving in businesses"
- 12.30 *Conference closure day 1 and networking lunch*
- 14.00 Guided tour of Porto**
- 19.00 Gala Dinner at Palácio de Bolsa**

## Saturday 5 OCTOBER

- 9.00 Mark Harrison, IPC: "Cross-border e-commerce developments and opportunities for direct mail and sustainable packaging"
- 9.30 Benjamin Arias, Foresta I.O : "Don't run away from complexity. It will increase regardless. Rather, unleash the inner value from it"
- 10.00 Simon Bitcliffe, Webmart: "What the f#ck is a C5? How to sell DM to millennials"
- 10.30 *Coffee break*
- 11.00 Keep Me Posted – success stories from a global movement  
with contributions from:
- David Gold, Royal Mail/ Keep Me Posted UK
  - Emilio Oviedo, Yo decido como recibo, Spain
  - Phil Riebel, Keep Me Posted USA
  - Kellie Northwood, Keep Me Posted Australia
- 12.00 Conference Closure
- 12.45 Boat tour with light lunch followed by a tour/wine tasting at Sandeman port wine cellar**
- 19.00 Farewell evening at restaurant Bocca**