

Afera General Assembly 2013 Report

Membership fees will not be raised in 2014

Afera's General Assembly was the first item on the agenda of Day 3, 3 October, of the 56th Annual Conference in Sicily.

Attended by 63% of Afera's Active Membership, this year's 40-minute GA was called to order by outgoing Afera President Peter Rambusch (certoplast Vorwerk & Sohn GmbH), who welcomed those present and remarked that the traditional Welcome Cocktail the evening before had been enjoyable, with good company and high-quality local wines. Mr. Rambusch reviewed the agenda, anti-trust guidelines and the GA 2012 Minutes recorded in Madrid, all of which were approved.

Next, the Committee Chairmen reviewed the current and future activities of the Marketing and Technical Committees, all of which are covered in this or future issues of bimonthly *Afera News*. Marketing Committee Chairman Michael Punter (Parafix Tapes & Conversions) touched on Afera's leading edge content marketing initiative, reporting that the social media project was more advanced than that of the Member Companies represented on the Committee. Afera is also going to experiment with engaging with engineering students in the upcoming Tape College 2014. The Marketing Committee is also developing formal eligibility and participation rules for Marketing Committee Members.

Outgoing Technical Committee Chairman Chrétien Donker (Eastman Chemical Middelburg B.V.) reported the merger of European Committee for Standardisation TC 253 with TC 193 (Adhesives); Afera's Lutz Jacob (RJ Consulting) heading WG 7, a new working group on PSAs within TC 193; and securing DIN (the German Institute for Standardisation) as WG 7's secretariat. The TC is also working on developing SAFT, Loop Tack and (possible) Weatherability test methods. Afera is moving forward with building its relationship with FEICA (reciprocal memberships) and also with MKVS, with which it hopes to launch a biennial merged technical event in Munich beginning in 2015. Mr. Donker also updated the GA on details of Afera's Tape College 2014. Lastly, Mr. Donker passed the baton to incoming TC Chairman Christophe Küsters of 3M Laboratories Europe GmbH, who began his two-year term.

Mr. Rambusch then presented Afera's current strategies:

- To raise awareness of PSAs outside of our customary markets
- To bring knowledge of the functionalities of tape (i.e., tape as an alternative to other bonding methods) to a greater audience.

He said that the Marketing Committee's social media initiative would be explained in further detail that morning in Bert van Loon's (Mostly Media) presentation "Can Afera Grow the Pie by Using Social Media."

Mr. Rambusch then conducted a review of Afera's finances before the Members. Afera, as a non-profit association, has posted a positive final balance for the past two years. The estimated final balance for 2013 is €29,071. For the first time, the ever-popular Technical Seminar posted a profit of €14,145, due in large part to sponsorship of the event. Afera's estimated capital on 31 December 2013 is €293,325. The 2014 budget shows a small profit of €1,775. Receiving no comments or objections, Mr. Rambusch noted the approval of the balance sheet as presented.

Current Situation Afera Membership 2013

2013		2012
53	Active Members	50
43	Associated Members	44
7	Affiliated Members	7
2	Honorary Members	2
7	Converters	9
<u>112</u>	Total	<u>112</u>

Because of Afera's effective strategic direction resulting in a strong financial position, Membership Fees will not be raised for 2014.

Next, Mr. Rambusch presented the new composition of the Steering Committee as follows:

- Western Europe including the U.K., Ireland, France, Belgium, The Netherlands and Scandinavia
- Central Europe including Germany, Austria and Switzerland
- Southern Europe including Italy, Spain and Portugal
- Eastern Europe including the Baltics, Turkey and Israel
- Two Committee Chairs.

He introduced new Steering Committee Member Mete Konuralp (Country Manager, tesa Bant San. Ve Tic. A.Ş.). Three SC Members were also presented and approved for re-election. The SC composition and rotation will assume the following form:

SC composition:

<u>From</u>	<u>Candidates</u>	<u>Until</u>
Eastern Europe	M. Konuralp	9/2015
Central Europe	P. Rambusch	9/2015
Western Europe	L. Derolez	9/2015
Southern Europe	F. Antonelli	9/2015
Chairman TC	C. Küsters	9/2015
Chairman MKC	M. Punter	9/2014

SC rotation schedule:

<u>Presidency</u>	<u>Years</u>	<u>Vice Presidency</u>
Western Europe	2013-2015 (L. Derolez)	Eastern Europe
Eastern Europe	2015-2017 (M. Konuralp)	Southern Europe
Southern Europe	2017-2019	Central Europe
Central Europe	2019-2021	Western Europe
Western Europe	2021-2023	Eastern Europe

Mr. Rambusch then welcomed incoming Afera President Laurent Derolez (Chargeurs/Novacel S.A.), who was officially installed.

Lastly, Members were reminded of Afera's upcoming events:

- The Tape College, Week 15 (7-9 April), Brussels Marriot Hotel, Belgium
- The Annual Conference, Week 40 (30 September – 3 October 2014) at the Dubrovnik Palace, Croatia.

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