

Pack2Go Europe Autumn Meeting

europe's convenience food packaging association

pack²go
EUROPE

Brussels 2011

Brussels Briefing: Regulatory Developments and Industry Trends

Building Resources to Promote and Defend Food and
Beverage Service & Convenience Packaging



Welcome to Brussels !

Dear Pack2Go Europe Members,
Dear Guests and Speakers,

Welcome to Brussels for Pack2Go Europe's Autumn meeting 2011! We have prepared an intense meeting programme including stimulating conference sessions and networking opportunities to interact with foodservice packaging manufacturers and industry suppliers.

These are critical times for our Association. Recent initiatives at EU and national level show that food and beverage service and convenience packaging is coming under attack by legislators and policy makers. Solutions for effective out-of-home collection of packaging are still lacking and our products are often seen as a major litter problem.

It is critical to find a good balance between defending our industry against unreasonable legislation and taking our part of responsibility for the existing issues. In parallel, the benefits of our products must be vigorously promoted.

The decision to re-launch Pack2Go Europe's *Regulatory and Communications Working Group* during 2011 is intended to start moving towards a more proactive and structured programme for the Association. To be effective, the Working Group needs to invest more time and resources in the activities that were identified as priorities for Pack2Go Europe. You will receive a complete briefing on the proposed 2012 work programme (and the required budgetary implications) during a dedicated session of the Thursday meeting.

But we also have the European Commission, Starbucks and Sodexo on the menu!

We wish you a productive and enjoyable experience!

Meeting Agenda

Wednesday 16 November 2011

Check in: **NH Hotel Grand Sablon, Brussels**
Grand Sablon - Rue Bodenbroek 2-4
1000 Brussels

Tel. +32-2-518.11.00
Fax +32-2-512.67.66
nhdugrandsablon@nh-hotels.com
<http://www.nh-hotels.com/nh/en/hotels/belgium/brussels/nh-hotel-du-grand-sablon.html>

RCWG Meeting: **Regulatory and Communications Working Group Meeting**
(RCWG Members only) (incl. sandwich lunch)
10.00 - 14.00 *Location:* Venus Room (Level -1)

RCWG/Board Mtg: **Pack2Go Europe RCWG and Board Joint Meeting** (RCWG and Board Members only)
14.00 - 15.00 *Location:* Venus Room (Level -1)

Board Meeting: **Pack2Go Europe Board Meeting** (Board Members only)
15.00 - 18.00 *Location:* Venus Room (Level -1)

Reception & Dinner: **Pack2Go Europe Autumn Conference Dinner**
19.00 Reception, **20.00** Dinner, *Location:* both held at the hotel

Thursday 17 November 2011

Statutory meeting: **08.30 - 09.15** (for Full (convertor) Members of Pack2Go only)
Location: Les Muses Room (Level -1)

Session 1: **EU Regulatory Briefing**
10.00 - 11.10 *Location:* D'Assaut Room (1st Floor, NH Hotel Grand Place Arenberg)

10.00 **Welcome**
Daniele Simonazzi, Pack2Go Europe President
New Pack2Go Europe President (elected during statutory session)
Eamonn Bates, Pack2Go Europe Secretary General

10.15 ***Keynote address:***
EU Environment Commissioner addresses Pack2Go Europe
Janez Potočnik, Environment Commissioner, European Commission

10.30 ***Update from the European Commission:***
Tackling Litter — Packaging Directive Implementation Report
Rosalinde Van der Vlies, Deputy Head of the Sustainable Production & Consumption Unit, European Commission
Questions and Answers

Meeting Agenda

Thursday 17 November 2011 (cont'd)

11.10 Coffee & Tea Break

Session 2:

Rethinking an Icon—Starbucks' Recyclable Cup

11.30 - 12.10 *Location: D'Assaut Room (1st Floor, NH Hotel Grand Place Arenberg)*

Michelle Lundell, Senior Group Purchasing Manager, Starbucks
Questions and Answers

12.10 Luncheon

Session 3:

Building Resources to Promote and Defend Food and Beverage Service & Convenience Packaging

12.50 - 15.20 *Location: D'Assaut Room (1st Floor, NH Hotel Grand Place Arenberg)*

12.50

RCWG Issue Briefings

Members of Pack2Go Europe's Regulatory and Communications Working Group

Presentation

13.30

Proposed 2012 RCWG Programme and Budget

Members of Pack2Go Europe's Regulatory and Communications Working Group

Presentation & Debate

14.30

Vote on the RCWG Programme and Budget for 2012 (for Members of Pack2Go Europe only)

15.00

Coffee & Tea Break

Session 4:

Food Waste Prevention in Foodservice: Sodexo's Answer

15.20 - 16.00 *Location: D'Assaut Room (1st Floor, NH Hotel Grand Place Arenberg)*

Thomas Jelley, Corporate Citizenship Manager, Sodexo
Questions and Answers

16.00

Closure

***** ** *****

Speakers

Thomas Jelley

Corporate Citizenship Manager, Sodexo UK & Ireland



Thomas joined Sodexo in 2008 and was one of the co-authors of the Better Tomorrow Plan, its global sustainability strategy to 2020. He sits on the global steering committee responsible for its implementation, leads the working group on materials and waste, and is the UK and Ireland champion. Thomas' role touches on aspects of diversity and inclusion, environmental management and includes responsibility for the day to day management of the Sodexo Foundation STOP Hunger initiative. He produces the annual UK and Ireland corporate citizenship report and manages Sodexo's Business in the Community CR Index benchmarking submission.

Thomas was previously a lawyer and holds an M.Sc. in sustainable development. In the UK, he is an Associate of the Institute of Environmental Management and Assessment and a Fellow of the Royal Society of Arts.

Michelle Lundell

Senior Group Purchasing Manager, Starbucks Coffee EMEA, The Netherlands



Michelle graduated from University of Washington, and has been with Starbucks since 2002 when she started with the company at their headquarters in Seattle, Washington. She has worked in Supply Chain at the EMEA Headquarters for Starbucks in Amsterdam since 2008. Michelle is responsible for supplier sourcing activities, and managing the commercial relationships related to Packaging and Coffee Contract Manufacturers in Europe. Prior to Starbucks she worked for FLUKE Electronics in Everett, Washington as Purchasing Manager and at Coinstar as Materials Manager.

Rosalinde Van der Vlies

Deputy Head of the Sustainable Production & Consumption Unit, European Commission, Belgium



After having worked as a lawyer in the European Law Department of an international law firm in Brussels which Rosalinde combined with a teaching assistant job at the Catholic University of Brussels, she joined the European Commission as policy desk officer in the Environment Directorate-General in 2002.

In DG Environment, Rosalinde has been working on various waste files, including the Battery Directive, the End-of Life Vehicles Directive and the Packaging Waste Directive. She also worked in the strategic planning unit, before she became Deputy Head of the Sustainable Consumption and Production Unit in 2007. Rosalinde studied administrative and criminal law in the Netherlands. She also studied European and international law in Aix-en-Provence and obtained a Master in EU Law at the College of Europe in Belgium.

Participants List

Pack2Go Europe Members

Leszek Ługin Director for Operations	Amhil Europa	Poland
Hans Limpens Financial Controller	Burrows Netherlands	The Netherlands
Raymond Nuijens Plant Manager	Burrows Netherlands	The Netherlands
David Schisler Chairman of the Management Board	C.E.E R. Schisler	France
Alister Farmer Research & Development Specialist	Delta Print & Packaging	United Kingdom
Gary Hickman Business Development Manager	DeSter	The Netherlands
Ludo Michielsen Director Operational Excellence	DeSter	The Netherlands
Daniele Simonazzi Technical Manager	Flo	Italy
Roberto Zanichelli Marketing Manager	ILPA srl div. ILIP	Italy
Marco Omboni Sales and Marketing	ISAP Packaging	Italy
Francesca Mendozzi Production Manager	Medac	Italy
Joaquin Campo CEO	Nupik Internacional	Spain
Scott Eveland Vice President International Sales	Paper Machinery Corporation	USA
Michael Longstaffe Managing Director	Smith Anderson Group	United Kingdom
Anne Sutton Vice President Innovation, Environment & Packaging	Solo Cup Europe	United Kingdom
Tony Waters Managing Director	Solo Cup Europe	United Kingdom
Juha Kiviranta Sales Director	Stora Enso	Finland
John Case Global Marketing Manager	Styron	Switzerland
Jan Schuermann CEO	SwissPrimePack	Switzerland

Guests

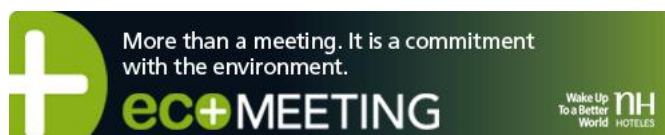
Jonathan Katzauer Managing Director	Dempson Crooke	United Kingdom
Michael Turner Business Director – UK & Europe	IP Foodservice	United Kingdom
Friedhelm Kuehnle Sales Packaging	Michael Hoerauf	Germany
John Foley International Sales Manager	Pactiv Foodservice	USA
Sarah Kircher European Sales Manager	Pactiv Foodservice	Belgium
Veronique Sins Director of Technology	Sonoco	Belgium
Carole Pucik Global Communications	Starbucks Coffee EMEA	The Netherlands
Ferenc Pekar Member of the Sustainable Production & Consumption Unit	European Commission	Belgium

Speakers

Janez Potocnik European Commissioner for the Environment	European Commission	Belgium
Rosalinde Van der Vlies Deputy Head of the Sustainable Production & Consumption Unit	European Commission	Belgium
Thomas Jelley Corporate Citizenship Manager	Sodexo	United Kingdom
Michelle Lundell Senior Group Purchasing Manager	Starbucks Coffee EMEA	The Netherlands

Pack2Go Europe Secretariat

Eamonn Bates Secretary General	Pack2Go Europe	Belgium
Marco Vigetti Coordinator	Pack2Go Europe	Belgium



Belgian chocolate...

Every good chocoholic knows Belgian chocolate is the best in the world!

Brussels' chocolate Mecca is the Grand Sablon (Grote Zavel in Dutch), the small square (a triangle actually) with the beautiful Notre Dame du Sablon church at its head, right opposite the hotel for the Pack2Go Europe autumn conference 2010. Lining the streets are cafes, bars, restaurants and shops – most notably the best selection of chocolate shops in Brussels.



Wittamer chocolates, epitome of elegance

One of the oldest chocolatiers in Sablon is **Wittamer**. Henri Wittamer began his company in 1910 and it is now run by his son and daughter. Wittamer is the Official Supplier to the Court of Belgium and as that honour might suggest, the epitome of traditional and elegance.

Place du Grand Sablon 6 & 12
1000 Brussels
+32 2 512 37 42

If Wittamer is classic and traditional, **Pierre Marcolini** is new and avant garde. The chocolates are displayed in long glass cases, like tiny jewels. The well-dressed staff handle the chocolates with white gloves. The décor screams decadent indulgence and that is what Marcolini is all about. The cocoa beans are sourced from around the world. Orange blossom, ginger, passion fruit and mango are just a few of the exotic flavours on offer.

Rue des Minimes 1
Place du Grand Sablon
T: +32(0)25141206

If you are looking for a truly traditional Belgian praline, look no further than **Neuhaus** which has been making chocolate in Belgium since 1857 and actually invented the praline, 'a bite-sized filled chocolate' in 1912. Now their collection includes over 60 flavours.

Rue Lebeau 79 (Grand Sablon),
1000 Brussels
T: +32 2 502 38 13

Over 75 years ago Joseph Draps founded a chocolate company in Belgium named for Lady Godiva. His son Joseph took over and shortened the name to simply **Godiva**. These days Godiva chocolate can be found from New York to Tokyo or right here in Brussels on the Grand Sablon.

Grand Sablon 47/48
1000 Brussels
T: +32 2 502 99 06

When you're talking about global expansion of a Belgian chocolate company, you can't leave out **Leonidas**. These little yellow chocolate shops are the 'Golden Arches' of the chocolate world. With 1,400 outlets around the world, chances are you won't have to travel all the way to Belgium for a taste. Nonetheless, you will find an outlet tucked in a corner of Grand Sablon, rounding out the Belgian chocolate offerings on the square.

Place du grand Sablon 41
1000 BRUXELLES
T: +32 (0)2513 14 66



The beautiful church Notre Dame du Sablon, Brussels

Getting to the NH Hotel du Grand Sablon

From the airport:

By Bus and Taxi: The *Airport Line* is a **30-minute express service** between Brussels Airport Bus Station (on Level 0—one floor below Arrivals) and the European quarter, stopping at the Schuman Roundabout. From there you need to take a five-minute taxi ride to the hotel.

- The Airport Line is Bus N° 12 from Monday to Friday until 8 pm
- The Airport Line is Bus N° 21 on weekdays after 8 pm and on the weekend and holidays
- These buses leave from Platform C of the Bus Station
- 1 journey, purchased outside vehicle, is € 3.00; purchased inside vehicle, costs €5.00
- You can purchase a ticket before boarding the bus from the GO vending machine located on platform C

By Train and Taxi: The *Brussels Airport Express* train is a **15/20-minute service** from Brussels Airport Train Station (on Level -1—two floors below Arrivals) to Brussels Gare Centrale in 15/20 minutes. Once at Gare Centrale, take a five-minute taxi ride to the hotel.

By Taxi: A taxi fare from the airport to the Sablon area costs approximately €40. Licensed taxis can be recognized by the blue and yellow emblem. Travellers are advised to avoid unlicensed taxis!

From Gare du Midi (TGV - Eurostar):

By Metro:

- Take *Line 2 (direction Simonis (Elisabeth))* or *Line 6 (direction Simonis (Elisabeth))*
- Get off at the “*Louise/Louisa*” metro stop (three stops)
- Exit the station to place Louise which has a tram stop in the middle of it. Head towards the Palais de Justice (an unmissable, enormous domed building housing the Brussels law courts) which is about 150 metres away. Take the road (*rue de la Régence*) running gently downhill, opposite the main entrance of the Palais. About 400 or 500 metres down on the left-hand side, you will reach the *Sablon church*. You will find the *NH Hotel Grand Sablon* behind the church.

By Taxi: A taxi fare from Gare du Midi costs approximately €12.

Important information

Breakfast in NH Hotel du Grand Sablon

Breakfast is served from 6.30 to 10.30 in the ground floor Restaurant.

Reminder Check-out

Please remember to check out before taking the bus for the NH Hotel Grand Place Arenberg.

Luggage Storage

Luggage can be left at the reception desk for storage of the NH Hotel Grand Place Arenberg during the meeting.

Parking

There is a parking at the NH Hotel Grand Place Arenberg, but not at the NH Hotel du Grand Sablon. There is public parking available around both hotels.

Internet

WiFi Internet access is available in both hotels. Ask at reception.