



# ERA Annual Meeting 2009

28-29 September  
Brussels, Belgium



## Piloting gravure through turbulent times

Invitation and programme

# Welcome to Brussels!



Nikolaus Broschek

The ERA Annual Meeting 2009 will be held in “Europe’s capital” Brussels, location of the Commission and the Parliament of the European Union.

The title of the conference “Piloting gravure through turbulent times” reflects the current world wide financial crisis and economic downturn which also affects our industry. It is safe to predict that this turbulence will speed up the ongoing process of structural adaptation taking place in our industry.

The conference session on 29 September in the Sheraton Hotel Brussels will discuss the necessary actions our industry is taking to emerge healthy and strong from the present situation.

As in the past the conference includes a tour of a leading gravure printer: Hélio Charleroi will be visited in the afternoon of 28 September.

Apart from the conference, the participants will have the opportunity to come together and exchange their views and experiences in an informal and relaxing atmosphere. ERA is pleased to invite all participants to our traditional Welcome Reception with dinner in the Atomium, a world-renowned “cult” structure built for the Expo 1958, in the evening of 28 September.

In times like these, it is particularly important that the leaders of our industry use the opportunity provided by our Annual Meeting to discuss the challenges and chances for gravure.

We look forward to meeting gravure’s friends in Brussels in September.



James Siever

## Plant Visit

### Imprimerie Hélio Charleroi

Hélio Charleroi, located in the south of Brussels, is the only Belgian publication rotogravure facility, specialized in magazines, flyers and travel & mail order catalogues.

The company, built in 1988, was first partner with Dupuis, then with Hachette-E2G (1992-2002) before being totally owned by Quebecor (2005). In 2008, Quebecor sold its European activities to the Dutch HHBV group who created the Circle Printers group.

Hélio Charleroi employs 304 workers, is equipped with three 2.45 m and two 4.32 m presses, can engrave up to 22 000 cylinders/year and has a printing capacity of 210 000 tons of paper/year.



## Conference Programme



Jean-Pierre Haber



John Caris



David Marsh

### Tuesday 29 September

#### MORNING SESSION

**Moderation: Mr. Nikolaus Broschek**  
ERA President, schlott group

**Mr. Jean-Pierre Haber**  
EU Commission, Belgium  
▶ Restructuring needs of the European printing industry

**Mr. John Caris**  
RSDB N.V., Netherlands  
▶ Resizing the European gravure industry for profitability

**Mr. David Marsh**  
London and Oxford Capital Markets plc, UK  
▶ Convulsion, consolidation and crisis – will the world learn a positive lesson?

#### Coffee break

**Mr. Wolfgang Schuldlos**  
Zenith Media, Germany  
▶ Development of advertising spending in the different media

**Dr. Giancarlo Cerutti**  
Cerutti, Italy  
▶ Flexibility, operator friendliness, energy saving – keys for new gravure press technology

**Mr. Egon Weimer**  
Burda Druck, Germany  
▶ Chances for publication gravure in India

#### Lunch



Wolfgang Schuldlos



Dr. Giancarlo Cerutti



Egon Weimer

#### AFTERNOON SESSION

**Moderation: Mr. Giorgio Ferraris**  
Mondadori Printing, Italy

**Mr. Sven Meinander**  
Pöyry Forest Industry Consulting, Finland  
▶ Trends and threats in publication printing in Europe

**Mr. Max Rid**  
Heliograph Holding, Germany  
▶ Consolidation and market trends in prepress

**Mr. Matthias Kurrle**  
IPT, Germany  
▶ High speed plating system in cylinder production for new monolayer metal systems

#### Coffee break

**Mr. Walter Fricke**  
FRProjekt, Germany  
▶ Energy saving possibilities in gravure

**Mr. Gary Marshall**  
Polestar UK Print, UK  
▶ Print buyers' requirements of the gravure industry to reduce CO<sub>2</sub> emissions in the supply chain

**Mr. Michael Sturges**  
STFI-Packforsk UK, UK  
▶ Carbon footprints of printed vs. online magazines

## Annual Meeting Timetable

### Monday 28 September

Arrival of participants individually

12:30 **Snack Lunch**

13:30 **Bus departure** to Hélio Charleroi

14:30 - 16:00 **Visit** of Hélio Charleroi

19:00 **Departure** to the Welcome Reception

19:30 **Welcome Reception with Dinner** in the Atomium

22:30 **Return** to the hotel

### Tuesday 29 September

08:00 - 08:30 **Associate Members' Annual Meeting** (for ERA Associate Members only)

08:45 - 09:30 **Management Meeting** (for ERA Active Members + representatives of the Associate and Packaging Members)

10:00 - 13:00 **Morning session** (coffee break in between)

13:00 - 14:00 **Buffet Lunch**

14:00 - 17:00 **Afternoon session** (coffee break in between)

17:15 - 18:00 **Board Meeting** (for ERA Board Members only)



### ERA is very grateful to its sponsors

- Siegwerk Druckfarben AG
- UPM-Kymmene Corporation
- Stora Enso Publication Paper GmbH & Co KG

# Registration

## Accommodation

Rising high above the Brussels skyline, the Sheraton Brussels Hotel is a four-star hotel in the heart of the city's business district. The hotel is only a short stroll from the renowned Grand Place. Situated on the Brussels city centre ring, with Brussels North station a mere five-minute walk away and direct metro access, it is very easy to reach by car, train and plane (trains from the airport to Brussels North Station).

### Sheraton Brussels Hotel

Place Rogier, 3

Brussels 1210, Belgium

Tel.: +32 2 224 3111

Fax: +32 2 224 3001

reservations.brussels@sheraton.com



## Room rates

Single occupancy: 175.00 € (incl. VAT)

Double occupancy: 200.00 € (incl. VAT)  
(room rate includes breakfast)

## Registration fees

for ERA members **€ 549.00** per person

for non-members **€ 869.00** per person

to be paid in advance to ERA, includes the whole conference, coffee breaks, lunches and bus transports.

## Welcome Reception

The Welcome Reception, sponsored by Siegwerk Druckfarben AG and UPM Kymmene Corporation will be held on Monday 28 September 2009 from 19:30 onwards in the "Ilya Prigogine Sphere" of Brussels' world famous emblem, the Atomium.

## Please note

To guarantee your hotel reservation, registration forms should be received before **Friday, 4 September 2009**

by: E.R.A. e.V.

Swakopmunder Str. 3,  
81827 Munich, Germany

Tel. +49 89 439 5051

Fax +49 89 439 4107

e-mail: info@era.eu.org

## Cancellation policy

After 4 September 2009 the registration is not refundable, only transferable to another person. The hotel will charge no-shows and room cancellations after 11 September 2009.

ERA reserves the right to cancel, defer or modify the event proceedings without prior notice.

# ERA Annual Meeting 2009

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## booking form

Please fill in and mail or fax to:

**European Rotogravure Association (E.R.A.) e.V.**

Swakopmunder Strasse 3

D - 81827 Munich / Germany

phone: +49 89 439 50 51 fax: +49 89 439 41 07

**Deadline for Registration: Friday, 4 September 2009**

Full name \_\_\_\_\_

Position \_\_\_\_\_

Name of partner (if accompanying) \_\_\_\_\_

Name of company \_\_\_\_\_

Company address \_\_\_\_\_  
\_\_\_\_\_

V.A.T. no. \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone no. \_\_\_\_\_

Fax no. \_\_\_\_\_

Please reserve a hotel room  yes  no

Date of arrival \_\_\_\_\_

Date of departure \_\_\_\_\_

Time (arrival at the hotel) \_\_\_\_\_

Time (departure from the hotel) \_\_\_\_\_

**Hotel reservation can only be guaranteed with your credit card details:**

Credit Card No. \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Visa

Mastercard

American Express

Diners Club

Please complete page 2

# ERA Annual Meeting 2009

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## booking form

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Name of Participant: \_\_\_\_\_

Name of Acc. Partner: \_\_\_\_\_

Please fill in:

Participant

Acc. Partner

### Monday, 28 September 2009

Snack Lunch	12:30	<input type="checkbox"/>	<input type="checkbox"/>
Bus departure to Hélio Charleroi	13:30	<input type="checkbox"/>	<input type="checkbox"/>
Plant Visit: Hélio Charleroi	14:30	<input type="checkbox"/>	<input type="checkbox"/>
Bus transfer to Welcome Reception	19:00	<input type="checkbox"/>	<input type="checkbox"/>
Welcome Reception & Dinner in Atomium	19:30	<input type="checkbox"/>	<input type="checkbox"/>

### Tuesday, 29 September 2009

Annual Assembly of Associate Members (for Associate Members only)	08:00	<input type="checkbox"/>	
Management Meeting (ERA General Assembly – by special invitation only)	08:45	<input type="checkbox"/>	
Annual Meeting – Morning Session	10:00	<input type="checkbox"/>	
Buffet Lunch	13:00	<input type="checkbox"/>	<input type="checkbox"/>
Annual Meeting – Afternoon Session	14:00	<input type="checkbox"/>	

### Partners' Programme:

This year there is no formal organised Partners' Programme, but a full range of half- and full-day tours and excursions may be booked through the hotel concierge.

### Payment for meeting participation:

Pre-payment is required. Sorry, ERA cannot accept credit cards. On receipt of your registration, we will send you an invoice which can be paid by bank transfer (details will be on the invoice). **No refunds will be given after 4 September 2009.** After this date registration fee is transferable but not refundable. Please note: In the event of "no-show", "late cancellation" or "early departure" the participant is in all cases obligated to pay the full reservation value to the hotel.

Registration fee for ERA members € 549.00 per person/ for non-members € 869.00 per person to be paid in advance to ERA, includes the whole conference, coffee breaks, lunches and bus transports.

I accept the booking conditions:

Date \_\_\_\_\_ Signature

Please complete and send back both sides of the booking form