

PROGRAMME

15. - 17.03.2006
BAD GASTEIN - AUSTRIA

PASSION
THE
LABELS
7TH INTERNATIONAL
LABEL CONFERENCE

HOUSEKEEPING INFORMATION

15.03.2006

From 15.00 **REGISTRATION**
AT THE CONGRESS-CENTER BASEMENT

From 19.00 **GET-TOGETHER**
AT THE CONGRESS-CENTER BASEMENT
FOLLOWED BY A DINNER AND A SUPPORTING PROGRAMME

16.03.2006

09.15 **ACCOMPANYING PERSONS' PROGRAMME**
GUIDED MOZART ROUND TOUR THROUGH SALZBURG
MEETING-POINT AT THE ENTRANCE OF THE CONGRESS-CENTER

17.00 **ESTIMATED RETURN**

19.15 **DEPARTURE FROM YOUR HOTEL**
FOR A **COUNTRY-STYLE DINNER**
AT THE RESTAURANT "GRÜNER BAUM"

PLEASE NOTIFY THE DRESSCODE:
COUNTRY-STYLE OR FORMAL

17.03.2006

13.15 **DELEGATES WHO DEPART AFTER LUNCH:** PLEASE ASK FOR OUR
SHUTTLE-SERVICE TO THE AIRPORT EARLY ENOUGH.
INFORMATION-DESK (CONGRESS-CENTER) OR AT THE
RECEPTION-DESK IN YOUR HOTEL.

20.00 **DINNER**
AT GASTHAUS "JÄGERHÄUSL"

18.03.2006

FURTHER INFORMATION CONCERNING THE LEISURE PROGRAMME YOU
WILL ACHIEVE AT THE INFORMATION-DESK (CONGRESS-CENTER) OR
AT THE RECEPTION-DESK IN YOUR HOTEL.

19.00 **DEPARTURE FROM YOUR HOTEL**
TO A **FONDUE-DINNER** AT THE
ALP HUT "BELLEVUE-ALM"

WE WISH YOU A PLEASANT STAY IN BAD GASTEIN DURING OUR
7TH INTERNATIONAL LABEL CONFERENCE.

WE ARE HAPPY TO ANSWER ALL
YOUR QUESTIONS.

16.03.2006

09.00 **MODERATOR FRIEDRICH TSCHOGGL/BRIGL & BERGMEISTER GMBH**

09.05 **DR. GERTRUDE EDER**
BRIGL & BERGMEISTER GMBH

Passion –
a promising Business-Concept

09.30 **KEVIN BAKER**
CANADEAN LTD.

What beverages are drunk today –
what goes down well with consumers?
Packaging that sells!

Facts, figures and data from the beverages market
Bottle, can and container trends

10.15 - 10.45 BREAK

10.45 **MODERATOR MANFRED MARSCHNER / PAPER PLUS**

10.50 **REIN J.MIDDELBURG**
PAPER PLUS

The European wet glue paper labels market

Presentation of the Perception study
"Differentiating between perception & reality"
Facts and figures

11.25 **SIMON KING**
PCI FILMS CONSULTING LTD.

Paper still offers user benefits -
why change?

12.00 - 13.10 LUNCH

13.10 **MODERATOR FABRIZIO BERNASCONI / RBA DESIGN**

13.15 **PROF. DR. PETER KRUSE**
NEXTPRACTICE GMBH

Emotions count in competition

Principles of successful communication in
complex and dynamic markets

14.00 **TWO WORKSHOPS ON THE SUBJECT**

What is the future of the wet glue label?

Moderator:

Ernst Wöber / Trainulting Consulting GmbH
Friedrich Tschoggl / Brigl & Bergmeister GmbH

Discussion between experts from
the companies: Blumer, Heidelberg, Huber Group,
Krones, Stamfag, Brigl & Bergmeister

PANEL 1 - THE UNUTILISED POTENTIAL

How is functionality perceived?

15.30 - 15.45 BREAK

15.45 **PANEL 2 - THE WET GLUE LABEL, AN INNOVATIVE MIRACLE**

Labels that sell

17.15 **SUMMARY**

End of the 1st conference day

17.03.2006

09.00 **MODERATOR WOLF RÜDIGER VON DER EMDEN / NESTEC LTD.**

09.05 **BENGT STRAND**
STRAND GRAFISKA AB

A Passion for Quality

INTERVIEW NORBERT PEINTINGER / BRIGL & BERGMEISTER GMBH

09.25 **DR. JOHANNES MICHAEL WAREKA**
MARZEK ETIKETTEN GMBH

Passion makes Success – Success makes Passion

09.45 **MODERATOR DR. GERTRUDE EDER /**
BRIGL & BERGMEISTER GMBH

09.50 **PROF. DR. KJELL A. NORDSTRÖM**
STOCKHOLM SCHOOL OF ECONOMICS

Karaoke capitalism

How to survive price wars and hypercompetition, and
how to win the fight against immediate imitation

11.10 - 11.35 BREAK

11.35 **MODERATOR HERMANN GRAF CASTELL / KRONES AG**

11.40 **TILL M. SCHÜTTE**
COCA COLA GMBH

What is expected of a labels manufacturer

12.10 **STEFAN VANDERLINDEN**
InBev

Quality requirements for labels from
an international brewing group's perspective

12.40 **MODERATOR DR. GERTRUDE EDER /**
BRIGL & BERGMEISTER GMBH

12.45 **LARS WALLENTIN**
PACKAGING CONSULTANT

Small label – big impact
How can impact be achieved
in a world of overstimulation of the senses?

13.20 **SUMMARY**

13.30 LUNCH