

EPDA Annual Conference

28 to 31 May 2009
Hilton Lyon Lyon, France



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The EPDA Annual Conference is the place to **build** your business, **network** with your colleagues, **educate** you and your employees and **join** forces with your peers to grow the plastics distribution industry. You are invited to do it all in the charming city of Lyon, France.

The future holds numerous challenges and opportunities for the plastic stock shapes and pipe, valves and fittings industries, and EPDA will connect you with other industry leaders to address these issues at the EPDA Annual Conference.

Speaker presentations on innovative thinking, plastics and their relationship with the environment and plastics applications within the pharmaceutical industry will make sure you depart from this fantastic conference better informed and ready to

put this new information to use. Networking meetings with companies from throughout Europe will keep you current on issues in the plastics industry within your own country and others.

New this year, EPDA has set aside a special time just for Tabletop Showcase so you will have ample opportunity to learn about the latest products. There will also be Company Showcase presentations so that you can learn about what EPDA members offer at your leisure.

Of course, there will also be time set aside to relax with colleagues during various networking opportunities, including tours of Lyon and meals in fantastic restaurants.

You must register before **27 April 2009** to ensure your hotel accommodations!



European Plastics
Distributors Association

**Book online at
www.epda.com**

Featured Speakers

Anything But Ordinary — A Crash Course in Innovative Thinking

Anja Foerster and Peter Kreuz
Annual General Meeting
Friday, 29 May 2009

In today's surplus society the customer is faced with endless choices, but, while everything may be better, brighter and more varied, it is also increasingly the same.

Companies have defined so much best practice that they are now more or less identical. To grow, they need to break out of a vicious cycle of competitive benchmarking and imitation. Because those who keep comparing themselves with others will tend to become ever more comparable.

Foerster and Kreuz are convinced that:

- Imitating someone else will never ever get you to the top — merely to the middle.
- You need to fail faster in order to succeed sooner.
- Madonna can teach you more about innovation than most management gurus.

Using real-life examples of successful groundbreaking strategies, Foerster and Kreuz provide the practical steps needed to create an innovative edge for your organization. You will walk away with sound business solutions and a passion for action.

Best-selling authors and internationally acclaimed speakers, Anja Foerster and Peter Kreuz are definitely not your typical conservative management gurus in grey suits. They represent a new generation of European-based management thinkers. Their mission is to help organizations identify growth opportunities and game-changing strategies. It's all about innovation, energy and change.



Peter Kreuz and Anja Foerster

Risk and Opportunities for the Plastic Sector in a Carbon and Energy Constrained Economy

Emanuele Capra and Mauro Roglieri
Annual General Meeting
Friday, 29 May 2009

Over the last few years, European companies have seen an increase in number and austerity of the legislation concerning the reduction of greenhouse gases and emissions, and an increase of the



Emanuele Capra Mauro Roglieri

percentage of renewable energy production. The main drivers of this legislation are fighting climate change and the need to find a gradual alternative to fossil fuels as a primary energy source. For private companies, these developments can be seen as a hurdle from one side, or as an opportunity from the other. In both cases, looking at the full picture and knowing the right tools to manage the decisional processes is key.

Ing. Mauro Roglieri is manager of carbon and energy solutions for Ecofys s.r.l., based in Torino, Italy. With a background in electric engineering, he is an expert on the international and national energy sector and its various incentive mechanisms for sustainable energy. Emanuele Capra joined the Econcert Group in 2008 as managing director of Ecofys in Italy. He is also involved in the international development of the design and engineering division of the group. Ecofys consultants help hundreds of companies and their decision makers find the right angle for their sector and for their own specific business in an energy and carbon constrained economy.

Thermoplastic Materials in the Bio-Pharmaceutical Industry

Dr. Gad Elkabir
Pipe, Valves and Fittings Meeting
8:15 to 9:30 a.m., Saturday, 30 May 2009

This special presentation by Dr. Gad Elkabir, Alexandrovitz KMN (2005) Ltd., will feature an introduction to the bio-pharmaceutical market in terms of the basic requirements and materials needed, with an emphasis on thermoplastics. He will discuss the advantages of plastics over stainless steel, as well as welding techniques.

There will be a focus on cleanability issues as these are a key factor in the bio-pharmaceutical industry. Case studies will also be presented.



Dr. Gad Elkabir

Company Showcases

EPDA is excited to offer tabletop exhibitors a special new way to promote their company! Sign up now on the booking form to submit a 10-minute automatic PowerPoint presentation for the Company Showcases (€100), which will be shown continuously with others during the Tabletops on Saturday, 30 May.

Please note that translated handouts of speakers' presentations will be available at the meeting.

Conference Schedule

Thursday, 28 May 2009

13:00 to 17:30	Board of Directors and Committee Chairs' Meeting
17:30 to 18:30	Registration Desk Open
18:30 to 19:00	Orientation Meeting for New Members, Guests and First-Time Attendees
19:00 to 21:30	Welcome Reception
19:15 to 19:45	EPDA President's Address

Friday, 29 May 2009

07:30 to 08:30	Registration Desk Open
08:30 to 14:30	Annual General Meeting
	The AGM will include association elections; committee reports; keynote speaker presentations, "Anything But Ordinary — A Crash Course in Innovative Thinking" and "Risk and Opportunities for the Plastic Sector in a Carbon and Energy Constrained Economy;" as well as a discussion on the evolution of EPDA with the Evolution Committee. The coffee break will be served at 10:00. Lunch will be served from 12:30 to 13:30.

14:30 to 15:15	Environmental Committee Meeting
15:15 to 15:45	Coffee Break
15:45 to 16:30	Country Division Meetings (All delegates are invited to meet and discuss issues unique to their country.)
16:30 to 17:30	Communications Committee Meeting
19:30 to 24:00	Gala Dinner and Awards

Saturday, 30 May 2009

Main Meeting Room

07:45 to 08:15	Buffet Breakfast
08:15 to 09:30	"Thermoplastic Materials in the Bio-Pharmaceutical Industry," Presented by Dr. Gad Elkabir
09:30 to 10:30	Stock Shapes Meeting
10:30 to 11:30	Membership Committee Meeting

Networking Room

08:30 to 13:00	Tabletop Displays
	Company Showcases: 10-minute automatic PowerPoint presentations. Sign up your company as a presenter on the booking form.
	10-Minute Committee Brainstorming Sessions

Foyer

12:30 to 13:30	Buffet Lunch
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Sunday, 31 May 2009

07:00 to 10:00	Farewell Breakfast
09:00 to 12:00	Board of Directors and Committee Chairs' Meeting



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Information on Lyon

The City of Lyon

Succumb to the charm of Lyon's atmosphere, where everything is gourmandise. Sometimes the beauty is for the eyes and at other times it is for the taste buds. For amongst all the arts, the art of fine living is the pride of Lyon and the reason for its renown throughout the world. The Lyon metropolitan area, the largest in the Rhône-Alpes region, lies in a strategic location in the natural plain of the Rhone Valley. It is surrounded by the Beaujolais country in the north, the Monts du Lyonnais in the west, and the plains of the Dombes and Isère in the east and north.

Dining

With all its multi-starred restaurants, famous chefs, brasseries with their 1900s décor, cafés and bars, Lyon will spoil you, whatever your tastes may be.

Sights

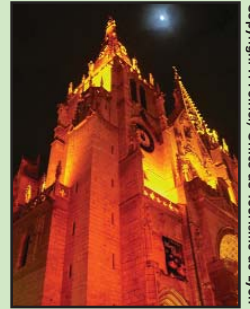
Lyon is a city of light; every evening stroller will marvel at the illuminations that appear along the contours of the rivers and create haloes around the monumental facades of the Hôtel Dieu, the Lyon Stock Exchange, the Fine Arts Museum and the City Hall. Lyon's many picturesque parks also make it a charming city to stroll in the daylight.

Culture and Museums

Lyon, whose reputation is based on five centuries of commercial and cultural activity and exchange, possesses a number of remarkable museums. From the Gallo-Roman civilisation to the adventures of textile and silk, from the invention of cinematography to the history of the French Resistance, the city's places of memory are always housed in the most splendid buildings.

Shopping

Marking the starting point of the Silk Road, Lyon is the home of a deep-rooted tradition in textiles. Born at the time of Louis XI, it was during the reign of François I that the magnificent history of Lyon silk working really began, with the first silk-weaving workshop. Today, numerous fashion designers have set up their workshops and boutiques in Lyon and the city's dynamic atmosphere has inspired creators recognised for their talent throughout the world.



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Travel Information

Lyon's Saint Exupéry's airport offers direct flights from 48 international destinations and 31 cities in France. The airport is 25 km from the city center.

Hilton Lyon

**70 Quai Charles de Gaulle
69463 Lyon Cedex 06 France**

Overlooking the River Rhone, the Hilton Lyon hotel is a 5-minute drive from Lyon's many attractions. Unwind in the Jacuzzi or sunbathe on the terrace with a



Hilton Lyon

gorgeous view. Let off steam in the fitness center or explore nearby attractions like the Museum of Contemporary Art and Tete d'Or Park. You can even try your luck in the on-site casino with 250 slot machines.

The room rate is €202 per night, single occupancy, and €214 for double occupancy. There is an additional charge of €1,65 per night for city taxes, which is subject to change. Room charges include VAT and a buffet breakfast. Self-parking and valet parking is €14 per day. Wireless Internet is available for €22 per 24 hours.

Please make your reservations on the booking form. The reservation cut-off date is 27 April 2009, and a credit card number is required to reserve a room. Room cancellations received after 23 May 2009 will be charged to the attendee in full by the hotel.



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Special Social Events

While not part of the official conference programme, attendees are encouraged to attend Saturday's afternoon tour and evening optional dinner for networking purposes and to have a little fun. Friday's Partner Programme is specifically for the spouses and partners of conference delegates so that they have a chance to explore the city while delegates are busy attending the conference's many exciting educational events. The Gala Dinner Friday night is for all conference attendees.

Spouse and Partner Programme, €100 Old Lyon and the Fourvière Hill 10:00 to 15:30, Friday, 29 May 2009



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Spouses and partners are invited to discover the city of Lyon on a guided tour of Old Lyon and Fourvière Hill.

On the tour through Old Lyon, a classified historical site, you will visit the Cathedral St. Jean, which was made in gothic style and erected in the 11th century. You will also discover wonderful houses and private hotels that have kept their ancient charm, as well as the famous traboules, which are underground passages

that connect buildings and streets. The traboules were originally built to allow workmen and craftsmen to transport clothes and other textiles through the city while remaining sheltered from inclement weather.

You will also visit Fourvière Hill for a wonderful panoramic view over the city of Lyon. Afterward, a visit to Notre Dame de Fourvière Basilica, a wonderful architectural mix of Byzantine and Middle Age styles, will lead into a wonderful three-course lunch at la Machonnerie in Old Lyon. The lunch will feature traditional Lyonnaise fare.

After lunch, you will visit the Lumière Institute, a tribute to Lyon as the birthplace of cinema. The Lumière brothers invented the cinematography machine and on 19 March 1895, they made the first film in the history of cinema, *La Sortie des Usines Lumière*, at the gates of the Lumière factory on Saint Victor Road, which has now been renamed Rue du Premier Film. The Lumière Institute is a living museum of cinema and features both classics and rarities while giving tribute to the Lumière brothers' significant invention.

Gala Dinner for All Attendees, Included L'Abbaye de Collonges

Friday, 29 May 2009, 19:30 to 24:00

The Gala Dinner will be held at L'Abbaye de Collonges, which is owned by Paul Bocuse. Bocuse is a very well known chef in France and has been continuously awarded with three Michelin stars since 1965. At 82 years old and still very busy, he is the only chef able to hold three stars for this length of time. He owns six other restaurants, as well as a culinary school in Lyon, but the L'Abbaye de Collonges is his pride, having been in the family for 50 years and housed in a location once owned by his grandparents. His primary cooking principle is to use only the freshest food of the best quality, so you can be assured that you will eat very well while enjoying the company of your EPDA colleagues.

Optional Tour for All Attendees, €35 Beaujolais Area and Château de Montmelas Tour

14:00 to 17:00, Saturday 30 May 2009

The tour, designed for delegates and their partners, will lead you into the heart of the Pierres Dorées (Golden Stones) vineyards, whose name comes from the colour of the soil. The vineyard's visit with a wine tasting and commentary by a wine specialist will give you a true appreciation of these wines.

A stop will be made at the marvellous Château de Montmelas. Imposing and fascinating with its ramparts made of the typical Beaujolais red stones, the Château de Montmelas watches over other treasures in the area, including a 70-hectare vineyard offering a heady wine to all the connoisseurs; a large valley stretching over seven counties; and finally Europe's jewel: the majestic Mont Blanc! During the visit, guests will have the opportunity to discover the thousand and one treasures of the castle, such as its French garden, the family chapel and the castle itself.

You will also visit many villages that are typical of the region and have beautifully conserved wonderful monuments, churches, abbeys and chateaux.

Optional Dinner for All Attendees, €85 Le Caro de Lyon

19:00 to 24:00, Saturday 30 May 2009

This charming restaurant is located in the Old Town of Lyon and the restaurant's decor promotes a sense of well being. Le Caro de Lyon features the culinary work of chef Jean Claude, who has trained and worked with top-named chefs like Paul Bocuse and Pierre Orsi. He strives to stay on top of cuisine's constant evolution and restlessly works to create food of the highest possible quality for his guests to enjoy. You will not be disappointed in Claude's fine French and Lyonnaise gourmet cuisine.

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28 to 31 May 2009 Hilton Lyon Lyon, France

Book online!
Go to www.epda.com.

Return completed booking form to EPDA at epda@epda.com or via fax at +49 6093 994077.

EPDA is committed to complying with EU competition law. The participants to this meeting agree to adhere to the EPDA manual on competition law compliance. (For a copy, please visit www.epda.com.)

Company: _____

Address: _____

Country: _____ E-Mail: _____

Fax No: _____ Tel No: _____

Full Name of Delegate (for badge): _____

Full Name of Partner (for badge): _____

Is this your first EPDA conference? Yes No
What is your company category? Distributor Manufacturer
 Other: _____

Hotel Accommodations

Because the hotel has limited space, you must return your booking form by **27 April 2008** in order to receive a room at the conference hotel. There is an additional charge of €1,65 per night for city taxes, which is subject to change. Room charges include VAT and a buffet breakfast. **Cancellations:** Hotel accommodations cancelled after 23 May 2009 will be charged in full by the hotel.

Please note: EPDA will book your hotel accommodations. Please do not book directly with the hotel. To secure your hotel accommodations, we will require your credit card details. All delegates are responsible for their own bill upon departure.

Hotel Rates

- €202 for a single room
 €214 for a double room

Credit Card No: _____ Exp. Date: _____

Signature: _____ Date: _____

Arrival Date: _____ Departure Date: _____

Special Requirements (dietary, etc.): _____

Do you require a smoking room? Yes No

Person to Contact in Case of an Emergency During the Conference

Name: _____ Mobile Number: _____

Fees to be Paid

EPDA members: There is no charge for the first two delegates. **UK Division members:** There is no charge for the first delegate. Additional delegates will be charged a fee of €335 per delegate and €250 for partners. **IAPD members:** €335 per delegate, €250 for partners and €100 for children. **Nonmembers:** €420 per delegate, €250 for partners and €100 for children. The welcome reception, breakfasts, lunches, programming and gala dinner are included with your registration fee. Payment can be made by EURO or STERLING by direct credit transfer.

Continued on next page.

	No. of People	Cost	Total
EPDA Additional Delegates and IAPD Member Fees	_____	€335	_____
Nonmember Fees	_____	€420	_____
Partner Fees	_____	€250	_____
Children Fees	_____	€100	_____
Partner Programme — Old Lyon and the Fourvière Hill*	_____	€100	_____
Beaujolais Area and Château de Montmelas Tour*	_____	€35	_____
Optional Dinner at Le Caro de Lyon*	_____	€85	_____
<input type="checkbox"/> Yes, I want to reserve a Tabletop space for Saturday.*		€250	_____
<input type="checkbox"/> Tabletop Exhibitors Only: Yes, I want to prepare a Company Showcase, a 10-minutes automatic PowerPoint presentation about my company.*		€100	_____

* These are optional events and fees. EPDA is unable to offer refunds for cancelled optional events and fees.

Will you attend the Gala Dinner? It is included in your registration cost. Yes No
(Please contact Sabine Reinhold at +49 6093 994077 or sreinhhold@epda.com for additional gala dinner tickets for €110.)

Sponsorships

Sponsors will be recognised during the Annual General Meeting, on signs throughout the conference, in the conference notebooks and on the EPDA web site. There will be multiple sponsors for each event. Please contact Sabine Reinhold (sreinhhold@epda.com or +49 6093 9942852) to discuss developing your unique sponsorship opportunity.

Breakfast Sponsor	€250 minimum	_____
Lunch Sponsor	€250 minimum	_____
New Member Orientation	€250 minimum	_____
Welcome Reception	€250 minimum	_____
Gala Dinner	€250 minimum	_____
Conference Notebooks	€250 minimum	_____
Grand Total Due to EPDA		_____

Payment Information

Payment should be arranged when booking form is dispatched. **EPDA members:** Membership dues must be paid in full prior to attending the conference.

I will make a wire transfer. Please send me an invoice. I have mailed a cheque.

Please return your completed form to EPDA via fax to +49 6093 994077, e-mail it to epda@epda.com or send via mail to Beethovenstraße 12, 63846 Laufach, Germany. Questions? Call +49 6093 9942852.

Wire Transfer and Cheque Payment Information

Please ensure that you make your deposit in the appropriate currency accounts. The sender will be responsible for any bank charges.

The Royal Bank of Scotland
402 Lower Twelfth Street
Central Milton Keynes MK9 3LF, UK

Euro Payment Only: EPDA Euro Acct No: 161090 10008176 EPDAXX-EURC
Bank Code: 16-2527
SWIFT Code: RBOS GB 2L
IBAN: GB58 RBOS 1610 9010 0081 76

Sterling Payment Only: EPDA Sterling Acct No: 10006384
Bank Code: 16-2527
SWIFT Code: RBOS GB 2L
IBAN: GB23 RBOS 1625 2710 0063 84

EURO payment by cheque must be made payable to EPDA. STERLING payment by cheque must be made payable to EPDA and MUST be drawn on a London, UK, bank.