

# PACKAGING & DECORATIVE CONFERENCE

2016 3-4 November · Kiev, Ukraine



Gravure printing  
in transformation –  
Ukraine in  
transformation

G&K  
TechMedia  
GmbH



**Invitation** and programme



# Welcome to Kiev!



Manfred Janoschka,  
ERA Vice President



James Siever,  
ERA Secretary General

The ERA Packaging and Decorative Gravure Conference 2016 will be held in Kiev, Ukraine. Thus, ERA returns to Ukraine after eleven years. In 2005 the ERA Packaging Conference took place in the Ukrainian capital after the "Orange Revolution" opened the former Soviet Republic towards democracy and a closer cooperation with Europe. This year the Association Agreement between the EU and Ukraine has been set in force after many years of negotiation, and finally an uprising of the Ukrainian people on the Maidan to push this agreement forward. The ERA Packaging and Decorative Conference will therefore acknowledge the Association Agreement and discuss its effects and benefits for Ukraine, as well as Ukraine's course towards Europe.

Apart from these topics the conference on Thursday 3 November will discuss the latest developments in packaging and decorative printing, but also focus on the Ukrainian marketplace and its potential for gravure.

On Friday 4 November a visit to the plant of ERA member Ukrplastic will round off the conference. It will show the plant of one of the largest Eastern European packaging printers, which is equipped with the latest printing and flexible packaging manufacturing technology.

As usual the conference will provide networking opportunities in the course of the event, and at the dinner on the Thursday evening after the conference the participants will enjoy Ukrainian hospitality and cuisine at its best.

We thank our Ukrainian partner Ukrplastic, and its President and ERA Board Member Irina Mirochnik, for their help organising this event, and we look forward to meeting you all in Kiev.

A handwritten signature in blue ink, which appears to be "Irina Mirochnik".



Cover painting by Ivan Tjucha, "In Sednevo", 1975. An exhibition of paintings by Ukrainian artists from the Tavers Gallery International will be displayed during the conference.



On the Thursday evening, all participants are invited to a dinner at restaurant "Opanas". The restaurant serves traditional Ukrainian cuisine in a folkloristic atmosphere with a real tree growing under the thatched roof.

# Programme



**G&K  
TechMedia  
GmbH**

## Wednesday, 2 November

Individual arrival of participants

19:30 Informal "get-together" in the conference hotel (drinks and snacks will be served)

## Thursday, 3 November

09:30 Registration and coffee

10:00 Conference

Moderation: **Mr James Siever**, ERA  
**Ms Rebecca Watson**, G&K TechMedia

- **Dr Irina Mirochnik**, Ukrplastic, Ukraine  
*Welcome and presentation of host company Ukrplastic*
  - **Mr Dmitriy Svitelskiy**, Roshen, Ukraine  
*"Requirements of Ukrainian brand owner to their printer"*
  - **Mr Walter Schiegl**, Egger, Austria  
*"Digital quality management in the decorative printing and wood products industry"*
- Coffee break & table top exhibition
- **Dr Erdal Yalcin**, Ifo Institute, Germany  
*"Association agreement between Ukraine and the EU – economic effects and benefits"*

■ **Mr Juri Andruchowytch**, Author, Ukraine  
*"From Maidan to Maidan – Ukraine's course towards Europe"*

13:00 – 14:00 Lunch break

- **Mr Detlef Jungfleisch**, Execo AG, Switzerland  
*"Digital mindset in a fast changing environment – how digital technology can boost our business"*
- **Mr Christof Bosbach**, Rotodecor, Germany  
*"Hybrid printing – combining digital with rotogravure"*
- **Ms Isabelle Billerey-Rayel**, Dalim Software, Germany  
*"Brand campaigns life cycle management 3.0 for consumer goods"*
- **Mr Phillippe Baichette & Mr Gunthram Cornelis**, Hannecard, Belgium  
*Company presentation of new ERA member Hannecard*

Coffee break & table top exhibition

■ **Mr Rudi Weis-Schiff**, Janoschka, Germany  
*"New rotogravure cylinder concept for flexible packaging"*

■ **Mr Ulrich Harte**, Windmüller & Hölscher, Germany  
*"Rotogravure press revolution for ultra short runs"*

■ **Mr Juergen Seitz**, GMG, Germany  
*"New M1 measurement conditions for colour management"*

■ **Dr Jim Taylor**, Inca Digital Printers, UK  
*"Developments in inkjet technology for decorative printing"*

■ **Mr Josef Bernard**, ERA, Germany  
*"Status of the authorization of chromium trioxide"*

19:00 Departure for dinner to Opanas Restaurant, situated in Taras Shevchenko Park in the centre of Kiev

## Friday, 4 November

- 09:30 Departure by bus for plant visit
- 10:00 Plant visit of Ukrplastic, (1 M. Raskova Str., 02002 Kiev)
- 11:30 Refreshments
- 12:00 Bus transfer to Borispol Airport



Rebecca Watson



Dmitriy Svitelskiy



Erdal Yalcin



Juri Andruchowytch



Detlef Jungfleisch



Christof Bosbach



Isabelle Billerey-Rayel



Rudi Weis-Schiff



Ulrich Harte



Juergen Seitz

The conference will be simultaneously translated between English and Ukrainian

## Plant visit

**Ukrplastic** is a leading manufacturer of flexible packaging materials. Clients of the company include the food, cosmetic, pharmaceutical, construction and other industries. The company was founded in 1927. Throughout its nearly 90 year history, the company has been closely connected with the formation and development of the packaging industry. The company occupies the 29th position in the world rankings and is among the top 15 European manufacturers.



Irina Mirochnik,  
President and CEO of  
Ukrplastic

Ukrplastic provides a full production cycle for the manufacturing of flexible packaging materials, making anything from granules and inks to finished rolled materials and packages. The company produces most flexible packaging materials under its own registered trademarks.

Ukrplastic has modern printing facilities and offers all kinds of printing, using 10-11- color rotogravure and flexographic printing machines, the standard-digital inspection systems and installations for controlling the quality of printing. The company uses electronic design, digital and laser technology prepress processes, stochastic screening, and UV curing of



inks and varnishes. The company operates an environmental management system, regularly confirms compliance with the requirements of international standards of production and the ISO 14001: 2004 (environment), ISO 22000: 2005 (Safety) and ISO 9001: 2008 (quality), BRC / IOP «Grade A», FDA.



## Kiev

Kiev, located on both sides of the Dnieper River, capital and largest city of Ukraine, is one of the oldest cities in Eastern Europe. It is an important industrial, scientific, educational, and cultural centre of Eastern Europe and home to many high-tech industries, universities and historical landmarks. The city has an extensive infrastructure and highly developed system of public transport, including the Kiev Metro. Modern Kiev is a mix of the old and the new, seen in everything from architecture to the people themselves. Kiev's major is the former boxing champion Vitali Klitschko.

## Conference & Accommodation

The Hyatt Regency Kiev is located close to the old town vis á vis St. Sofia and St. Michael churches and monasteries. It is a modern 5-star conference hotel, which offers free Wi-Fi connection and free parking to all hotel guests.

Hyatt Regency Kiev  
5, Alla Tarasova Street  
Kiev (Kyiv)  
Ukraine 01001

Tel. +380 44 581 1234, Fax +380 44 581 1235  
[kiev.regency@hyatt.com](mailto:kiev.regency@hyatt.com)

**Room rates** (incl. breakfast and VAT)  
Single occupancy: **€ 145,00**  
Double occupancy: **€ 170,00**

To be paid directly to the hotel on departure.

### Registration Fees

For ERA members: **€ 425,00 per person**  
For non-members: **€ 645,00 per person**

To be paid in advance to ERA. Covers the whole conference, including the Get-Together on Wednesday, coffee breaks, lunch and dinner on Thursday and coach transport to and from the plant visit on Friday.



## Travel

Kiev Boryspil International Airport is 40 km away. A taxi to the hotel will cost ca. € 20,00.

Zuhlyany Airport is 8 km away. A taxi will cost ca. € 10,00.

Kiev Train Station is 4.5 km away. A taxi will cost ca. € 8,00.

Please note: Kiev has Eastern European Time, which is 1 hour ahead of Central European Time.

The current exchange rate is € 1,00 ca. UAH 28,50

## Discounted travel with Lufthansa Group Airlines

Special prices and conditions are available to all participants.

Reservation link [www.lufthansa.com/event-booking\\_en](http://www.lufthansa.com/event-booking_en)

Access code DEZZDTC in the "Access to Your Special Lufthansa Offer" area. This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

Note Pop-ups must be enabled otherwise the booking platform window will not open. These promotional fares are also available through your IATA / ARC travel agent.

## Cancellation Policy

After 4 October 2016, reservations may not be cancelled, but a change of name is still possible. The hotel will charge no-shows and cancellations after **4 October 2016**.



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

