



EUROPEAN
VENDING ASSOCIATION

**THE EVA's AGM 2010
+ CONFERENCE:
THE INS AND OUTS OF EUROPEAN LOBBYING**

DECEMBER 8-9, 2010
BRUSSELS, BELGIUM

Sponsor of the event

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The programme at a glance



8 December

15:00 - 17:00 Annual General Assembly 2010

18:30 - 20:30 Cocktail at the European Parliament

20:45 - 23:00 Dinner at the Bibliothèque Solvay



9 December

09:00 - 09:15 Welcome speech by Arnaud van Amerongen, EVA President

09:15 - 10:00 Lobbying in Brussels: How Does it All Work?

10:00 - 10:45 How to Communicate in Brussels: Some Advice on Press Relations and Story-Building

11:30 - 12:30 How Other European Associations Operate in Brussels: Panel Discussion with European Associations Related to the Vending Industry

14:00 - 15:30 National Vending Associations: How Do They Work and What Do They Expect from "Brussels" and the EVA?

15:30 - 16:15 How Can We Work Together to Maximize Our Impact?

16:15 - 16:30 Closing remarks from the EVA President, Arnaud van Amerongen

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The agenda



8 December

14:00 - 15:00 Welcome coffee

15:00 - 17:00 ANNUAL GENERAL ASSEMBLY 2010

- ◀ Welcome by the EVA President
 - Opening remarks, welcoming the new EVA Members
- ◀ Adoption of the Minutes of the 2009 General Assembly
- ◀ Finance – Michael Maurer, EVA Treasurer
 - Accounts 2009: Auditors report presentation and adoption; discharge of the EC for the 2009 Accounts
 - Accounts 2010: Status and forecast
 - Membership Fees 2011 and Budget 2011 – adoption
- ◀ Statutes Change
- ◀ Report on the 2010 activities and projects 2011
- ◀ New Vending Associations
- ◀ Closing remarks by the EVA President

18:00 Bus departs from the Radisson hotel to the European Parliament – meeting in the hotel lobby prior to departure

18:30 - 20:30 COCKTAIL AT THE EUROPEAN PARLIAMENT

20:45 – 23:00 DINNER AT THE BIBLIOTHEQUE SOLVAY

23:00 Bus departs from the Bibliothèque back to the hotel

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9 December

09:00 - 09:15 Welcome speech by Arnaud van Amerongen, EVA President

< 09:15 - 10:00 LOBBYING IN BRUSSELS: HOW DOES IT ALL WORK?

Speaker: Joanna Dober, Political Communications Expert, Conscience Consulting



NOTE ON THE SPEAKER: Joanna Dober is a political communications expert, with 20 years experience at the heart of EU policy making. She has worked in the European Parliament, the UK Food and Drink Federation and Philip Morris Kraft Jacob Suchard Corporate Affairs. She has also worked as Communications Director for BEUC, on consumer affairs and for Friends of the Earth Europe, on environment issues. Joanna is now an independent consultant.

Q&A

< 10:00 - 10:45 HOW TO COMMUNICATE IN BRUSSELS: SOME ADVICE ON PRESS RELATIONS AND STORY BUILDING

Speaker: Lorenzo Consoli, Former President of the International Press Association (API), and correspondent for APCOM news agency



NOTE ON THE SPEAKER: Lorenzo Consoli, outgoing president of the International Press Association (API), has been working as a journalist in Brussels, covering EU affairs and environmental policies, since 1991. Between 2000 and 2003 he worked in the EU Unit of Greenpeace. He has worked as Brussels correspondent for the Italian news agency APCOM since 2003. He was elected president of API in 2006 and in 2008.

Q&A

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10:45 – 11:30 Coffee break

**< 11:30 – 12:30 HOW OTHER EUROPEAN ASSOCIATIONS OPERATE IN BRUSSELS:
PANEL DISCUSSION WITH EUROPEAN RELATED TO THE VENDING INDUSTRY**

Moderator: Joanna Dober, Political Communications Expert, Conscience Consulting

Speakers: Philippe Binard, General Delegate, Freshfel Europe



NOTE ON THE SPEAKER: Philippe Binard has a legal background from the University of Leuven, and he joined CIMO (European Fruit and Vegetables Importers Association) in 1987. He became General Delegate of that organisation in 1992. In 2001, Philippe was appointed General Delegate of Freshfel Europe, the new association launched as the single platform for the European fresh produce sector.

Jean-Pierre De Grève, Deputy Executive Director, Plastics Europe



NOTE ON THE SPEAKER: Jean-Pierre De Grève graduated as a Civil Engineer in Chemistry at the University of Brussels, specializing in Safety and Hygiene. He has worked as a lecturer in Chemical Engineering and Chemical Technology, further to that, he has worked and held various positions in Solvay. He then changed environment and began work in associations, working for BelgoChlor and the European Council of Vinyl Manufacturers. In March 2009, Jean-Pierre became Deputy Executive Director of Plastics Europe. He is also the Communications and Advocacy Director.

Eamonn Bates, Secretary General, Pack2Go Europe



NOTE ON THE SPEAKER: Eamonn Bates has has 25 years of experience as a policy and communications consultant and as an association executive. He runs a communications firm in Brussels and is also Secretary General of Pack2Go Europe. He is an Irish national and a graduate of both, Trinity College, Dublin and the College of Europe, Bruges.

Q&A

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12:30 – 14:00 Luncheon

< 14:00 – 15:30 NATIONAL VENDING ASSOCIATIONS: HOW DO THEY WORK AND WHAT DO THEY EXPECT FROM "BRUSSELS" AND THE EVA?

Moderator: Catherine Piana; EVA Director General

Speakers: Myriam Decoeur-Michel, Director General, NAVSA



NOTE ON THE SPEAKER: Myriam Decoeur-Michel has been Director General of NAVSA (French Vending Association) since 2004. After obtaining a Master's Degree in Law and a graduate degree in Political Science, she began her career by working for members of the French Parliament, and then joined the "Département of Jura" as Cabinet Director. Before moving to NAVSA, she worked as Director of a Legal Housing Agency.

Aris Kaschefi, Vice Director, BDV



NOTE ON THE SPEAKER: After successfully finishing his studies in France and Germany, Doctor Aris Kaschefi, established himself in Cologne in 2002 as a lawyer. Since 2005 he has been working full-time for the BDV (German Vending Association). In 2009, he was nominated Deputy Managing Director of the office.

Lucio Pinetti, President, CONFIDA



NOTE ON THE SPEAKER: Lucio Pinetti started his career as a researcher in the field of chemistry. He then held various posts in different Italian and European organisations such as: Unionplast, Assorimap, and EupR. In 2001, he left the world of associations and set up a vending company named Pit Stop Matik, which in 2007 merged with Liomatic. He is now PR Manager and North-West Area Manager for Liomatic SpA and has been President of Confida (the Italian Vending Association) since 2010.

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Jonathan Hilder, CEO, AVA

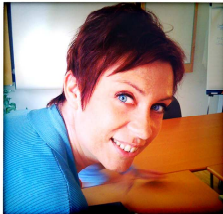


NOTE ON THE SPEAKER: Jonathan Hilder started work as a retail banker with Coutts and co and then in Sales Aid Leasing with the Rothschild Group. He then moved to Schroder Leasing, which were then bought by Siemens and he ran their Sales Aid Vending business. For 10 years, Jonathan was AVA regional secretary for the south region. Since leaving Siemens, Jonathan has run his own vending businesses in cigars and healthy foods. In 2009, he was appointed as CEO of the AVA (British Vending Association) with the remit to "speak up for vending".

Q&A

◀ 15:30 – 16:15 HOW CAN WE WORK TOGETHER TO MAXIMIZE OUR IMPACT?

Speaker: Catherine Piana, EVA Director General



Catherine Piana has been the Director-General of the European Vending Association since 1997. Before joining the representation of the European Vending Industry, Catherine worked for 7 years at EuroCommerce. Catherine has a Masters Degree in Translation in English and Italian, holds an MBA (Falconsbury) and is a Certified NLP Practitioner. She can communicate in 6 languages.

Q&A

16:15 – 16:30 Final speech by Arnaud van Amerongen, EVA President

16:30 Coffee and end of conference

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Details of the venues

The conference

Radisson SAS Royal Hotel

Rue Fossé-aux-Loups 47 - 1000 Brussels

The cocktail at the European Parliament

European Parliament

Rue Wiertz 60 - 1047 Bruxelles

The dinner at the Bibliothèque Solvay

Bibliothèque Solvay

Rue Belliard 137 - 1000 Bruxelles

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