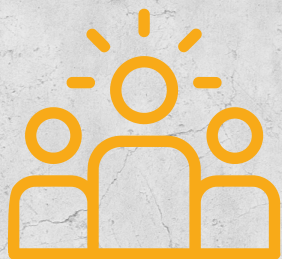


MEMBERS' MEETING

Brussels, 25 & 26 September 2023

DAY 1 - MEETINGS

13.00 – 14.30: WG Communications
(WG Communication members only)



14.45 – 16.15: WG Climate Change
(WG Climate Change members only)

16.30 – 18.00: ECMA Board meeting
(Board members only)



19.00 – 22.00: Networking & dinner
(all members)



MEMBERS' MEETING

Brussels, 25 & 26 September 2023

DAY 2 - PRESENTATIONS



Bob Hermans

Marketing Director
Nespresso BELUX



Carl-Eric Portaels

Senior Association Manager
Kellen



How to successfully
market products
with high emotional
and sensory
features, both
online and offline



A closer look at
selected Green
Deal policy
areas





MEMBERS' MEETING

Brussels, 25 & 26 September 2023

DAY 2 - DETAILED PROGRAM

09.30 – 10.00: Welcome & update on activities
Viktor Garmiani & Nele Devolder

10.00 – 11.30: How to successfully market products with high emotional and sensory features, both online and offline
Bob Hermans, Marketing Director Nespresso Belux

11.30 – 12.00: Coffee break & networking

12.00 – 13.00: A closer look at selected Green Deal policy areas
Carl-Eric Portaels, Kellen

13.00 – 14.30: Lunch & networking

