

FEPE MARKETING COMMITTEE MEETING REMINDER

I would like to remind you that the next FEPE Marketing Committee meeting is scheduled for **February 13, 2025, at 9:00 AM at the FEPE Office** located on Avenue Louise 250, 1050 Brussels. This meeting is essential as we will discuss a variety of significant topics that will shape the future of our industry.

Meeting Agenda:

We will start by in-depth reviewing the latest statistics and market reports that will guide our strategic decisions. Additionally, we'll cover crucial EU legislative updates such as the European Deforestation Regulation (EUDR), the Packaging and Packaging Waste Regulation (PPWR), and the General Product Safety Regulation (GPSR).

The session will also include discussions on the activities of the CITPA, European Paper Recycling Council and the implications of the EU Ecolabel on our sustainability initiatives. We'll delve into developments from the Universal Postal Union and preparations for Fachpack 2025, ensuring our members are well-informed of FEPE actions at this event.

Further updates will cover ongoing promotional and awareness campaigns such as Two Sides and Keep Me Posted EU, emphasising our commitment to promoting the value of envelopes and light packaging. The meeting will incorporate a discussion on refining our communication strategies to enhance member engagement and public perception. We will also reflect on the achievements of our recent congress in Hamburg (2024) and share preliminary plans for the upcoming congresses in Sofia (2025) and Palma (2026).

Special Note on Accommodations:

We are currently negotiating special hotel prices for attendees and will send this information as soon as it is confirmed. We aim to provide you with the best options and appreciate your patience.

This meeting provides an excellent opportunity for members to contribute to our collective goals and stay ahead in our dynamic industry. We look forward to your active participation and valuable insights.

Viktor Kovacic

FEPE Managing Director