



MÖVENPICK HOTEL CITY CENTRE | AMSTERDAM, THE NETHERLANDS



PROGRAMME 2025

21-23 MAY



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards

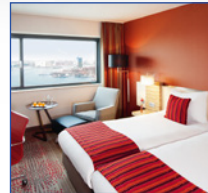


Management

THE EUROPEAN LABEL FORUM 2025

SHAPING THE FUTURE OF LABELS & PACKAGING

21-23 MAY 2025, MÖVENPICK HOTEL CITY CENTRE | AMSTERDAM, THE NETHERLANDS



The **FINAT European Label Forum (ELF)** is the **premier annual leadership event** for the European label community, bringing together **business leaders and decision-makers** from across the entire label value chain. More than just a conference, ELF is a **dynamic, interactive, and thought-provoking** platform that combines **strategic insights, networking, and engaging discussions** to tackle the biggest challenges and opportunities in the industry.

WHY ATTEND?

- **Inspiration & Strategy:** High-level discussions on geopolitics, sustainability, AI, finance, and leadership—shaping the future of our industry.
- **Engaging Formats:** Panels, workshops, roundtables, audience polls, and interactive breakout sessions.
- **Diverse Perspectives:** A strong emphasis on gender diversity and multi-generational leadership to reflect the evolving business landscape.
- **Technology & Business Best Practices:** Insights from the FINAT Sustainability Awards 2024, AI-driven innovations, and emerging trends in Design for Recycling, finance, and customer behavior.
- **A Fresh Approach:** While the headline topics remain relevant, ELF 2025 will introduce new angles, fresh speakers, and innovative formats, ensuring a unique experience beyond previous editions.

WHAT'S ON THE AGENDA?

- Insights in the geopolitical and socio-economic climate and their impact on business and competitiveness
- Collaboration as key driver for regulatory compliance, sustainability and circularity
- Best practices in product innovation and sustainability
- Web converting technology
- AI in manufacturing
- Creativity, AI and innovation
- Personal leadership as seen through the eyes of a famous explorer

Join us in 2025 for an event that is more than a conference—it's a movement. A place to connect, learn, debate, and innovate in an industry that's evolving faster than ever. Let's shape the future of labels and packaging—together!

THE EUROPEAN LABEL FORUM 2025

WHAT EUROPEAN LABEL FORUM 2024 PARTICIPANTS HAD TO SAY

HERE ARE FEW COMMENTS WE RECEIVED IN OUR APPRECIATION SURVEY:

”

“The ELF offers good and relevant content presented by high-quality speakers.”

“We value the excellent networking opportunities.”

“There is an easy access to participants to have an interdisciplinary exchange of information.”

“It is good to have discussions and exchange ideas from a label printer’s perspective and from a supplier’s viewpoint.”

“There are good takeaways on many topics which we can implement in our company.”

“The ELF is about knowledge, inspiration and of course great friendship.”



FULL WORKING PROGRAMME

TUESDAY 20 MAY 2025

YOUNG PROFESSIONALS' NETWORK ACTIVITIES

12.00 – 17.00

YPN event afternoon activities

- Welcome lunch at the hotel (optional)
- Company visit to Geostick (close to Amsterdam, optional)

19.00 – 23.00

YPN Networking dinner (venue tba)



WEDNESDAY 21 MAY 2025

PRE-CONFERENCE/YPN ACTIVITIES

08.30 – 15.30

FINAT backoffice preparations

09.00 – 13.00

YPN workshop: Creative thinking hosted by André van Straten, author of *The Creative Revolution*

Creativity isn't just for designers—it's a critical skill for problem-solving, innovation, and career growth. This interactive workshop is designed to equip young professionals with practical tools to boost their creative confidence and approach challenges in new ways.



What participants will learn:

- How to think laterally – breaking free from traditional thought patterns
- Creative problem-solving techniques – turning challenges into opportunities
- How to develop an innovative mindset – becoming adaptable and resourceful
- A step-by-step method to apply creativity in professional settings

13.00 – 14.00

Closing lunch

13.00 – 17.00

Set-up tabletop

13.00 – 15.30

CELAB-Europe annual meeting

16.00 – 17.00

FINAT General Assembly

19.00 – 19.30

Welcome cocktail in the exhibition area

Dress-code: Business casual

19.30 – 20.00

Awards Ceremony in the Matterhorn room of the Mövenpick Hotel

The announcement and celebration of the winners of the 2025 FINAT Label Competition with a Dutch note. The ceremony will be presented by our Master of Ceremonies, Dr Vlad Sljapic.



20.00 – 22.30

Welcome dinner at the restaurant of the hotel

FULL WORKING PROGRAMME

THURSDAY 22 MAY 2025

SESSION 1: GEOPOLITICS AND SOCIO-ECONOMIC TRENDS

09.00 – 9.15

Welcome speech by **Philippe Voet**,
FINAT President and introduction
of moderator **Bert van Loon**



09.15 – 10.30

Keynote Address: A World in Turmoil:
What's Next for Europe?

Ron Keller former diplomat (NL).



The short-term outlook may seem stable, but uncertainty is brewing beneath the surface. The war in Ukraine rages on, energy and commodity prices are soaring, and Europe's economic recovery remains fragile. Germany's economy is shrinking, France faces political turmoil, and post-Brexit Britain is still struggling to find its footing. Meanwhile, polarization is spilling over into governments in the Netherlands and Belgium. At the same time, European competitiveness is at stake. China is flooding global markets, the U.S. is shaking up trade and geopolitics, and protectionism is making a comeback. How do we navigate this storm? What does it mean for our economy, our businesses, and our future?

By popular demand, FINAT has invited back Ron Keller, former Dutch Ambassador to Ukraine, Russia, Turkey and China, former Director at the Eastern Europe Bank (EBRD) and top advisor to the European Union, the International Monetary Fund, the World Bank, and to the Dutch Ministries of Finance and Foreign Affairs back to share his views, two years after his talk at the ELF in Vienna in 2023.

10.30 – 11.15

BUSINESS-TO-BUSINESS & MEMBER-TO-MEMBER BREAK

Opportunity to refuel, (re-)connect with industry peers and visit premium suppliers represented in the expo area.

SESSION 2: LABELS OF THE FUTURE: NAVIGATING CHANGE IN A DYNAMIC MARKET

The label and packaging industry is evolving rapidly, shaped by next-level digitalisation, customisation, premiumisation, and sustainability. Consumers are demanding more transparency, ethical production, and smart technology, while businesses must

adapt to regulatory shifts and competitive pressures.

From AI-driven design to digital printing and sustainable materials, innovation is redefining the landscape. This session will explore key market developments, consumer expectations, and cutting-edge design practices—culminating in a dynamic panel discussion on how industry leaders can stay ahead in an era of transformation.

Featuring insights from industry experts:

11.15 – 11.30

The European label business
landscape in 2024-2025

Jules Lejeune, FINAT Managing
Director (NL)



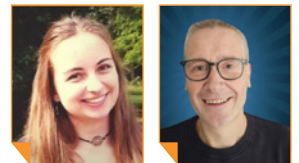
11.30 – 11.45

Label & business trends in Europe
Anum Javed Beg, label market
analyst and **Corey Reardon** CEO of
AWA **Alexander Watson** Associates
(NL)



11.45 – 12.00

2025 consumer attitudes to watch
Linda Lichtmess, Strategic Market
Analyst Food & Drinks at
Euromonitor (D)



12.00 – 12.15

Innovative label & packaging design
Paul Jenkins, founder and MD of The PackHub (UK)

A panel featuring distinguished
experts like **Gabriela Neves**
(All4Labels), **Ives Declerck**/
Christophe Beke (Asteria Group),
Paul Jenkins (Packhub) and others
tba will then join us for a deep dive
into the future of labels and
packaging!



13.00 – 14.30 | LUNCH

Opportunity to refuel, (re)connect with industry peers and visit premium suppliers represented in the expo area prior to the kick-off of the afternoon programme.

FULL WORKING PROGRAMME

THURSDAY 22 MAY 2025

SESSION 3: SUSTAINABILITY IN LABELS AND PACKAGING

14.30 – 15.45

Adapting to the new reality of PPWR

With the adoption of the Packaging and Packaging Waste Regulation (PPWR) in 2024, the European packaging industry is entering a new era of sustainability. But where do we stand a year later? What's the roadmap for key delegated acts like Design for Recycling, and how are industry associations driving circularity on a sector-wide scale? As shifting political priorities challenge the EU's sustainability agenda, this session brings together leading experts to discuss the evolving regulatory landscape, industry initiatives, and the future of sustainable packaging.

Featuring insights from:

- **Pablo Englebienne** (FINAT, Afera) who will provide the latest update
- **Francesca Stevens** (Europen), via an online connection
- **Fabrizio di Gregorio** (Plastics Recycling Europe)
- **Jan 't Hart** (AIM-Europe / HolyGrail 2.0)
- **Marius Tent** (CELAB-Europe)

Join us for an essential update and a dynamic debate on the future of packaging sustainability!



15.45 – 16.15

Gamechanger Trends in Labels and Packaging Sustainability

Thomas Reiner, CEO of Berndt & Partner Group (A).

Sustainability is no longer just about compliance—it's reshaping innovation, agility, and supply chains, says Thomas. In Vienna, he highlighted how this shift is now reaching smaller players, redefining the industry landscape. Is our supply chain ready for a faster speed to market? With late-stage customisation as a strength of the label industry, aligning sustainability with agility and digital transformation is the next big challenge.



Insights from the FINAT Sustainability Awards 2024:

- Breakthroughs in adhesives, coatings, metallisation & printing inks
 - Advances in recycling & material optimisation
 - Smart sustainability strategies from industry frontrunners
- Join Thomas as he unpacks these trends and their impact on business strategy, innovation, and competitiveness.

16.15 – 17.00

Intermezzo: Interactive DfR Pub Quiz

More information will be available soon.

19.00 – 24.00

DINNER AND ENTERTAINMENT

Opportunity to unwind from day 1, (re-)connect with industry peers, enjoy premium entertainment and have a bit of fun. (See also social programme) - **Dress code: casual**



FULL WORKING PROGRAMME

FRIDAY 23 MAY 2025

SESSION 4: TECHNOLOGY INNOVATION

09.00 - 09.15

Wake-up intermezzo

Surprise act

09.15 - 09.45

AI in Manufacturing: The Next 2 Years Unveiled - A Look Under the Hood of AI-Powered Innovation

Bram Verhoeff, Co-founder and Director of Customer Success at Axelera AI (NL).

Discover how Artificial Intelligence (AI) is set to revolutionize manufacturing in the next 1-2 years.

Join Bram as he unveils the latest advancements in AI hardware and software platforms designed to accelerate computer vision on edge devices.

Through real-world examples, learn how AI is transforming production lines, enhancing efficiency, and driving innovation in manufacturing. Don't miss this opportunity to look under the hood of AI and explore the technology roadmap that will shape the industry's future.



09.45 - 10.05

Bridging the Gap: The Convergence of Narrow and Wide Web Printing

Jörg Schönwald, Schönwald Consulting (D).

The lines between narrow-web and wide-web printing are blurring. Label printers are expanding their technology mix, while brand owners increasingly single-source different packaging types. As run lengths shrink and the break-even point between digital and conventional drops, the industry is at a crossroads.

- Will wide-web players embrace narrow-web's agility?
- Will narrow-web printers move into the mid-web overlap zone?
- How will Design for Recycling (DfR) and sustainability impact these shifts?

Industry expert Jörg will explore these critical trends from both the machine and customer perspective, offering insights into the challenges and opportunities that lie ahead. Don't miss this deep dive into the future of flexible packaging!



10.05 - 10.30

Panel discussion with:

- **Matteo Cardinotti** (BOBST), **Alex Aarslew-Jensen** (Nilpeter), **Noël Kasmi** (adapa Group)
Michael Schrameyer (Coveris Flexibles)
- More names to follow



10.30 - 11.15

BUSINESS-TO-BUSINESS & MEMBER-TO-MEMBER BREAK

Opportunity to refuel, (re-)connect with industry peers and visit premium suppliers represented in the expo area.

SESSION 5: LEADERSHIP

11.15 - 12.15

The Creative Revolution: Unlocking Agility, Resilience & Innovation

André van Straten author of The Creative Revolution (NL).

In an era of digital transformation and AI, creativity is the ultimate superpower. But how do you develop it, and how can it drive innovation, teamwork, and business success?

- What is and isn't creativity? (Let's put it to the test!)
- How can creativity boost collaboration—both human and AI-driven?
- Solve live creative puzzles & gain practical insights
- Backed by international research (McKinsey & more)

Join André, a leading expert in creative thinking, for an interactive deep dive into the future of innovation. Featuring real-time audience participation and highlights from a workshop with young professionals, this session will challenge your perspective and spark new ideas. Are you ready to embrace the creative revolution?



FULL WORKING PROGRAMME

FRIDAY 23 MAY 2025

12.15 – 13.00

Keynote Address: Reaching New Heights: Leadership, Risk & the Power of Resilience

Bonita Norris – Record-breaking mountaineer, adventurer, and the youngest British woman to summit both Mount Everest and the North Pole – takes the stage for an unforgettable closing keynote.



Through her gripping personal journey, Bonita reveals how small steps lead to big success, applying lessons from the world's highest peaks to leadership, teamwork, risk-taking, and entrepreneurship.

- How do you push beyond fear and self-doubt?
- What does it take to build trust and resilience in a team?
- How can bold decision-making drive success?

A sought-after speaker with 650+ talks worldwide, Bonita's powerful storytelling and insights—featured in her bestselling book *The Girl Who Climbed Everest*—will leave you inspired to embrace challenges, take risks, and lead with courage. Get ready to conquer your own Everest!

13.00 – 13.05

Closing speech – Philippe Voet, FINAT President

13.05 – 14.30 | LUNCH

Opportunity to share the learnings of this event with peers and new found business friends, look forward to the summer, exchange contact details and say goodbye (but not farewell).



SOCIAL PROGRAMME

THURSDAY 22 MAY 2025

09.00 – 17.00

Excursion to Haarlem for accompanying persons

Join us on a tour to the fabulous city of Haarlem. The city lies on the river Spaarne, has 167,763 inhabitants, making it the second largest city in North Holland after Amsterdam. Haarlem is first mentioned in a document from the 10th century. In 1245, it was granted city rights by William II of Holland. By the end of the Middle Ages, Haarlem had become one of Holland's most important cities. In the Early Modern Era, the city developed industrially as a textile city and culturally as a city of painters. The city has a cozy historic center, famous museums, stores, restaurants and the beach around the corner. We'll start our day with a walking tour through the Historical city centre, exploring old buildings, narrow alleys and hidden squares. We'll be sure to include one or more of Haarlem's famous Alsmouses. These oases of calm and rest in the city centre are abundant in Haarlem with no less than 23 of them including the oldest one in The Netherlands. A coffee stop en route is included of course. We'll end up for a 2-course lunch at fashionably restaurant Dané in the city centre. After lunch it's a short walk to the nearby jetty of Smidjtje Canal cruises for a 1.5 hour guided canal cruise through the city of Haarlem. On board we'll enjoy 'dessert' in the form of coffee/tea and pastries from one of Haarlem's best patisserie's. After the boat cruise you will be brought back to the Mövenpick hotel.

19.00 Departure by boat from the hotel to the Harbour Club Oost

The Harbour Club in Amsterdam Oost is a venue with international allure, a sparkling atmosphere and fantastic food. A blend of Miami, Barcelona and the Côte d'Azur: an industrial location - an old wine terminal - turned fashionable chic. Stop by and be surprised by the immense space (2200m2), the six-meter-long fish showcase, the high-quality cooking and the 16-meter-long mural by neo pop art artist Selwyn Senatori. A visit guarantees pure and intense enjoyment. High-quality cooking mixed with a touch of whimsy, but with an eye for detail.



THE ORIGINALS BAND

The Originals is a Dutch cover band that plays everything on demand. Whatever song you want to hear. For over a decade, the country's most colourful party band has been conquering audiences at festivals, corporate events, in concert halls, stadiums and marquees with their unsurpassed show. They have already played the roof off the biggest stages in the Netherlands, even pulverising their listeners live from the radio studio. From AC/DC and Chef'Special to Avicii and Andrea Bocelli...or Pippi Longstocking, The Originals will blindly put in your request. It comes as no surprise that they have been named the Netherlands' Most Popular Party Band.



SOCIAL PROGRAMME

FRIDAY 23 MAY 2025

09.00 – 12.30

Smartphone photography tour through Amsterdam

Learn everything you need to know from famous Dutch photographer Jeroen Swolfs about SMARTPHONE photography. Take amazing photos during our fascinating walk guided in English by our unique app in stunning Amsterdam! Starting at Dam Square let the Smartphone Citywalkapp guide you towards the tranquil canals of the old town. Discover famous and century old canals like Herengracht, Leidsegrachten Prinsengracht. The stunning canal houses and live boats guarantee fantastic photos. The walk is filled with small shopping streets where Amsterdammers go about their daily business and you can sit down at one of the many terrasses to enjoy a drink or local cuisine.

Lunch will be served at the hotel.



DETAILS OF PARTICIPATION & ROOM RESERVATION

FORUM PARTICIPATION

THE FORUM PACKAGE INCLUDES

- Full participation in the working programme (for delegates)
- Full participation in the excursions on Thursday and Friday (for accompanying partners)
- Meals (lunches & dinners)
- Conference proceedings and access to the mobile app

THE FORUM PACKAGE EXCLUDES

Travel and lodging expenses

FEES

- FINAT Label converters: € 850
- FINAT Suppliers: € 1450
- Accompanying persons € 495
- For 3rd and more representatives of a supplier company a € 200 discount will be applied.
- (FINAT Board members, and committee members that have attended at least 2 of the last 3 Committee Summits will receive a 50% discount on the price.)
- Non-members (Converters) € 1,000
- Non-members (Suppliers) € 1,900

REGISTRATION

- To register as a delegate for the ELF2025 please use the online form.

- To register as a sponsor, see under 'Sponsorship'
- To book a room, see under 'Hotel room booking'

[CLICK HERE FOR DELEGATE REGISTRATION](#)

PAYMENT

If applicable, you will receive an invoice from us. (Participation in certain cases is subject to Dutch taxation. If so, 21% VAT will be added to the amount.) Please settle the invoice within 14 days of receipt but **no later than 9 May 2025**. Payment is possible via bank transfer or via credit card. In case your payment is not received in the FINAT bank account on time, we will charge your credit card on the spot at the FINAT Registration Desk.

CANCELLATION POLICY

- Full refund of the participation fee will be permitted if the cancellation is received in writing **before 1 May 2025**.
- A full refund minus a handling fee of €150 per registration will be given for cancellation requests received in writing **before 8 May 2025**.
- No refunds will be granted for cancellations received **after 8 May 2025**.
- Cancellations by telephone cannot be accepted.

HOTEL ROOMS

ROOM PRICES

- Single: € 250 | Double: € 270
- Rates include extensive breakfast, WiFi, service tax and VAT, but exclude a 12,5% city tax per night (city tax is subject to change as per Dutch regulations).

HOTEL ROOM BOOKING

You can book your hotel room via the FINAT booking link:

[CLICK HERE TO BOOK YOUR ROOM](#)

HOTEL ROOM PAYMENT

You can settle your bill directly with the hotel upon arrival or departure. You will be required to guarantee your reservation with a credit card via the online reservation link.

HOTEL ROOM CANCELLATION

It is no longer possible to cancel the reservation free of charge after the 1st of May. As this is a group booking, cancellation will be charged to the guest for the whole stay. Any no show, late cancellation (after the 1st of May) or early departure will be charged full room rate amount excluding city tax.

FORUM HOTEL

Mövenpick Amsterdam City Centre
Piet Heinkade 11
1019 BR Amsterdam
Tel. +31-20-5191200

[MORE INFO](#)

DISCLAIMER

FINAT cannot be held legally responsible for any modification to the forum, additional costs, or even cancellation of the forum, if such is the result of an event, occurrence, effect or any cause outside the control of FINAT (force majeure), including but not limited to fire, casualty, accident, riot or war, act of God, civil disturbance, act of public enemy, strike, lock-out, labour conditions or other labour controversy, failure or inability to obtain any necessary permit or licence, failure or delay or reduction in transportation facilities or water, electricity or other public utilities, judicial order, law or enactment, order or act of any governmental instrument or military authority. FINAT accepts no responsibility for possible injuries sustained during any part of the event.

SPONSORSHIPS

DETAILS AND REGISTRATION

GOLD SPONSOR

€ 6,000

- Listing as Gold Sponsor in all official FINAT ELF documentation as of mid-March 2025
- Full page f/c advert in programme book (supply as PDF 10 x 20.5 cm, w x h)
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
 - EPS
 - JPEG 200x200 pix)
- Company banner rotating on FINAT website (1 May - 1 October)
supply in 2 formats:
 - 728 x 90 w x h (animated) GIF
 - 300 x 250 w x h (animated) GIF
- Company banner on ELF website
(supply as: 320 x 460 pix w x h in [animated] GIF)
- Company description on ELF website (max 150 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)
- Free 10-seconds' video promotion of your company or product on screens during the B2B breaks

SILVER SPONSOR

€ 3,500

- Listing as Silver Sponsor in all official FINAT ELF documentation as of mid-March 2025
- Half page f/c advert in programme book
(supply as PDF 10 x 11 cm, w x h)
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
 - EPS
 - JPEG 200x200 pix)
- Company description on ELF website (max 100 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)

BRONZE SPONSOR

€ 1,750

- Listing as Bronze Sponsor in all official FINAT ELF documentation as of mid-March 2025
- Free tabletop (table + electricity) for the entire duration of the forum
- Option to sponsor either lanyards or pens, or pads (on a first-come, first-serve basis).

REGISTRATION

To apply for a sponsorship use the online form. *(FYI: This form is also used to book adverts or combined B2B packages)*

For more information about the various sponsorship packages please consult the full media rates 2025 brochure.

[REGISTER SPONSORSHIP](#)

[MEDIA RATES](#)



USEFUL INFORMATION

AIRPORT

SCHIPHOL AIRPORT

<https://www.schiphol.nl/en/>, 22 km from the Moevenpick.

TRANSPORT

TRAIN

www.ns.nl

From Schiphol airport to Amsterdam Central Station: Track 3, every 10 minutes.

From Amsterdam Central Station to Schiphol: Track 3, every 10 minutes.

It's a 15-17-minute ride.

TRAM

A tram stop is located in front of the hotel. Take tram 26 (direction IJburg) from Central Station and get off at the first stop, which is called "Muziekgebouw/Bimhuis".

TAXI

Take one in front of the arrival hall at Schiphol airport, or reserve one in advance via the following sites:

- <https://www.taxicentrale-schiphol.nl/en/>
- <https://easytaxischiphol.nl/en/>
- <https://www.staxi.nl/en/airport-taxi/taxi-from-schiphol-to-amsterdam/>

CAR

Take the A4 highway towards Amsterdam. Take the A10 Eastern Highway (Ringweg) and take the exit S114. At the end of the Piet Hein tunnel, turn right towards Central Station. Follow the signs P-Piet Hein / City Centre.

PARKING

PIET HEIN GARAGE

There is a public parking garage under the hotel, Piet Heinkade 59.

OOSTERDOK PARKING

10-min walk from the hotel. Oosterdokstraat 140.
[More information.](#)

OTHER HOTELS

In case our block booking is sold out, you can try the following hotels in the near vicinity of the Moevenpick. Please note that we have no arrangement with them.

- Hotel Jakarta, 0.6 km | [URL](#)
- DoubleTree by Hilton Amsterdam Central Station, 0.6 km | [URL](#)
- Hotel Library Amsterdam, 0.7 km | [URL](#)
- Grand Hotel Amrâth Amsterdam, 0.8 km | [URL](#)
- The Hendrick's hotel, 0.8 km | [URL](#)
- NH Collection Amsterdam Barbizon Palace, 0.9 km | [URL](#)
- Hotel Mai Amsterdam, 0.9 km | [URL](#)
- Holiday Inn Express Amsterdam – City Hall, 0.9 km | [URL](#)



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FINAT – THE ASSOCIATION FOR THE EUROPEAN LABEL INDUSTRY