

# SHAPING THE FUTURE

**An interactive forum for key industry leaders in Europe, North America and beyond to debate and define the future of the business supplies sector.**

**This is an urgent “must attend” event for companies from across all channels and is designed to help senior office products industry executives better understand and analyse the changes to our sector in a post-COVID world. Practical takeaways will enable them to make informed strategic decisions to ensure their businesses succeed in the ‘new normal’.**

## FORUM AGENDA

ALL TIMES ARE UK GMT (CET-1)

### WEDNESDAY 1 DECEMBER

**08.30 (09.30 CET) LOGIN FOR NETWORKING**

**09.30 (10.30 CET) OFFICIAL WELCOME BY STEVE HILLEARD, CEO, OPI**

**09.45 (10.45 CET) STATE OF THE EUROPEAN BUSINESS PRODUCTS INDUSTRY: UPDATE & QUESTION TIME**

In a series of quick-fire interviews, several leaders from key markets and channels in Europe will discuss the many industry changes and developments that have occurred since the last European Forum in November 2020 and offer their thoughts on what the post-pandemic market may look like.

**Interviewees:**

- *Veronica Avanzini - Business Unit Manager Digital, Traditional & Home Office, Errebian*
- *Rui Carvalho - CEO, Firms - Papéis e Papelarias S.A.*
- *Simon Drakeford - CEO, EO Group*
- *Alain Josse - Managing Director, Raja Group*
- *Greg Lienard - CEO, Lyreco*
- *Richard Scharmann - CEO, PBS Holding*
- *Tomasz Skowroński - Business Area Manager Eastern Europe, Avery Zweckform*

**Interviewer: Steve Hilleard - CEO, OPI**

**11.00 (12.00 CET) NETWORKING BREAK**

## **11.20 (12.20 CET) PANEL: BUILDING A SUSTAINABLE BUSINESS SUPPLIES INDUSTRY**

Sustainability is once again top of the agenda following the pandemic. Hot on the heels of COP26, leaders in the field of sustainability give their views on keeping 1.5°C alive and what companies in the business supplies industry can do to help achieve this. The discussion will revolve around the route to reaching net zero, moving from a linear to a circular economy, and what the Green Deal really means for doing business in Europe.

### **Panellists:**

- *Michel de Bruin – CEO, Greenspeed International*
- *Isabelle Daubney – Circular Economy Project Leader, Lyreco*
- *Renee Remijnse – Communications Director, Essity Professional Hygiene*
- *Michelle Sturman – Deputy Editor, OPI*

**Moderator:** *Jonathan Withey – Head of Business Development, Planet Mark*

## **12.10 (13.10 CET) LUNCH**

## **13.00 (14.00 CET) AN AUDIENCE WITH TOMORROW'S LEADERS**

Join this stimulating discussion with a group of young executives, all of whom were recently featured in the '30 Under 30' article which celebrated OPI magazine's 30th birthday. With all our panellists making a substantial difference to their businesses and to the industry, this is a unique chance to engage directly with tomorrow's leaders and hear their take on the future.

### **Panellists:**

- *Lisa Hölzl – Product Manager, COLOP Digital*
- *Falko Köhler – Customer Experience Director, Lyreco Germany*
- *Jérôme Perhaut – Key Account Manager, Fellowes Brands France*

**Panel Host:** *Alex Stone – Head of Sales, Office Friendly*

**Introduced by:** *Heike Dieckmann – Editor, OPI*

## **13.45 (14.45 CET) NETWORKING BREAK**

## **14.00 (15.00 CET) PANEL: GROWTH OPPORTUNITIES IN TOMORROW'S WORKPLACE**

While the exact nature of tomorrow's working environment is still hard to predict with any certainty, what is sure is that there will be many growth opportunities for our sector to exploit – for resellers and vendors alike. Our panel will highlight the macro trends and key product categories and services that are expected to shape the future, hoping to engage with forum delegates in a highly interactive session.

### **Panellists:**

- *Hugh Darcy – VP Business Machines Marketing, ACCO Brands Europe*
- *Debbie Nice – Business Development Director, EVO Group*
- *Jonathan Weiss – Global Business Solutions Commercial Director: Europe, Australia & New Zealand, Reckitt*

**Moderator:** *Gordon Christiansen, COO & Partner, Highlands*

## **14.45 (15.45 CET) SUMMARY OF DAY ONE**

## **14.50 (15.50 CET) CLOSE OF DAY ONE**

# THURSDAY 2 DECEMBER

**09.00 (10.00 CET) LOGIN FOR NETWORKING**

**10.00 (11.00 CET) WELCOME TO DAY 2**

**10.05 (11.05 CET) KEYNOTE PRESENTATION**

## **THE AGE OF ENTROPY\* - HOW DO WE PLAN IN CHAOS?**

We're all acutely aware of the impact that COVID-19 has had in our personal and professional lives, systemic and existential changes which have shifted the expectations of buyers, markets and the workforce at large. There is a dizzying amount of complexity to deal with, from rapid digitisation to hybrid working, and it can feel overwhelming to navigate through it all and set

your strategic horizon, whilst dealing with so much day-to-day noise. In this keynote presentation, Phil Jones will detail some of the planning tools he uses to set the big picture and prioritise decisions, future investments and the ultimate organisational direction of travel. By the end of the talk you'll be equipped with some practical insights to gather your own thoughts and better inform your future.

*\* Entropy is a scientific concept as well as a measurable physical property that is most commonly associated with a state of disorder, randomness, or uncertainty.*

**Speaker: Phil Jones MBE - Managing Director, Brother UK**

Phil Jones is Managing Director of the UK arm of global technology manufacturer Brother. Joining the business in 1994 as a salesperson, he worked his way up the organisation to be appointed its head in 2013. Awarded an MBE for Services to Business in 2016, Phil is a Companion of the Chartered Management Institute, a Fellow of the Institute of Directors and a Fellow of the Institute of Sales Professionals. You can follow him on Twitter @philjones40.

**11.00 (12.00 CET) NETWORKING BREAK**

**11.15 (12.15 CET) THE OPPORTUNITY BEYOND AMAZON**

The impact of online marketplaces in the B2B arena looks set to greatly increase. While Amazon continues to dominate, there is now a fast growing universe of alternative marketplaces that are bringing fresh opportunities to our sector. This dynamic session will examine the current and likely future marketplace players that will disrupt the established business supplies landscape forever.

**Speakers:**

- **Bob Boekema - Founder & Managing Director, TFE Agency**
- **Jochem Jongepier - Marketplace Operations Coordinator, TFE Agency**
- **Olivier Poinot - Partner, TFE France**
- **John Watson - Partner, TFE UK**

**12.00 (13.00 CET) LUNCH**

### **12.30 (13.30 CET) PANEL: ADAPTING TO TODAY'S INFLATIONARY ENVIRONMENT**

As the world economy quickly bounces back from the pandemic, unprecedented raw material and energy cost inflation is adding to the price pressures being caused by the ongoing shipping and supply chain crisis. It seems inevitable that all players in the channel will have to significantly increase prices in the coming months to maintain some level of profit. In this panel discussion led by well-known industry leader Robert Baldrey, we will look at the likely level of some of these price increases and discuss whether and how the industry can work together to ensure that profitability is maintained in these turbulent times.

#### **Panellists:**

- *Jeanette Bresitz – Managing Director, Office Friendly*
- *Steve Haworth – CEO, EVO Group of Companies*
- *Charles Nusse – Managing Director, Exacompta*
- *Nicolas Potier – CEO, Bruneau*

**Moderator:** *Robert Baldrey*

### **13.15 (14.15 CET) TRANSITION**

### **13.25 (14.25 CET) SUMMARY AND KEY TAKEAWAYS**

Our final session will summarise what promises to be a hugely varied and very timely programme. With input from the OPI editorial team and many of the key speakers, panellists and breakout session hosts, we'll be sharing key takeaways and actionable to-do points that will help you position your organisation for success in the post-pandemic business supplies industry.

#### **Panellists:**

- *Robert Baldrey – Consultant*
- *Bob Boekema – Founder & Managing Director, TFE Agency*
- *Andy Braithwaite – News Editor, OPI*
- *Gordon Christiansen – COO & Partner, Highlands*
- *Phil Jones MBE – Managing Director, Brother UK*
- *Falko Köhler – Customer Experience Director, Lyreco Germany*
- *Nicolas Potier – CEO, Bruneau*

**Moderator:** *Steve Hilleard – CEO, OPI*

### **14.10 (15.10 CET) FORUM CLOSSES**