

TAAT (Taiwan), CATIA (China), JATMA (Japan), PSTC (U.S.), Afera (Europe) and the President of the new organisation, Afera MEI (India & Middle East). Mr. Peter Rambusch, President of Afera, as well as Mr. Patrick Deconinck, Board Advisor of the PSTC, were excused for this meeting due to other business engagements. Mr. Ayres summarised the first discussions he initially had with Mr. John Pufahl (former PSTC President) and Glen Anderson (former Executive Vice President PSTC) in 2008/2009 on the concept of initiating a global tape forum in which all Counterparts would participate. Glen Anderson has been very ill, but, with his positive attitude and extreme positive spirit, he and everyone around him are convinced that he will conquer the disease. Members present at today's Meeting sent Glen Anderson their best wishes.

- 1.2 As today's Meeting is the 3rd Global Tape Forum Meeting, Mr. Ayres reviewed the history of former Meetings.
The slides he presented stated the following:

GTF History

- First Meeting held in Orlando, May 2009.
- 13 delegates from 4 regional associations.

Mission statement agreed:

GTF Mission Statement

To enhance the worldwide PSA industry by providing a global forum for all Member Associations that enables them to add greater value to their members.

- Second Meeting held in Stockholm, October 2010.
- 23 delegates from 5 regional associations.
- Session combined with Global Test Methods Meeting.
- Agreement achieved on actions to support objectives.

GTF Objectives:

1. Harmonise key PSA test methods.
2. Work together to increase the demand for self-adhesive tapes' or 'Grow the Pie'.
3. Establish database of environmental & regulatory trends by region.
4. Gather top-level production data by agreed-upon categories.
5. Share an open calendar of global PSA educational events and promote cross participation.
6. Bi-annual Meetings hosted by Member Associations.
7. Establish a small shared fund for running costs.
8. GTF website to be set up with GTF sections in all Member websites.

Main achievements before meeting in Taipei were:

- Universal acceptance of agreed-upon actions.
- GTF Members have contributed the agreed \$5,000 for running costs to the GTF treasurer TAAT.
- GTF website set up and hosted by Afera.

2. Publishing of High General Level of Production Data Using the Same Categories in the GTF

2.1 GTF is now an established organisation.

Actions being taken to increase demand for PSA tapes include:

-PSTC – Think Tape Project

Patrick Farrey explained PSTC's change of focus. Whereas traditionally activities were mostly concentrated on servicing their member base, a major step was taken to add a more external focus. Primary activities of the project were brand introduction, development of a new website focussed on stakeholders and influencers, creation of two You Tube videos about tape which can be found at www.thinktape.org, development of application stories, white papers, etc. The members recognised the benefits to all their businesses. The creation of the website and videos are part of an outward reach campaign to promote the use and application of tapes in North America to grow the industry.

-Afera – "Grow the pie" Initiative

Astrid Lejeune reviewed Afera's campaign to grow the market of PSA tapes which is in line with PSTC's concept. A brief summary was given on Afera's history. During the 60s, the association primarily had a technical focus and concentrated on the development of test methods. Since that time, however, Afera has expanded its services to a great extent by listening to its members in order to meet their needs using a common approach. Strategies are currently being reviewed to extend the internal servicing outward to different end-user segments to raise the awareness of the capabilities of the product Tape. Afera is exploring the launch of a social media campaign to reach a market of hundreds of thousands of engineer- and designer end-users who do not yet know about the use of tape as a fixing and joining method. Afera is also spearheading initiatives which put 'tapes' into educational tools, course curricula and events about bonding, adhesives and structural adhesion. The idea is to increase the business of tape producers as a whole instead of struggling to increase or maintain an individual company's share of the business.

Chairman Mike Ayres remarked that it seems to be easier to find technical collaboration to bring 'growing the pie' initiatives to fruition than finding more commercial collaboration.

-JATMA –

Akira Katakura explained JATMA's initiatives on growing the pie through the creation of new applications. Even though the responsibility mainly remains with the individual companies, JATMA provides various technical programmes like the 'tape university', which is also open to non-members and students. Events are open to sales and R&D staff. They run the event four times a year and have an approximate attendance of 50 participants per event. Members receive technical reports every 3 months.

-TAAT –

Taiwan is a small economy. TAAT does provide many networking opportunities, facilitate exhibitions which you can attend as a member of the association, hold

annual technical seminars which are open to members and non-members, provide workshops for newcomers to the industry, and periodically links up with research institutions. The local market is diminishing as the domestic market is saturated and the amount of materials being used decreases. Although the Taiwanese economy is becoming increasingly advanced, the tape industry, although small compared to other regions, is still prosperous. Lutz Jacob remarked that the Taiwanese industry is rather large in comparison to the size of the country. New products appear due to new regulations, and commodity production is decreasing a bit due to the scarcity of materials. Regulatory trends seem to be a key driver of the market.

-CATIA –

Xu Yang, Secretary General of CATIA, explained that the association was founded in 1987 and last March changed its name to CATIA, which is the abbreviation of China Adhesives and Tape Industry Association. CATIA has approximately 380 members. With offices based in Beijing, CATIA has 7 professional committees and one Advisory Committee. A separate PSA and product committee was founded in November 2003 with nearly a 100 members. Their main working plan includes the organisation of their annual conference from September to November every year and to hold their exhibition simultaneously. Their next conference is scheduled for 22-24 September 2013 and their exhibition 25-27 September 2013 in Guangzhou. These events are open to members and non-members. Their last annual conference in April 2012 was held in Shanghai with an attendance rate of 500. CATIA convenes a review meeting of product standards and test methods once or twice every year. They also conduct a market survey and research industry statistics. Attending overseas activities and strengthening international exchange and collaboration, as it does via the GTF, is very important to CATIA.

-Afera MEI –

Ajit Gupta, as President of Afera MEI, introduced himself to the Forum and explained how his organisation was launched in November 2010 when Afera Europe organised an event for the MEI tape industry in Mumbai. With the support of Afera Europe, they were able to organise themselves and just recently received official status as an entity in India. Membership drive activities have started, and Ajit Gupta stated that hopefully, within a year, Afera MEI will have a good number of members. The industry of various kinds of tape is growing in India, and they are planning to run a Tape College in 2013, to which any company involved in the industry in the MEI region, as well as outside the region, can participate.

2.2 Is Social Media the Tool to Raise our Profile Towards End-Users?

Mike raised this question and agenda item to all Counterparts around the table, and the following feedback was received:

- Afera is exploring the launch of a social media campaign to reach a market of hundreds of thousands of engineer and designer end-users who do not yet know about the use of tape as a fixing and joining method, as mentioned by Astrid Lejeune in the 'Growing the Pie' initiative explanation.
- PSTC is trying to set something up via a group on LinkedIn, that is so far still in the try-out phase. PSTC developed a Tape Blog which seems to be a successful tool with which to exchange knowledge. Members ask a lot of questions.
- TAAT stated that they use Facebook.

- Other associations stated that they do not have much experience with social media uses for their organisation.

Chairman Mike Ayres thanked everyone for their contributions and once more highlighted the benefits of exchanging knowledge and information among all Counterparts, as well as the higher goals which can be achieved in this common approach. This includes, for instance, TM harmonisation and global recognition where high costs and long, bureaucratic procedures for ISO certification can be avoided. These items will be thoroughly discussed in the afternoon GTMC Meeting.

3. Proposal of a Template to Generate High General Level of Production Data Using Uniform Categories

- 3.1 The Associations have agreed that although data gathering and sharing are historically difficult tasks, partaking in these activities would be beneficial for the global self-adhesive tape industry. We can only measure 'the growing of the pie' if we have a global view. The Associations shared their varying data collection programmes and their regional figure of the total pressure sensitive tape production in square metres.

-TAAT-

TAAT collects data via production data surveys and import and export data from the government which have proven to be accurate. Approximately 50% of the non-member companies are also willing to give us the information requested in the survey. The response rate within TAAT's membership is about 36 companies out of a total of 60. Information is given in production volume and production value, even though the survey calls for conforming to the categorisation as was agreed in the 2010 GTF Meeting. 85% of the total production is for export, and the remainder is for domestic use. TAAT has been collecting data for more than 20 years. The figures are trustworthy and match up with the governmental figures. Years of collecting data have resulted in useful benchmarks. The business climate is friendly among tape companies. TAAT's estimated figure of total Taiwanese production in 2011 is **1 billion square metres**.

-PSTC-

PSTC collects data based on volumes although their methodology is slightly different from that of TAAT. They request that their membership present their own production figures. PSTC's estimated figure of total North American production in 2011 is **10.1 billion sqm²** (not including labels).

-Afera-

Afera explained that after several attempts, it remains extremely difficult to collect reliable data. We have to deal with many different countries and policies of multinationals, which are prohibited from disclosing any information. Afera's estimated figure of total European production in 2011 is **7 to 8 billion sqm²**.

-CATIA-

China counts approximately 500 adhesive producers, sales volume and value is requested through a survey to their membership – CATIA's 80 company members represent about 60% of the total sales volume/value of self adhesive tape. Figures are requested per application.

CATIA's estimated figure of total Chinese production in 2011 is **14.8 billion sqm²**.

-Afera MEI-

Indian representative Ajit Gupta as President of Afera MEI was requested for the size of the Indian market. Export is just starting, the trend is rapid growth, the demand is growing and therefore the industry is growing. A lot of tape is imported from China, Europe, Korea and Japan, meaning for the future that the number of producers needs to grow to meet up with the demand.

Afera MEI estimated figure of total Indian production in 2011 is **0.4 billion sqm²**.

-JATMA-

JATMA's membership report on their production figures per based material. Each member reports every month. This exercise of data collection has been successful since its initiation in 1961.

JATMA's estimated figure of total Japanese production in 2011 is **1.5 billion sqm²**.

Chairman Mike Ayres thanked all present for their openness and input and asked whether agreement could be reached to provide annual figures in order to estimate global tape production. Preferably, we should stick to the categorisation we agreed upon in Stockholm. After some discussion, we concluded that further discussion is needed at a future GTF Meeting to reach a common agreement on categorisation. To begin with, we will start with collecting the total figures on an annual basis. Do we use the calendar year, meaning January – December figures, and when do we have figures available? All present agreed to send in the figures in Q3 of each preceding year (end of October/November, reporting figures of the year before). Information should be sent to Astrid Lejeune, Afera Secretary-General, who will act as the central point for information sharing, which can be added to the GTF website. It was agreed that the GTF Chairperson will be a rotating position.

Decisions taken:

- All Counterparts will report annually on total pressure sensitive tape production in their respective countries or regions. This data will be reported each October/November for the previous year. Data should be sent to Astrid Lejeune, who will gather it and give feedback to the Forum, as well as add the information to the GTF website (**Action: All Counterparts/Astrid Lejeune**)

It was established that GTF Members, who account for the majority of global tape production, produced approximately 36 billion square metres of tape in 2011.

4. Global Tape Forum Website Review

- 4.1 Before today, we developed and used a GTF website (www.globaltapeforum.com), which had been quickly developed under the template of the Afera website, in order to keep costs relatively low. Astrid Lejeune explained that in early 2013, Afera will end its contract with its current web provider, as maintenance costs are too high. This will also mean that the GTF website will need to be re-developed. It might be a good step after all as the GTF is a unique forum which needs its individual image and website template.

Chairman Mike Ayres concluded that a new website needs to be developed and

asked all present whether we should keep the website low-profile?

- PSTC – We need an external presence, offering a view of what we do. It is the tool to communicating back to counterpart members;
- TAAT – It relates to 'growing the pie'. We need a website that collects the information that we agree upon for each association;
- CATIA – We do need to have the information in the website. Each Member Association should provide some content. CATIA uses it to communicate to its members.
- JATMA – They would like to have a link from the GTF website to the JATMA homepage and vice versa.

Chairman Mike Ayres concluded that all present are convinced that a GTF website is needed and that someone should be appointed to develop, fill, and 'push and pull' for information from each counterpart to keep the momentum going. Astrid Lejeune volunteered to take up this task and to become the centre point for all counterparts, through which all GTF information and documentation will pass, in order to keep the GTF website informative and up-to-date. Astrid Lejeune stated that she should be able to charge her time spent to the GTF Treasurer.

All present agreed that Astrid Lejeune would take up this role and charge web development and time expenditure to the GTF Members. Following approval, the Treasurer will pay the invoice.

The listing of content agreed upon in the Stockholm meeting remains valid. It was agreed by all present that each counterpart would take care of translations to the English language of any input to be posted on the GTF website.

In Stockholm, all agreed on the following content:

- *Calendar of events*
- *Meeting minutes*
- *Status of TMs in ISO-certification process*
- *Time, date and venue of forthcoming GTF & GTMC Meeting*
- *Brief profile of each Member association, including the number of employees in the association's represented region*
- *Name, title and contact information of staff contact and president of each association*
- *Working documents/communication page storing items that are being worked on.*

Astrid Lejeune stated that she would require the input from counterparts in early 2013. After finalising the website, each counterpart should make a link to the GTF website on their own homepages. This will be done vice versa.

Website content contact person per counterpart:

- TAAT - Joyce Lee
- CATIA - Michael Yang and Vivian Vu
- PSTC - Chris Berry
- JATMA - Akira Katakura
- Afera – Astrid Lejeune
- Afera MEI – Suneet Grover.

(Action: All Counterparts and Astrid Lejeune)

5. Status of Current GTF Funding

5.1 Another item up for further agreement was the home of current GTF funding. So

far, TAAT has done an excellent job of overseeing the funds and keeping good track of the balance. After some brainstorming, it was agreed that TAAT would remain the host of current funds. All agreed that transferring funds from counterpart to counterpart (with each new term of GTF Chairmanship) would be expensive in terms of bank charges due to currency exchanges.

<u>Globe Tape Forum</u>				
<u>GTF Fund Income Statement</u>				
<u>December 31, 2011</u>				
Revenues				
1. Fund				
PSTC (Jan 5,2011)	US\$	5.000,00		
Afera (Jan 13,2011)		5.000,00		
TAAT (Jan 13,2011)		5.000,00		
JATMA (Feb 1,2011)		5.000,00		
CNAIA (Jun 15,2011)		5.000,00	US\$ 25.000,00	
2. Interest				
Jun 21,2011		1,74		
Dec 21, 2011		3,82	5,56	US\$25.005,56
Expenses				
1. Bank handling charge				
PSTC (Jan 5,2011)	US\$	8,00		
TAAT (Jan 5,2012)		6,85		
Afera (Jan 13,2011)		0,00		
TAAT (Jan 13,2012)		6,90		
JATMA (Feb 1,2011)		0,00		
TAAT (Feb 1,2012)		6,90		
CNAIA (Jun 15,2011)		26,00		
TAAT (Jun 15,2012)		6,95	US\$ 61,60	
2. GTF Website Fee				
Payment to Afera EUR3,324.00		4.371,92		
US\$ (4,365.09+6.82+0.0132)				
Bank handling charge		13,36	4.385,28	4.446,88
Net Income				US\$20.558,68
※ This Income Statement is prepared by TAAT				

6. Date and Location of Next Global Tape Forum and Global Test Method Committee Meeting (in 2014) & Closure

Chairman Mike Ayres said that all counterparts should have the opportunity to host

an event every other year on a rotation basis. In 2009, the PSTC hosted the first GTF/GTMC Meetings; in 2010, Afera hosted the Meetings; and this year TAAT hosted the events. It is practical to link up both Meetings to one of the existing events of a counterpart. PSTC volunteered to host the next Meeting as part of their annual meeting in Nashville, Tennessee, U.S.A., in May 2014. All present agreed and thanked the PSTC for their hospitality in 2014. An additional gratitude was expressed to TAAT who have done an excellent job this year.

The question was put to all present as to whether the same people would join the GTF and GTMC Meetings in 2014. All confirmed that the same representatives would attend, except for Afera, whose incoming President, Laurent Derolez of Novacel, would most likely join on behalf of the association.

The GTF can legitimately claim to represent the world's self-adhesive tape industry as its Member Associations cover most of the global tape activity. Going forward, the Organisation will seek to extend its Membership to Korea, South America and the Philippines. Patrick Farrey will track down the existing Brazilian organisation, while Michael Yang tracks down an existing organisation in the Philippines. Chairman Mike Ayres requested that if anyone heard about a tape manufacturing organisation, he/she should report this directly to GTF Administrator Astrid Lejeune **(Action: Patrick Farrey, Michael Yang and Astrid Lejeune)**

No other matters being raised, the Chairman thanked all attending Members for their presence, contributions and leadership. He remarked that their participation had added to the building momentum of the GTF. Mr. Ayres closed the Meeting.

Astrid Lejeune
The Hague, 5 December 2012

Disclaimer

Afera operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. Afera actively raises awareness about competition law among its Members and encourages its Members to comply with these rules. The purpose of discussions within Afera is to identify general trends and market developments without identifying individual company data. Afera does not accept responsibility or liability for any type of restrictive agreements concluded by its individual Members during Afera meetings or within the context of Afera events, in spite of the aforementioned precautionary measures.
