



# Petcore Europe

CONFERENCE 2015

23 FEBRUARY 2016

VLEVA CONFERENCE CENTRE - BRUSSELS

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**Petcore Europe Conference**  
**23 February 2016 - Brussels**

PROGRAMME

SPEAKERS' BIOGRAPHIES

PARTICIPANTS LIST



## SUSTAINABILITY

- 09:00 - 10:00 Registration & Petit Déjeuner
- 10:00 - 10:10 Welcome by Chairman Patrick Peuch, Petcore Europe Executive Director
- 10:10 - 10:30 **EU Product Environmental Footprint (PEF): a European Commission project on packed bottled water**  
– *Simone Pedrazzini: Life Cycle Assessment & Sustainability Consultant, Quantis for EFBW*
- 10:30 - 10:50 **“Recycled but not recycled”: Working on the future of PET Thermoforms**  
– *Wim Hoenderdaal: Technical Marketing Manager PET, Indorama Ventures Europe*
- 10:50 - 11:10 **EU Polymark Project - The Novel Identification Technology to differentiate High Value Plastics in Waste Streams: preliminary technical results**  
– *Hans Eder: Head of Research and Development, Sesotec*
- 11:10 - 11:30 **Implementing the EU food contact plastics recycling regulation in practice: an update**  
– *Elfriede Hell: General Manager Division Recycling Technology, Starlinger*
- 11:30 - 12:00 **Q&A Session**

12:00 - 13:00 LUNCH BREAK



13:00 - 13:20

**Latest 2014 PET collection and recycling in Europe: PCI report for Petcore Europe**  
– Helen McGeough: Senior Consultant, PCI PET Packaging, Resin & Recycling Ltd

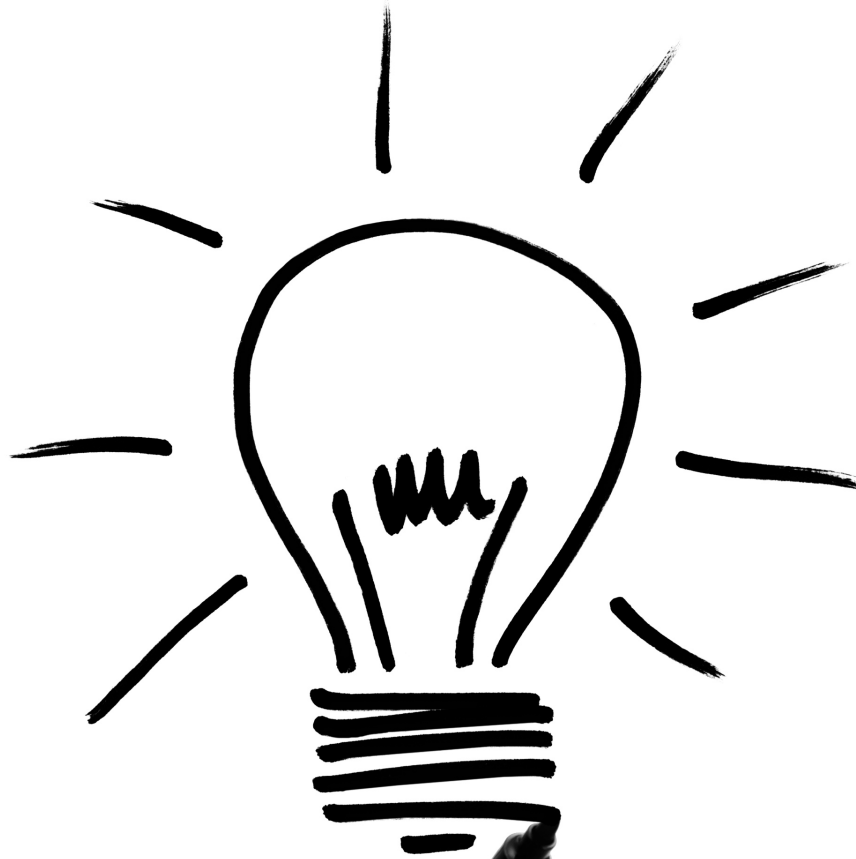
13:20 - 13:40

**The new Circular Economy Package**  
– Eric Liégeois: Team Leader Fertilisers, Detergents, Pesticides/Biocides, Plastics and Wastes Recycling, DG Growth, European Commission

13:40 - 14:00

**Q&A Session**

14:00 - 14:15 HYDRATION & NETWORKING



## INNOVATION

14:15 - 14:35

### **Examples of new PET packaging & future trends**

– *Annemieke Hartmann-Jemmett: Group Commercial Strategy Director, Petainer*

14:35 - 14:55

### **Use of PET in aerosols**

– *Alain D'Haese: Secretary General, European Aerosol Federation (FEA)*

14:55 - 15:15

### **Novel Circular PET Technology for coloured post-consumer packaging**

– *Tonnis Hooghoudt: CEO, Ioniqa*

15:15 - 15:35

### **Q&A Session**

15:35 - 16:00 HYDRATION & NETWORKING



## GLOBALISATION

16:00 - 16:10

**WikiPETia - the knowledge management system for the complete PET value chain**

– *Alexander Büchler, Managing Director, PETplanet insider*

16:10 - 16:30

**Napcor: Overview of key initiative & projects in PET**

– *Tom Busard: Chairman, NAPCOR*

16:30 - 16:50

**Waste Free Oceans (WFO): The problem of marine litter**

– *Stephanie Maes: Project Manager, Waste Free Oceans*

16:50 - 17:15

**Panel debate:**

**What message must the PET value chain communicate to the wider public and how should we do this?**

– *Moderator: Patrick Peuch*

Closing remarks

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# SPEAKERS' BIOGRAPHIES



**Simone Pedrazzini** has been working at Quantis since 2011 successively as LCA analyst, project manager and business developer. Before joining Quantis, he had worked in France in the LCA field, for a Technological Institute for Industries. As Engineer (M.Sc.) in Materials Science and Engineering from the Swiss Federal Institute of Technology in Lausanne (EPFL, Switzerland), Simone is responsible for Quantis development in Italian speaking regions, in addition to his main role as sustainability and Life Cycle Assessment (LCA) consultant.



**Wim Hoenderdaal** started his career at DSM and was responsible for market development PP and HDPE. He then switched to AKZO Engineering Plastics in the role of Business Development Manager first for Polyamide, PBT and PET compounds, and later for PET in packaging. He had worked for Arcadis, TNO, Lawson Mardon Packaging and Bonar before joining Eastman Chemical in 2001. At Eastman, Wim worked for the PET packaging resin division and later for the co-polyester PETG specialty division. He finally joined Indorama in 2010 as Technical Marketing Manager.



**Hans Eder** received his degree for Electrical / Communications Engineering from the Technical University of Applied Sciences of Regensburg in 1989. He started his career as R&D Engineer in the optical image sensor division of Philips Semiconductors in Hamburg. Afterwards he worked for the Durag Group, developing environmental data management systems. In 1997, he joined Sesotec, a leading provider for automated inspection and sorting systems, where he initially focused on the development of optical sorting machines for the plastics and glass recycling industry. Today he is leading the development department of Sesotec.



**Elfriede Hell** holds an MBA and a degree in Mechanical Engineering, and has been working in the plastics technology business for over twenty years (of those more than 16 in recycling). Elfi joined Starlinger in 2004 and heads the Business Unit recycling technology since 2007. She is responsible for the commercial and technical management as well as key accounts, and also deals with OEMs and food-contact issues. Elfi is a frequent speaker at international recycling conferences and symposia and author of a number of technical articles in the field of plastics recycling.



**Helen McGeough** has worked in consultancy for eighteen years, with previous experience in the IT industry. Helen is a Business Studies graduate from Nottingham Trent University. She joined PCI in 2004, supporting the client base with market analysis and custom research for both virgin and recycled PET markets. Helen is currently responsible for research and analysis of the RPET market and providing support to the RPET industry worldwide including all major reclaimers to end users.



**Eric Liégeois** joined the European Commission at DG Environment as national expert in 2002 where he was in charge of the Thematic Strategy on the Sustainable Use of Pesticides. In 2005, he took the position of Director at the Belgian Ministry of Public Health and the Environment, where his team was in charge of implementing REACH, CLP and Biocides. In June 2007, he decided to join again the European Commission as a permanent administrator official in the Chemicals Unit at DG ENTR. In his current position, he is in charge of the preparatory work for the forthcoming revised Fertilisers Regulation and is leading a team in charge of Fertilisers, Detergents, Plant Protection Products, Biocides, Waste recycling and Plastics, and is part of DG GROW team for circular economy package.





**Annemieke Hartman-Jemmett** - as the Group Commercial Director at Petainer - works with the global brand owners on a daily basis to find practical solutions to their packaging challenges. Petainer's 'can do' approach across the business is particularly focussed on providing insights into the different options available to brand owners. By working across territories and a range of products, Annemieke is able to offer participants valuable insights into the global market challenges and more importantly economically viable solutions that reduce the cost of ownership whilst effectively supporting brand owners across the business.



**Alain D'Haese** is the Secretary General of the European Aerosol Federation (FEA) since 2002. He graduated Master in Chemistry from the Institut Meurice (Brussels) and from the Université Catholique de Louvain UCL. He received an advanced Master in Cosmetology from the Université Libre de Bruxelles ULB. He made complementary studies in Management and recently in Management of change at the Louvain School of Management. He took different positions from research to sales. He was President of the Belgian Royal Society of Cosmetic Chemists.



**Tonnis Hooghoudt** is CEO and Co-founder of Ioniqa Technologies, Eindhoven (Netherlands), launching a game-changing process for the circular recycling of PET and closing the loop. He has worked in Chemistry, Electronics and IT and held senior positions in General management, Business development, R&D, Sales and Finance in Europe, UK, USA, Russia and Asia. He studied at the University of Leiden in the Netherlands and has a passion for unlocking cutting edge technologies to the market combined with a strong business focus.



**Alexander Büchler** was born 1964 in Essen, Germany. He studied Mechanical Engineering at the RWTH Aachen University, Germany, awarded Master's Degree in Engineering. In 1999, he established his own publishing house Heidelberg business media GmbH and published PETplanet insider magazine for the first time.



**Tom Busard** has been with Plastipak Packaging Inc. for over 44 years. During this time, Tom has held positions of increased responsibility across the company's global business areas, including Site & Regional Operations Management, Corporate Engineering, International Manufacturing & Operations, Global Procurement, Resins Procurement, and Global Product Supply. Tom currently serves as Plastipak's Chief Procurement Officer (CPO) & V.P. Global Procurement. In 1989, Tom was assigned to start up Plastipak's plastics recycling affiliate, Clean Tech Inc., and he continues to serve as President of Clean Tech Inc. today. Furthermore, Tom is currently a member of the APR Technical Committee and also serves as Chairman of Napcor (National Association for PET Container Resources).



**Stephanie Maes** started her professional career in supporting policy makers, supplying them with analysing data derived from Geographic Information Systems. In 2011, she started as Programme Manager within the European Fishery Fund to tackle the major challenges the fishery sector is facing. Her expertise lies within bringing together a variety of stakeholders and designing new projects to implement innovation. This includes basic research on specific topics, facilitating interactive workshops and following-up project planning and finance. Currently she supports projects for Waste Free Oceans worldwide, raising awareness for the marine waste problematic and setting up closing the loop projects.



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