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PRESS RELEASE

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Gipea Conference "Sustainable Creativity: Shaping the Labels of the Future": two days of in-depth discussions on Sustainability and Innovation

On Thursday 13 and Friday 14 June 2024, the annual Gipea Congress was held at the Starhotels President in Genoa: two days of networking and professional updating, with speeches that provided an in-depth look at market scenarios, economic trends and prospects for the Graphic, Printing and Converting sector, with a focus on two very important and topical issues: Sustainability and Technological Innovation.

The Congress was preceded by the Transformer Members' Private Assembly, during which the new President was elected, together with the new Executive, who will lead the Group for the next two years.

The Congress therefore opened with greetings from outgoing President Elisabetta Brambilla: "The Gipea Group is a place where you can compare yourself, learn from others, learn new tools to bring into the company, but also where you can offer a piece of your experience and your time. A place to store all these things and keep them ready to use for difficult times". Elisabetta Brambilla handed over the baton to Stefano Salvemini, elected as the new Gipea President, who, linking up with the framework outlined by the Past President, said: "Meeting, discussing, collaborating at all levels between colleagues, supplier companies, education and training institutions is the only way to face an increasingly complex future. Together we can do it, together we must grow".

The event continued with the intervention of Marco Carpi, Area Sales Manager Italy of BOBST, who presented the main technological evolutions for the solutions offered to the label sector, with an increasingly sustainable perspective, and Enrico Barboglio, Director of Acimga, who presented a focus on the Roadmap towards Print4All | 27-30 MAY 2025, which will kick off with the Print4All Conference scheduled for next July.

The first day of the Conference closed with a focus on "Generative Artificial Intelligence and Creativity", by Alessandro Garofalo, CEO & Founder of Garofalo & Idee Associate, who showed the potential of AI in the creation of marketing plans and promotional campaigns. "However, AI also has limitations: it does not yet compensate for characteristics such as empathy and understanding of emotions. Working with AI requires the ability to co-create, using AI as a creativity partner." The first day ended with a special networking moment: the gala dinner in the picturesque setting of the Genoa Aquarium.

The second day opened with the economic scenario, between old and new uncertainties, presented by Carlo Stagnaro, Director of Research and Studies, Bruno Leoni Institute. "If we look at Europe, we have a relatively sustained GDP growth expectation of around 1.5% by 2025: a fact that in a

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complicated period instils moderate optimism. There are, however, some elements of uncertainty, given the interlocking nature of the world economy as a whole, starting with the performance of the energy market."

The Congress continued with a concrete example of a supplier company's path towards sustainability, with a speech by Roberto Martínez Porta, VP Sales of Labels and Packaging Materials EMENA, Avery Dennison. Marco Costanzo, Head of Business Development at Ayming Italia, and Serena Scomparin, Sustainability Consultant at Ayming Italia, instead focused on social sustainability, discussing scenarios, challenges and opportunities of gender equality in the Italian context. "According to data from the World Economic Forum, Italy ranks 79th in the Global Gender Gap Index 2023. A tool that can help us climb this ranking is the UNI/PdR 125:2022, the equality certification, which provides for the analysis and monitoring of gender data in organisations, with the aim of eliminating the current inequalities and integrating the new model of gender equality into the corporate culture", said Serena Scomparin.

With Italo Vailati, Gipea General Secretary and Vice Director of Assografici, we looked at the latest legislative updates related to PPWR and the key elements of the legislation. "We have to keep in mind that there is a very long timeline, going up to 2040, during which many aspects still to be defined need to be clarified". There was also a focus on the EUDR, Regulation (EU) 2023/1515 on making available on the Union market and exporting from the Union certain commodities and products associated with deforestation and forest degradation and repealing Regulation (EU) 995/2010, Timber Regulation. Another important change is the postponement of the plastic tax to 1 July 2026.

Following this, Alberto Palaveri, President of Giflex, discussed the challenges related to PPWR, underlining the role of the label industry in the path towards sustainability and stressed the importance for associations to be proactive and communicative with the rest of the supply chain and institutions. "It is necessary to learn to build a strategic communication vision, which allows us to take the right space, to be listened to and to see the value of what we produce recognised, in a world that today considers packaging and labels not for their key value, but only for their end-of-life".

The Gipea Congress concluded with a round table, moderated by journalist Aldo Bolognini Cobianchi, which involved the newly elected Gipea President Stefano Salvemini and Giflex President Alberto Palaveri for a summary of the main topics discussed.

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