

# Opening Session

**The opening session of the FEICA World Adhesives Conference 2000 will feature two key-note speakers, both distinguished leaders in their respective fields. They will set the tone for the Conference.**



## **Pedro Nuño**

Pedro Nuño is Bertran Foundation Professor of Entrepreneurial Management. He holds a Doctor of Business Administration degree from Harvard University and is an Industrial Engineer by basic training. Prof. Nuño is currently involved in the management of technology, industrial policy, innovation and new business creation, fields in which he has published extensively.

Prof. Nuño is the Chancellor of the International Academy of Management and is also a Member of the Board and Chairman of the Academic Council of CEIBS (China Europe International Business School), a joint venture of the E.U. and the Chinese government.

He is the author of more than seventy articles published in several journals, proceedings or research paper collections, and six books. One of his most recent books Corporate Turnaround, is available in four languages. He is also the author of Entrepreneuring\* (\*Emprendiendo, Spanish version), co-author of The Light and The Shadow, on innovation, published by Capstone, 1997 and already available in four languages and Competing in the XXIst Century, 1998.

As a consultant, Prof. Nuño works in the same areas he teaches and publishes: innovation, turnaround and implementation of entrepreneurial management. He is a member of the board of several companies.

## **Guido De Keersmaecker**

Guido De Keersmaecker is Executive Vice President, Adhesives of the Henkel Corporation. He has a M.Sc. in Civil Engineering from the Louvain University in Belgium, a MBA from the Gent University in Belgium and an AIESEC traineeship from Stanford University, California, USA.

Mr. De Keersmaecker started his career in 1967 as marketing, sales and technical service manager at Raychem in Belgium. Since 1977 he

has been with Henkel, first as head of marketing for adhesives and organic products in Belgium, followed by the position as marketing director for chemical products and member of management board of Henkel Belgium/Netherlands. From 1987 to 1991 he was managing director of Henkel Belgium and Henkel Netherlands and from 1990 also MD for Henkel Italy/Henkel South. 1991 to 1993 De Keersmaecker was MD of the Henkel France Group. He has held his current position in Düsseldorf since 1993.



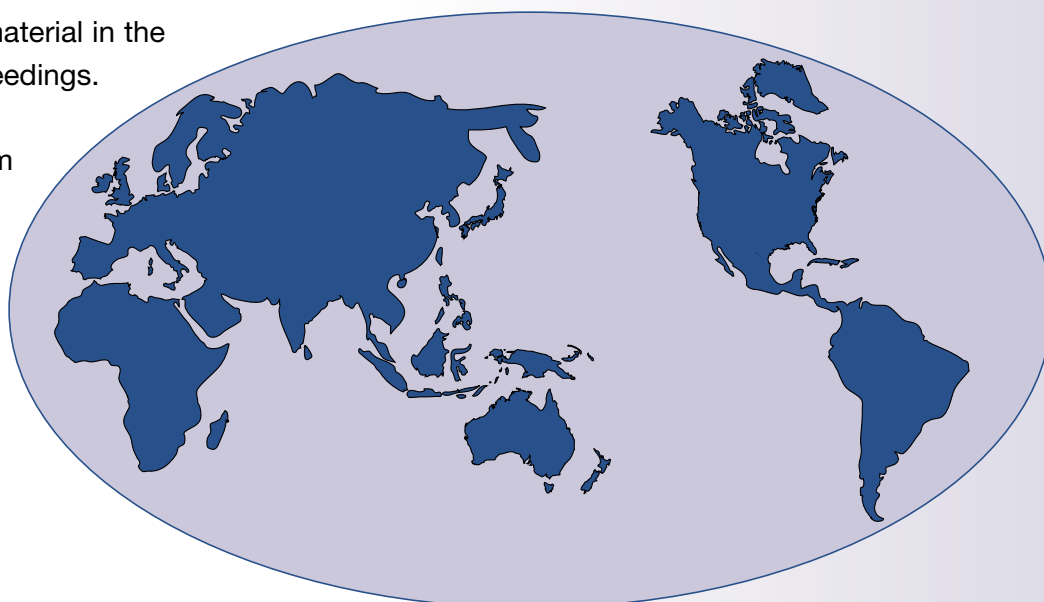
## Regional Overview

After the key-note speakers in the Opening Session, an overview of the various regional markets will be given.

This is a popular start of the World Adhesives Conferences and will give the audience a common platform for the further presentations and discussions.

The presentations will be short and concise with complementing material in the Conference Proceedings.

There will be presentations from Europe, the Americas, Japan, and Taiwan/China/Korea.



## Association of European Adhesives Manufacturers (FEICA)

FEICA is the multinational association of the European adhesives industry.

With the support of its member associations FEICA coordinates and represents the common interest of the adhesives industry throughout Europe.

The mission of FEICA is to take the lead in resolving multinational issues affecting the industry in co-operation with its national association members.

FEICA represents the interests of more than 480 companies in 15 countries.

FEICA is active in the following fields:

- Harmonisation of legislation affecting the industry both within the European Union and as appropriate between European Union and other major economic blocks.
- Development of technical and commercial standards appropriate for the introduction into European standardisation authorities such as CEN and to represent the industry's interests within the corresponding working groups.
- Promoting of the European adhesives industry.
- Provision of reliable industry statistics.
- Liaison with other relevant European associations.