



YEARLY CONFERENCE

June 9-11, 2005

Camogli/Italy

www.esa-sunglasses.com

(Globalisation . Market. Retail . Consumers)

Friday, June 10

• China is booming – Brands from Asia – chances and risks for the European Industry

Dr. Thorsten Gerhard, Arthur D. Little
Wiesbaden

• Optical retail business and its needs from the industry

Elie Vannier, CEO Grandvision

• European Sunglass Market – quantitative overview in comparison to the American Market and the Japanese Market

Mark Mackenzie, SWV

• Criterias for a future successful sunglass business in Europe

Christine Loizy, President Solaris

(Science . Products . Property Rights)

• How much UV-radiation needs a human being?

Prof. Hünig, University Würzburg

• Consumer orientated criterias for sunglasses

Working Group ESA

• Intellectual Property Rights - adressing and tackling fundamental subjects: counterfeiting

Alberto Bichi, MD FESI (Federation of European Sporting Goods Industry)

Francesco Gili, ANFAO

(Technical . Design . Fashion . Marketing)

Saturday, June 11

- **A modern lab – offering both customer and consumer-oriented solutions**

Thomas Fischer, MD Eugen Stratemeyer GmbH

- **Developments in global standards governing sunglasses**

Rod Lane, Vice President ESA

- **Design & Fashion Preview 2006**

Debbie Forstenzer

- **The Future of European Eyewear Design**

Alain Mikli

- **Conclusion and Closure of Conference**

A. Olivella

Conference Fee ESA Members	€ 750
non-ESA members	€ 850

Services included:

- Participation at the Conference
- all meals with beverages
- Friday evening event

Single Room, incl. Breakfast	€ 150
------------------------------	-------

Reservation and Registration:
ESA Office, Glümerstr.30, D-79102 Freiburg.
Tel.+49-761-707 73-37 Fax –36)
Mail: office@esa-sunglasses.com



**Hotel Cenobio dei Dogi
Camogli - www.cenobio.it**

