



Venue: Hotel DAS TRIEST Vienna, Austria
Tel. +43 1 589 18 – 654 www.datriest.at

AGENDA	TIME	ACTIVITY
Thursday, June 8	12 pm	Get-Together with Welcome Lunch
	2 pm – 5 pm	Conference Speeches
	7 pm	Dinner in Viennese Atmosphere
Friday, June 9	9 am – 5 pm	Conference Speeches with Lunch
	3 pm	Departure <u>or</u> Stay for Vienna Weekend Program with Evening Entertainment and Saturday Excursion (see Application Form)

SOME CONFERENCE HIGHLIGHTS

European Eyewear Design – Latest Technologies on Frame Designs and Materials

Silhouette International - Made in Austria. How to succeed with European production.
Klaus Schmied, CEO Silhouette International Schmied AG

New International Sunglass Standards. Status of ISO, EN and CHINA Standardization Process

COSTS:	Conference Fee ESA Members	€ 590, --
	Conference Fee non-ESA Members	€ 690, --
	Services included:	
	• Participation at the Conference on Thursday and Friday	
	• All Meals with Beverages from Thursday 12 pm until Friday 5pm	
	Hotel Accomodation:	
	Single Room, incl. Breakfast - Price per Night per Room	€ 178,--
	Double Room, incl. Breakfast - Price per Night per Room	€ 231,--

BOOKING: Please fill in the attached Application Form and return it by Fax to the ESA Office. www.esa-sunglasses.com



AGENDA					
DAY	TIME	THEME	SPEAKER	TITLE	COMPANY
Thursday, June 8		MANAGEMENT. MARKETING			
	14.00	Official Welcome and Introduction	Rod Lane	President ESA	
	14.30	Marketing for Sunglasses – how to add Values and Arguments with ESA Communication Tools – Consumer Video & Sunglass Instructor	Petra Eckhardt	Managing Director ESA	
	15.15	Coffee Break			
	15.30	Electronic Marketing: Why to optimize E-Marketing between Suppliers – Retailers – Consumers.	Georg Weiss	Chairman	Look4Company
		FASHION & DESIGN (Trends – Design Strategies)			
	16.00	European Eyewear Design – Latest Technologies on Sunglass Designs and Materials	Allan Rasmussen	Head of Design	Pro Design
	16.30	Fashion Products at Retail – Trends and Life-Cycles	Valerie Cuminet	Marketing Manager	Solaris
	17.00	End First Day			
	18.30	Participants to meet in Hotel Lobby to leave for Dinner Event			
		MARKET OVERVIEWS			
Friday, June 9	09.00	Silhouette International – Made in Austria: How to succeed with European Production	Klaus Schmied	CEO Silhouette	Silhouette International
	09.45	The Fight against Counterfeits by the International Sporting Goods Industry - Learning from related industries.	Dr. Jochen M. Schäfer	Legal Counsel of the World Federation of the Sporting Goods Industry	FESI
	10.15	European Contact Lens Overview – how to establish and audit Market Datas through an efficient Cooperation between Industry Members Silhouette International – Made in Austria: How to succeed with European Production	Helmer Schweizer	MD	EUROM CONTACT
	10.45	Coffee Break with Lunch-Sandwiches			
	11.30	New International Sunglass Standards. Status of ISO, EN and CHINA Standardization Process	Graziano Marusi	QC Manager	Intercast and Technical Delegate Anfao
	12.00	Current State of the US Non-Prescription Sunglass and Reading Market – Eyewear Trends & Projections	Tibor Gross	President Sunglass Association of America	SAA
	12.30	ESA Workshops – Open Space leaded by ESA Chairmen	All		
	15.00	Approx. End of Conference			