

Yearly Conference 2010, Barcelona

Costs

Conference Fee Members:	490 €
Conference Fee Non-Members	790 €
Services included:	
Participation at the Conference	
all meals with beverages from	
Thursday lunch till Friday afternoon	
Thursday evening event	

Hotel la Florida

www.hotellaflorida.com

Single Room, incl. Breakfast –	
Price per Night per Person	169 €
Double Room, incl. Breakfast –	
Price per Night per Room	169 €

Booking:

ESA Office– office@esa-sunglasses.com or
Fax +49 761 707 73 36

www.esa-sunglasses.com

The European Sunglass Association will host its Yearly Conference at the Hotel la Florida, Barcelona. The Association is very pleased to **welcome ESA Members as well as Non-ESA Members** from the Industry and Retail Business for two interesting days in a vibrant atmosphere of one of the most beautiful areas in European Cities.

Agenda

Thursday, June 24

Welcome Lunch at 12am

Conference from 2pm to 5pm
Event 7.30pm

Friday, June 25

Conference from 9am to 3.00pm



Thursday, June 24 2pm – 5pm

Friday, June 25 9am – 3pm

Conference Opening by the
ESA President Dott. Francesco Pellegrini

ESA Activities 2010
Petra Eckhardt, ESA

The European Sunglass Market 2009
>Final Study<
Mark Mackenzie, SWV

Eco friendly and environmental
Sunglass Production
Anouk Beley, Visiance Group France

>Made in Italy<
Dott. Graziano Marusi, Intercast Italy

The European Optical Market Survey
Carlo Abbiati, GFK Italy

Technical questions and answers on
international sunglass standards, testing
houses, worldwide certification processes
Eric Boinard, Technical Director ESA

Optical Retail Stores – how do consumers
choose them?
Scientific Research presented by Christian Grund,
Luxottica Germany

Retail 2020 >the way in the future<
Ulrich Eggert Consulting

>Training< we should train our reps and staff
at point of sale on how
to sell „up“, price and quality wise
Dott. Francesco Pellegrini, ESA President

>ESA membership<
How to make the most of it ...
what it can do for you
Martijn van Eerde, ESA Director

