

PRESS RELEASE JUNE 2007

The ESA YEARLY CONFERENCE in Athens

From June 1st to June 2nd 2007, invited by its President Mr. Rod Lane, the European Sunglass Association (ESA) held its yearly conference in Athens.

ESA members and non-members of the sunglass industry from all over Europe as well as the President of the Sunglass Association of America (SAA), Mr. Tibor Gross, reported and discussed facts and information concerning the wide spread variety of sunglass related themes.

With general facts and figures concerning the "Change of Consumer Society" performed by Mr. Ulrich Eggert from the Duttweiler Institute and the discussion of the question "How to manage the Risks related to the Corporate Governance", a lecture of Mr. Raimon Ripoll from the Company Deloitte, as well as the lecture of the President of the Sunglass Association of America, Mr. Tibor Gross, "Facts and figures on the American Sunglass Market", the conference offered plenty of useful information and new ideas for enhancing work on the European sunglass market.

New electronic tools to improve the Supply Chain management, performed by Mr. Alexander Schröder (IPRO) were also discussed as well as "Technical questions & answers on international sunglass standards, testing houses, worldwide certification process,..." a lecture of Mr. Eric Boinard, the ESA Chairman technical.

Beyond the discussion of technical trends and standards, the issue of fashion and design was broached to issue as well. Mrs. Debbie Forstenzer (Edit Consulting) for example, informed the audience via internet live videoconference directly from New York about the latest trend and fashion forecast for sunglasses. Mr. Fabio Verdelli from the IED Centro Ricerche (CRIED) showed with his lecture "Furniture and fashion design trends: a cross fertilisation" the relation between different kind of design products and the productivity that arises from it.

Furthermore the lecture "The Art of Cunning" performed by Prof. Harro von Senger (University of Freiburg) provided an insight into the chinese art of cleverness.

Also very interesting and informative was the round table discussion "Protection versus Fashion" that not only involved the round table guests Mr. Alexandre Asseraf (ESSILOR), Mr. Erkki Tala (Instru Optiikka Oy), Mr. Gianni Vetrini (Barberini), Mr. Hervé Meillat (Christian Dalloz) and Mr. Martijn van Eerde (Maui Jim), but provoked as well the audience to take part in this debate. A further creative element was the Workshop "new ESA projects", that was adressed to all Participants of the Conference, being developed and realised by Petra Eckhardt. The look into this subject led to a wide range of ideas to be realized by ESA in the future.

All things considered, it can be said that the ESA Yearly Conference in Athens was a great success for all people attending to it.

And the next ESA Event is ahead of us: on October 18 late afternoon, the Thursday before Silmo, the Annual Meeting will take part and amongst other topics, ESA member will receive a presentation on the major sunglasses market in the world.

ESA Press Office