



Avery Dennison

**IMPRESSIONS  
2009**



Join us in an exchange of ideas and sharing of new market trends. Welcome new technologies which will influence the way we work today and usher in growth tomorrow. Leading speakers from the industry will gather for this knowledge based sharing platform to share their thoughts and perspectives on current trends and the future possibilities.

# May 25, Monday Shanghai

Ballroom, 10th Floor  
Renaissance Shanghai Zhongshan Park Hotel  
1018 Changning Road, Shanghai 200042

# May 27, Wednesday Beijing

Grand Ballroom I (LG Level)  
Grand Hyatt Beijing  
1 East Chang An Avenue, Beijing 100738

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A copy of a complimentary book on Green Manufacturing - on RoHS and WEEE edited by Prof Chan, Archie Yan-Cheong in 2008 will be given to every attendee.

## About Avery Dennison

Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include pressure-sensitive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with sales of \$6.7 billion in 2008, Avery Dennison is based in Pasadena, California and employs more than 36,000 employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com)

9.00am – 9.30am	Registration and breakfast
9.30am – 9.45am	Opening address Avery Dennison
9.45am – 10.45am	<b>Strategic Future Designs</b> Claudia Lieshout Global Lead of the Philips Design CultureScan Trend Research Program Philips Design
10.45am – 11am	Tea break
11am – 12noon	<b>Brand Protection and Counterfeiting</b> Jonson Yue RFID director, Asia Pacific Avery Dennison Hong Kong B.V.
12noon - 1.30pm	Lunch
1.30pm – 2.30pm	<b>Life Cycle Thinking - A Design Mindset</b> Timothy Allan Founding Director Locus Research
2.30pm – 3.30pm	<b>The Impact of RoHS, WEEE, EuP and REACH on the supply chain for green manufacturing</b> Prof Chan, Archie Yan-Cheong Chair Professor of Electronics Engineering, Director of EPA Center, City University of HK
3.30pm – 4.30pm	<b>Pressure-sensitive technology</b> Liu Yimin Technical Leader for Durables Business, Asia Pacific, Neal Research Center Avery Dennison (Kunshan) Ltd
4.30pm	Networking and Booth Visit

## Claudia Lieshout

As the global head of the Philips Design CultureScan Trend Research Program, Claudia has been delivering cultural, design and aesthetic global and regional forecasts. She has consulted businesses world wide in order to effectively implement trend insights into innovation and brand strategic design processes. Claudia has featured in interviews in the European press (NRC handelsblad, Eye magazine) and is a full member of the Color Envelope team, facilitated by Akzo Nobel.

## Jonson Yue

RFID director, Asia Pacific  
Avery Dennison Hong Kong B.V.  
Jonson Yue

An RFID business leader in Avery Dennison and an industry leader in the RFID field, Jonson is also the director leading the Marketing Workgroup in EPCglobal Hong Kong, launching a series of communication and promotion program to the industry.

## Timothy Allan

Timothy Allan is a highly acclaimed and much awarded designer from New Zealand. Timothy believes that creativity and structure can combine with a research focus to create greater freedom and encourage a more strategic approach to product development. An authority in the field of life cycle thinking and design research, he has held various responsible designer positions in both the private and public sectors, before founding "Locus Research" in 2002 to focus on Research and Development projects in a wide range of industries. Besides regularly creating and delivering a multitude of training programs for practicing designers, Timothy has been instrumental in the adoption and uptake of sustainable design practice within the New Zealand design industry.

## Prof Chan, Archie Yan-Cheong

Chair Professor of Electronics Engineering, Director of EPA Center  
City University of Hong Kong

Professor Y.C. Chan is currently the Chair Professor of Electronic Engineering and Director of the EPA Centre, and Assistant Head for Applied Research and Industry Relations in the Department of Electronic Engineering at City University of Hong Kong. Since his appointment, he has authored and co-authored over 180 scientific publications in peer-reviewed journals, over 80 international conference papers, and 4 books.

Professor Chan is an international authority in electronic product reliability, lead free soldering, and green electronics manufacturing.

## Liu Yimin

Liu Yimin has his Bachelor's Degree in Chemistry from Shandong University and a Master's in Macromolecular Science from the Fudan University. With 11 years of full time work experience in the chemical and polymer industry, today he is in charge of the regional technical strategy development for the Asia Pacific (Neal) Research Center in Avery Dennison.