

Color Trend Days by POSTERAMA

28th - 29th of March
de Stoomhal, Wormer, the Netherlands



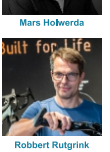
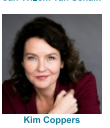
TRENDS, DESIGN AND INNOVATIONS OF SURFACE FINISHING TECHNOLOGIES

Manufacturing is coming home

In recent years it became clear that the dependency of a long and vulnerable supply chain, with longer lead times, compromises in quality, higher costs, and of course unsustainable processes is coercing the bike industry to change direction. The only Asia-oriented approach is unsustainable in the long run from the commercial, financial, technical, logistical and environmental perspectives. Fortunately, the change of thinking was already starting and its gaining momentum! Reshoring is creating many new opportunities for the producers in Europe aiming to meet the expectations of the consumers with better products at lower cost and a better carbon footprint. During the conference all aspects of reshoring will be highlighted and discussed by leading experts and executives from the European bike industry.

PROGRAM DAY 1: BUSINESS TRENDS

9:00-10:00	Registration		
10:00-10:15	Welcome & introduction: Is bike manufacturing coming home?	Kim Coppes	Moderator CTD 2023
TRENDS, FACTS & POLICY			
10:15-10:30	Reinventing bike production means doing things smarter!	Frans-Theo Niemeijer	CEO Posterama and host CTD 2023
10:30-10:45	Reshoring: state of the art	Jan-Willem van Schaik	Editor in Chief Bike Europe
10:45-11:30	Positive future of the bike production in Europe - legal background. Interview & discussion	Rémi Virion	Trade Policy Officer EBMA
11:30-12:00	Break @ Open Space		
12:00-12:15	Present day supply chain: still manageable? - Interactive: interviews & discussion	Kim Coppes	
12:15-12:30	Reshoring frame production: the CycleGETS story	Anton Nastev	Founder & Head of R&D CycleGETS
12:30-12:40	How to kick start European bike frame production?	Anton Nastev	Founder & Head of R&D CycleGETS
	Round Table discussion	Jason Koevoet	Managing Director VDL <i>Bike FrameTechnologies</i>
12:40-13:00	Reshoring: Just do it!	Philip Donchev	COO Leader96
13:00-14:00	Lunch break @ Open Space		
RADICAL CHOICES			
14:00-14:20	Another reshoring opportunity: the circular bike	Mars Holwerda	Founder & CEO Studio MOM
14:20-14:35	The road to excellence of a premium bike brand – Interview	Robbert Rutgrink	Founder & CEO Santos Bikes
14:35-15:00	Re-shoring. The benefits of uniting European efforts in the bike manufacturing process.	Viktor Mitkov &	Director strategic purchasing Maxcom
FURTHERMORE...			
15:00-15:30	Break @ Open Space		
15:30-15:45	The sspot platform - The Nr. 1. competence for surface finishing solutions	Helmut Lehner	Global Sales Manager TIGER Coatings
15:45-16:00	Conclusions	Kim Coppes	Moderator CTD 2023
16:00-18:00	Drinks & Networking		



Overview

- Conference area
- Inspiration area: Color & Decal trends
- Tabletop presentations the sspot partners
- Registration



The Color Trend Days by Posterama are based on three pillars:

- **Conference “Manufacturing is coming home”**, where leading bike producers and design studios will present their motives, burdens, results and experiences through the reshoring process.
- **Trend, Design and Innovations tabletops** from the sspot's partners, offering smart and sustainable products and technologies that support the European producers to have high quality products at lower cost and with better carbon footprint.
- **Networking opportunities** - A chance to meet in person leading European bike producers and design studios.

Tabletop presentations by the sspot partners:



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Manufacturing is coming home

PROGRAM DAY 2: DESIGN TRENDS

9:00-10:00	Registration		
10:00-10:15	Welcome & introduction on CTD	Kim Coppes	Moderator CTD 2023
TRENDS, DESIGN & DECALS			
10:15-10:30	Reinventing bike production means doing things smarter!	Frans-Theo Niemeijer	CEO Posterama and host CTD 2023
10:30-11:00	Bike 2030: what are the trends in color and design?	Mandy van der Heijden	CMF Designer Modyn
11:00-11:30	eBikes/Bicycles: 20 challenges to overcome a motorcycle manufacturers view	Andreas Kreiner	Technologist and Strategist Head of Scouting Pierer Innovation
11:30-12:00	Break @ Open Space		
TRENDS, FRAMES & DECALS			
12:00-12:20	How to select decals? Interview with practical tips	Jappie de Vries	General manager Posterama
12:20-12:40	The art of decal application	Wienette Brandsma	Instructor decaling Posterama
12:40-14:00	Lunch break @ Open Space		
TRENDS, DECALS & NETWORK			
14:00-14:15	Reshoring frame production: the CycleGETS story	Anton Nastev	Founder & Head of R&D CycleGets
14:15-14:30	How to kick start European bike frame production?	Anton Nastev	Founder & Head of R&D CycleGets
	Round Table discussion	Jason Koevoet	Managing Director VDL <i>Bike FrameTechnologies</i>
14:30-14:45	Design rules for decals - Interview with practical tips	Jappie de Vries	General manager Posterama
14:45-15:00	The sspot platform - The Nr. 1. competence for surface finishing solutions	Helmut Lehner	Global Sales Manager TIGER Coatings
15:00-15:15	Thank you!	Kim Coppes	Moderator CTD 2023
15:15-16:00	Drinks & Networking		



Frans-Theo Niemeijer



Mandy van der Heijden



Andreas Kreiner



Wienette Brandsma



Jappie de Vries



Helmut Lehner

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