

marcus evans Summits Success Story

Jean-Francois Le Cam - Global Market Development Manager

Noël Zilberfarb - European Product Group Manager - Converters Solutions, Industrial Adhesives BU

Bostik

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"The Summits introduced us to food manufacturers and retailers we had not been able to access before," said Jean-Francois Le Cam, Global Market Development Manager, Bostik, a sponsor company at **marcus evans EuroPack Summits**. "We could open discussions with a number of solid leads and hope to eventually close a few deals," added Noël Zilberfarb, European Product Group Manager - Converters Solutions, Industrial Adhesives BU at Bostik.

What business opportunities did the Summits bring to Bostik?

Le Cam – The Summits gave us direct access to end users we target, especially food manufacturers and retailers. It was difficult for us to access these retailers before. At the Summits, we established connections with key decision-makers and went into deep discussions.

Zilberfarb – We have been able to introduce Bostik's innovations for Cardboard lamination, Box & case sealing, as well as Resealable flexible packaging. Our sales cycle is long, but we are continuing our discussions with a number of potential clients. We met companies we had not heard of, which was valuable.

What is the potential of these discussions?

Zilberfarb – We can potentially close deals. We had over 30 meetings, four or five of which were very strategic. Two companies already showed interest in our systems, and we have to go through internal procedures before signing a deal.

Could you have met these four organisations elsewhere?

Zilberfarb - Probably not. The Summits bring senior decision-makers, who are not so easy to reach with usual prospecting processes.

What do you think of the one-to-one meeting format?

Zilberfarb – I find it quite efficient. The constraint of time pushes us to go straight to the point. It is interesting.

How do the Summits compare with other industry events?

Le Cam - The face-to-face meetings are key. We wish we had more of them.

Zilberfarb – The Summits are excellent in terms of organisation and quality of attendees. Our account manager was always trying to find us new opportunities apart from the scheduled one-to-one meetings, and proactively thinking with us.

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