

**Vacuum Insulation Panel Association
Executive Committee Conference Call
Monday, 27 March 2017, 15:00 to 16:00 CET**

Participants:

Gregor Erbenich, Porextherm
Vladimir Pogač, Turna
Raquel Ponte Costa, VIPA International Secretariat

Apologies:

Oved Shapira, Hanita Coatings

Minutes

1. Welcome

1.1 Governance rules

Raquel Ponte Costa welcomed all participants and reminded them about the antitrust compliance statement of VIPA and the competition law principles that need to be respected during the meeting.

1.2 Approval of the agenda

The agenda was approved with no modifications.

1.3 Approval minutes previous conference call 15 November

Participants in the meeting approved the minutes. All actions were completed.

2. Finances

2.1 Status of income and expenses

Raquel reviewed with the members the income and expenses of the association. The membership invoices were sent early March. For the moment we haven't received any payment yet. Members asked if we expect any member to drop membership. Raquel explained that so far no company has mentioned anything about the membership so we should expect to receive payment for all invoices sent out. The new companies that joined at the beginning of the year, Rockwool and BSH have paid their 2017 fees (5,000 EUR each). On the side of the expenses all is going according to plan. Raquel explained that the process of getting a Chinese domain name was more complicated than expected but it should be completed in April.

3. Membership outreach efforts

Raquel went through the slides prepared by Francesco about his latest outreach efforts. Vaku Isotherm, Variotec and Panasonic were invited to the Board meeting on 11 April in Brussels and we are still waiting for confirmation of participation. These three companies said that they would like to join, but they haven't done so until now. It is not completely clear what is blocking the membership. Raquel concluded that from the other companies, apart from some exceptions here and there, we shouldn't expect them to join VIPA this year. Members asked about Kevothermal and Raquel mentioned that they are not interested in joining. They were contacted in the past also by Gary from Camvac and mentioned clearly that they were not interested in becoming members. Participants in the call discussed that perhaps we reached a saturation stage and it would be more appropriate to focus resources somewhere else. The universe of VIP manufacturers is rather limited and it seems they don't all recognise the value in joining a trade association. The Board should discuss the value proposition of the association to understand what else is missing and the reasons why these companies are not interested in joining. Participants suggested focusing on Panasonic and LG Hausys but they had no additional contacts to provide within these companies. Both companies focus on the appliances market so the extension of the GSH quality label to the refrigerators and fridges should work well as an incentive for them to join.

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Related to the secretariat's efforts and VIPA's resources Raquel highlighted that indeed the time spent so far did not result in much so it would be wise to discuss what to do in future: continue investing in outreach or to focus resources somewhere else? Participants agreed that membership should be put in standby for the moment.

Raquel mentioned Francesco's proposal of hosting a networking cocktail during IVIS. IVIS is the biggest opportunity in terms of events to reach out to new members. Members discussed what would be the best approach for VIPA in Paris:

- To have a stand like in Nanjing
- To have a speaking slot at the opening session like in Nanjing
- To host a cocktail at the end of the day just for prospects, have a short presentation about the association and engage with the companies to understand if they are interested in joining.

Both Gregor and Vladimir were of the opinion that the stand and the speaking slot are very useful, but the cocktail could be a good addition, as long as they are enough prospects coming to IVIS. Raquel mentioned that Daniel can probably share with us the list of registrations ahead of the event so we can see if new people are attending that could be approached for membership.

Members found the suggestion a good idea but prefer to discuss with the rest of the Board members what is most effective. Hosting a cocktail for 50-100 people is not too expensive but the return on investment should be carefully evaluated by the Board.

4. 2017 Activities

Raquel gave a brief updated on the 2017 activities. Regarding PR efforts she reported that the Porextherm case study will be published next week. Apart from this case study, members have not sent anything else since October. Without submissions from the membership, the secretariat cannot go ahead with press releases and case studies and the website is left without content for a while which is never good.

Regarding contacts with associations representing architects and designers, Raquel reported she requested for a meeting with three associations but received no response:

- ACE, Architects' Council of Europe, Federation of national associations of architects <http://www.ace-cae.eu>
- ECIA European Council of Interior Architects, European professional organizations in Interior Architecture and Design <https://ecia.net>
- IFI, International Federation of Interior Architects/Designers (<http://www.ifiworld.org/>)

Raquel explained that talking with other colleagues about meeting architects they confirmed that in general they don't want to be associated with a specific technology and prefer to remain neutral. Raquel said she will search for magazines and events on a European and global level so we can reach out to this community directly with our messages. Members suggested discussing this with the Board to see what to do next. VIP is a niche market so we have to see how to increase interest to the product.

Due to lack of time the other items were not discussed in detail. Raquel reported the Technical Working Group discussed a number of proposals for new studies and selected the following two:

- Extension of the internal pressure measurement study to fiber core VIPs (FIW, 10,000 EUR)
- An integrated study on improvement of VIP/concrete-assemblies for prefabricated buildings (Creek, 15,000 EUR)

Participants felt that the FIW proposal could be interesting but the Creek one seems to be more business development to their own profit. The association will not finance any company business development activities which benefit one single company.

Gregor asked to add to the Board agenda the discussion on statistics. He mentioned that last time we agreed not to collect any statistics but the studies being published by research companies mention numbers which are very far from the reality and this can have severe consequences to the industry. For this reason he would like the Board to discuss how to approach these research companies so that they provide more realistic estimations that don't distort the perception of the market size.

Action:

Raquel to include in the Board agenda statistics.

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With regards to the GSH, Raquel mentioned that VIPA was invited to their General Assembly in Poland in May. Gregor volunteered to represent VIPA at the General Assembly. Five members of VIPA have joined the GSH this year.

5. IVIS 2019: VIPA to host it?

Members discussed whether or not to host the next IVIS in 2019. Gregor asked Raquel to show at the Board meeting the cost estimation the secretariat prepared last year so we can evaluate the risk and see if it would be feasible for the association to host the event in 2019.

Action:

Raquel to present at the Board meeting the cost estimations of IVIS presented in the past to the Board.

6. AoB

No other item was discussed. The conference call finished at 16:30.
