

# **PALLETCENTRAL**

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## **2005 ALC Unites Industry Members Worldwide**

By Pamela Wilson

Wood packaging industry members and providers from the U.S., Canada, England, Germany, Italy, The Netherlands, Sweden and Switzerland met Feb. 19-22 in Tampa, Fla. for NWPCA's 2005 Annual Leadership Conference & Exposition (ALC). This year's conference drew a crowd that was among the largest in NWPCA history and featured specialists and end users that spoke about some of the emerging trends and customer needs. As always, the event was filled with shared tips~ and~tricks-or~the~trade: among industry members.

Shared Vision, United Goals was the theme of the event designed to unify the wood packaging sector and galvanize our resolve to confront the business challenges that lie ahead.

The education portion of the conference opened with a presentation by Lawrence A. Kogan, president of Sound Science Business Strategies, called "The Impact of Globalization on Our Industry." Kogan discussed issues such as trade barriers, environmental concerns and European regulations, stating that European countries "will increasingly be your [industry's] new market over the next few years and in the future."

He spoke about the United Nations Environment Program which manages all the international environment treaties and came up with an international chemicals management system that would be put into place by the year 2020. "That doesn't mean because you're in the

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wood industry and not a chemicals manufacturer that you won't be affected," explained Kogan. "It means that every manufacturer, processor, formulator, distributor and user of the chemicals, including fumigants, is going to be affected."

"The globalization that we've created in the supply chain is basically an interconnectedness of societies based on economics, politics and technologies," said Kogan. "And a lot of people are threatened by that."

...This session [...] focus[ed] on some of the biggest challenges in wood packaging – including issues as the implementation of regulations, economic conditions, the lumber shortage...and how those obstacles will play out and affect the future of the industry. [2005 Annual Leadership Conference Program Book – General Session 1 – 10:00 – 11:30 am]