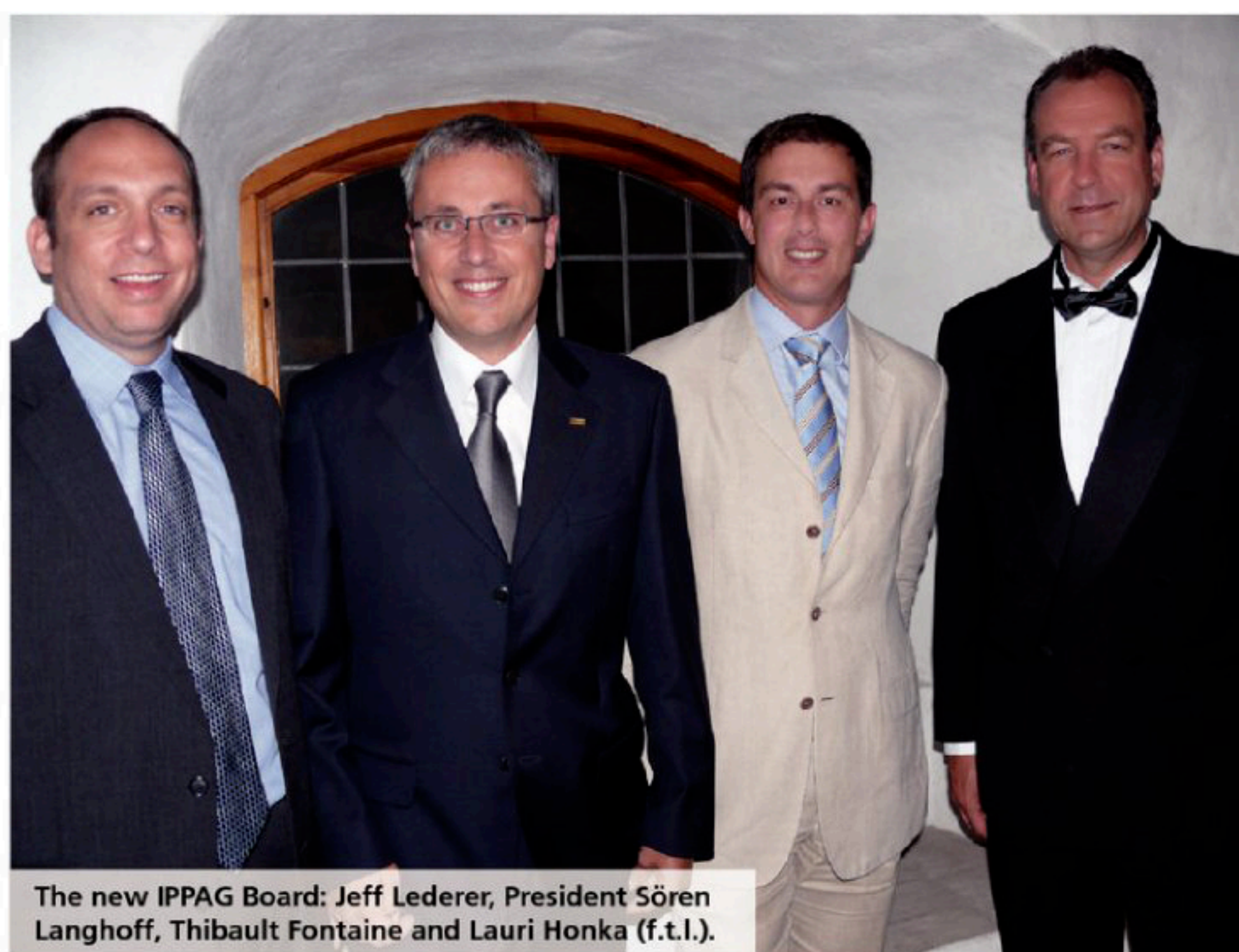




The gala dinner took place in the awe-inspiring old castle in Turku.



The new IPPAG Board: Jeff Lederer, President Sören Langhoff, Thibault Fontaine and Lauri Honka (f.t.l.).

Ippag summer meeting Jubilee celebrations and board elections

FIN – It was no coincidence that this year’s Ippag summer meeting was held in Finland from July 28 – August 3, or to be more precise in Helsinki, Turku and Naantali: Namely the Finnish Ippag member Mastermark is celebrating its 30th anniversary this year, so they invited the remaining Ippag members to join them in commemorating the occasion. The gala dinner took place in the awe-inspiring old castle in Turku. In the presence of the princely host and his wife (professionally actors) clad in historic robes and their corresponding “royal household”, the impressive building offered the fitting setting inspired by the renaissance for the jubilee celebrations of the largest Finnish promotional products distributors. Mastermark has incidentally been a member of Ippag for 24 years.

Even before this festive occasion, the members, who attended in high numbers – even the US Americans and the New Zealanders didn’t shy from travelling to the far North of Europe – had already been given the chance to enjoy exciting experi-

ences, including a sightseeing tour of Helsinki, visits to the different Mastermark company premises in Helsinki and Turku and a boat trip through the overwhelming lake scenery of Finland.

However, the Ippag meeting wasn’t purely about maintaining social contacts and celebrating the anniversary event. Committed and critical discussions were held about the future of the association, about optimising the structures and improving the efficiency of the organisation. As always the members presented novelties and case studies as well as exchanging their experiences with different suppliers. Furthermore, the regular elections of the Board of Directors were on the schedule: Sören Langhoff (Langhoff Promotion, DK-Vejle) is the new Ippag President, supported by the further Board Members Thibaut Fontaine (Kick & Rush, B- Brussels), Jeff Lederer (Prime Resources, US-Bridgeport) and Lauri Honka (Mastermark, FIN-Turku). The secretariat will continue to be run by Marcel Ringger in Switzerland. ■ [Sche www.ippag.net](http://www.ippag.net)



Timo Hakkinen and his wife welcomed their guests to the festive dinner at Turku Castle.

Following animated discussion, product news and case studies were presented.

Alex de Geus, Sören Langhoff and Ralf Dickopf (f.t.l.) are having fun.

