



	<b>FORUM WELCOME DAY</b> <b>Tuesday 28th February 2017</b>
12:00 – 13:20	<i>Registration &amp; Coffee</i>
13:20 – 13:30	<b>Chair's Opening Remarks</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b>
13:30 – 14:00	<b>Keynote Presentation</b> <b>Utilising technology effectively to enhance packaging and consumer engagement</b> <ul style="list-style-type: none"> <li>• Creating packaging that is interactive with the consumer maintaining satisfaction</li> <li>• Revealing the use of technology for both consumer engagement and intelligence</li> <li>• Considering online shopping and how to effectively create a brand through packaging</li> <li>• Utilising smart phones as a means of consumer decisions</li> </ul> <b>Sriman Banerjee, Head of Packaging : Respiratory Category, GSK</b>
14:00 – 14:30	<b>What is a bottle without a logo!</b> <ul style="list-style-type: none"> <li>• Discovering why digital packaging is more interesting for the market</li> <li>• Outlining how to create an effective digital package</li> <li>• Revealing case study examples</li> </ul> <b>Mike Horsten, General Manager Marketing EMEA, Mimaki Europe B.V.</b>
14:30 – 15:00	<b>Deliberating changes in perceptions of multi-layer packaging in order to assess its sustainability</b> <ul style="list-style-type: none"> <li>• Debating any European Commission interference with regard to environmental regulations to ensure you are prepared</li> <li>• Identifying possible solutions for the challenge of tackling food waste in single packaging</li> <li>• Considering reducing the packaging and increasing the shelf life of food</li> <li>• Debating the use of multi-layer packaging – is it necessary?</li> </ul> <b>Jean-Paul Duquet, Director Sustainability, Flexible Packaging Europe</b>
15:00 – 15:30	<b>Revealing innovations in metal packaging to highlight why metal is great</b>

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	<ul style="list-style-type: none"><li>• Introducing global metal packaging through Crown</li><li>• Outlining key case studies of successful innovations introduced on the market</li><li>• Discovering the future of metal packaging</li><li>• Why Metal? Product protection, branding, sustainable packaging</li></ul> <p><b>Daniel Abramowicz, Chief Technology Officer, Crown Packaging</b></p>
15:30 – 15:50	<b>Coffee &amp; Networking</b>
15:50 – 16:05	<p><b>Making smart packaging work</b></p> <ul style="list-style-type: none"><li>• Outlining opportunities for implementation of technology in and outside of packaging</li><li>• Discovering how to create and sustain value with smart technologies</li><li>• Outlining the challenges of implementing smart packaging</li></ul> <p><b>Rick Passenier, Director Technology &amp; Innovation Services, PACE Business Partners</b></p>
16:05 – 16:35	<p><b>Panel discussion: Creating a future where packaging is no longer an environmental dilemma</b></p> <ul style="list-style-type: none"><li>• Outlining trends for recyclable materials highlighting the possibilities for the future</li><li>• Getting the same visual results out of recyclable materials in order to maintain consumer engagement</li><li>• Finding solutions for expensive prices making recycling a feasible goal</li><li>• Considering what a sustainable future might bring</li></ul> <p><b>Marcel Keuenhof, European Packaging Manger, Wessanen</b> <b>Sriman Banerjee, Head of Packaging : Respiratory Category, GSK</b></p>
16:35 – 17:05	<p><b>Challenging conventional packaging for a sustainable future</b></p> <ul style="list-style-type: none"><li>• Discovering how sustainability goes beyond minimizing negative impact</li><li>• Revealing the links between innovation and sustainability</li><li>• Considering the business opportunity in using sustainability as a driver for development</li><li>• Reviewing concrete examples of packaging development for a sustainable future</li></ul> <p><b>Henrik Essen, SVP Communication &amp; Sustainability, BillerudKorsnas</b></p>
17:05 – 17:35	<p><b>Outlining how packaging can have a positive impact on food waste</b></p>

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	<ul style="list-style-type: none"><li>• Identifying potential costs saved through reducing food waste</li><li>• Educating the consumer through packaging</li><li>• Controlling portion size through packaging</li><li>• Identifying the global need to reduce food waste</li></ul> <p><b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>
17:35 – 17:40	<p><b>Chair's Closing remarks</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>
17:40 – 19:00	<p><b>Welcome Reception</b></p>

	<p><b>FORUM DAY TWO</b> <b>Wednesday 1<sup>st</sup> March 2017</b></p>
07:25 - 08:20	<p><b>Collect Meeting Schedules &amp; Coffee</b></p>
08:20 – 08:30	<p><b>Chair's Opening Remarks – meet the audience</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>
08:30 – 09:00	<p><b>Keynote Presentation</b> <b>The (future) EU regulatory framework for circular economy in the packaging sector</b></p> <ul style="list-style-type: none"><li>• Investigating the principles of circular economy creating a better picture</li><li>• Outlining the modification of the EU waste law: state of play of the legislative process</li><li>• Considering the impact this may have for brands and the circular economy</li></ul> <p><b>Marianne Muller, Policy Officer, Packaging Waste Directive, European Commission</b></p>
09:00 – 09:30	<p><b>Panel discussion: Discovering new business models for circular economy to manage costs</b></p> <ul style="list-style-type: none"><li>• Finding the perfect quality materials at a reasonable price</li><li>• How to reach the circular economy</li><li>• Creating a reliable life cycle analysis of materials highlighting realistic timelines</li><li>• Considering future regulatory changes to prepare sufficiently</li></ul> <p><b>Julie Francioli, Procurement Category Lead – Traded Goods, deSter Company</b> <b>Sanjeev Das, Global Packaging Director, Unilever</b></p>
09:35 – 10:05	<p><b>Business Meeting 1</b></p>

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10:10 – 10:40	<p><b>Outlining (a few provocative thoughts on) the future of package printing</b></p> <ul style="list-style-type: none"><li>• Considering potential derailers for package printing along with sponsors<ul style="list-style-type: none"><li>- Online sales? Integration in packaging lines? Data goggles? 3D printing?</li><li>+ packaging is physical! Expertise of package printers! Cost!</li></ul></li><li>• Revealing a mind-opening journey up to the year 2050<ul style="list-style-type: none"><li>- Upcoming digital printing</li><li>- Integration of printing into the packaging lines</li><li>- Mass production in future</li><li>- Impact of 3D printing and data goggles</li></ul></li><li>• Where do we stand at all? Where do we go from here?</li></ul> <p><b>Prof. Dr. Martin Dreher, Scientific Management, DFTA</b></p>	<p><b>Business Meeting 2</b></p>
10:45 – 11:15	<p><b>Get Connected: Embrace the changing consumer journey and strengthen your brand across physical and digital channels</b></p> <ul style="list-style-type: none"><li>• Providing a marketing strategy that aligns both physical and digital consumer touch points, allowing your consumers to have a true “journey” with your Brand</li><li>• Integrating your regulatory and packaging content into your marketing workflow, enabling a more accurate digital retail branding</li><li>• Performing flawlessly under extreme time pressure with the flexibility to adapt to changing regulations and labeling complexity, all while maintaining consumer engagement</li><li>• Reducing errors and delays in your packaging process by bringing visibility between all stakeholders, placing product to shelf faster</li></ul> <p><b>John Kuijt, Senior Account Executive Brand Owners, ESKO</b></p>	
11:15 – 11:30	<p><b>Coffee &amp; Networking</b></p>	
11:35– 12:05	<p><b>Business Meeting 3</b></p>	

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12:10 - 12:25	<b>Promoting healthy lifestyles and convenience through effective packaging</b> <ul style="list-style-type: none"><li>• Considering how packaging can effect portion control and sharing</li><li>• Revealing the effect packaging can have on freshness</li><li>• Highlighting methods for waste reduction and sustainability</li><li>• Discovering the advantages of easy opening functionality</li></ul> <b>Wim Brunsting, European Sales Manager Reseal-it, Macfarlane Labels</b>	
12:25 - 13:45	<b>Networking Lunch</b>	
13:50 – 14:20	<b>Business Meeting 4</b>	
14:25 – 14:55	<b>Business Meeting 5</b>	
15:00 – 15:30	<b>Tailoring your packaging design to meet consumer market needs</b> <ul style="list-style-type: none"><li>• Assessing the key consumer-led trends &amp; drivers of packaging change to better understand the future</li><li>• Reviewing the key innovation and technology enablers to ensure you stay ahead</li><li>• Evaluating the likely impact on the future of the global packaging market</li></ul> <b>Neil Hendry, Global Head of Consulting, GlobalData Consumer</b>	
15:30-16:00	<b>Case study: Discovering a brand’s journey to create an innovative and consumer focused package design</b> <ul style="list-style-type: none"><li>• Collaboration as an effective way to innovate</li><li>• Fit for purpose: How innovative thinking and collaboration paired high performance paperboard with a fine dining take away experience</li><li>• Unravelling how digital printing can enable personalised packaging</li></ul> <b>Thomas Janson, Business Development Manager, Iggesund Paperboard</b> <b>Jonathan Mihy, Managing Director, MR Cartonage Numerique</b>	
16:00-16:20	<b>Coffee &amp; Card Swap</b>	
	<b>Stream A – Product front-end; design, branding and marketing</b>	<b>Stream B – Production operations, materials and technology</b>
16:20 – 16:50	<b>Customising your product in order to stand</b>	<b>Case study: Outlining the technicalities of</b>

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	<p><b>out on the shelf and maintain customer loyalty</b></p> <ul style="list-style-type: none"> <li>• Developing an effective strategy to understand the customer to include them in product packaging</li> <li>• Identifying the costs involved with market research for consumer behaviour in order to budget effectively</li> <li>• Revealing the realistic ROI for customisation considering if it is worth the expense</li> <li>• Deliberating the effectiveness in functionality in packaging revealing its part in customisation</li> </ul> <p><b>Steve Honour, Design Leader, Diageo</b></p>	<p><b>design to print and highlighting Beiersdorf's strategy</b></p> <ul style="list-style-type: none"> <li>• Determining the process workflow regarding global artwork management</li> <li>• Creating an effective strategy for approval ensuring each stage is documented</li> <li>• Highlighting key steps in place to ensure print quality is of the highest standard</li> <li>• Discovering how to govern brand consistency around the globe</li> </ul> <p><b>Ben Polter, Global Design to Print Manager, BEIERSDORF</b></p>
<p>16:50 – 17:20</p>	<p><b>Case study: Tia Maria – Rebranding from concept to final design</b></p> <ul style="list-style-type: none"> <li>• Exploring the possibilities of new glass shape to improve shelf visibility</li> <li>• Creating labels exploiting the bottle dimension, to valorise the brand importance</li> <li>• Testing the consumer unconscious ideas with neuromarketing and eye tracking</li> <li>• Creating different size/formats packaging, considering the production problems</li> </ul> <p><b>Stefano Pellegrini, Global Design Manager, ILLVA Saronno SpA</b></p>	<p><b>Panel discussion: Outlining the challenges and advantages of working with upstream suppliers to increase innovation</b></p> <ul style="list-style-type: none"> <li>• Deciphering the best strategy to source raw materials – making the right choice every time</li> <li>• Identifying how packaging waste reduction can start from upstream</li> <li>• Working collaboratively with a cross-functional team to create new ideas</li> <li>• Utilising suppliers knowledge and pushing the boundaries to see actual innovation take place</li> </ul> <p><b>Christian Didier, Plastic Category Sourcing Director, Danone</b> <b>Berend van Wel, Chief Procurement Officer, FrieslandCampina</b> <b>Peter Schkoda, Head of Sales FMCG, Hapa</b></p>
<p>17:20 - 17:50</p>	<p><b>Case study: Revealing the packaging for pearls</b></p> <ul style="list-style-type: none"> <li>• Outlining the pearl technology and a</li> </ul>	<p><b>Investigating Danone Dairy's sourcing strategy on upstream markets</b></p> <ul style="list-style-type: none"> <li>• Review of Danone exposure to each</li> </ul>

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	<p>brief business background</p> <ul style="list-style-type: none"> <li>• Highlighting packaging solutions for current products</li> <li>• Investigating our development pipeline</li> <li>• Discovering packaging challenges and requirements for the future</li> </ul> <p><b>Nic Gorini, CEO, Jools Drinks</b></p>	<p>polymer to produce yogurts</p> <ul style="list-style-type: none"> <li>• Assessment of short and long term market risks against Danone's position</li> <li>• Development of a strategy leading to material flexibility to reduce dependency</li> <li>• Leveraging side benefits driven by access to tier 2 and 3 upstream suppliers (innovation, time to market, sustainability, ...)</li> </ul> <p><b>Christian Didier, Plastic Category Sourcing Director, Danone</b></p>
17:50 - 18:00	<p><b>Chair's Closing remarks</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>	
<p><b>18:00-19:00 Drinks reception sponsored by Sun Branding</b></p>		

<p><b>FORUM DAY THREE</b> <b>Thursday 2<sup>nd</sup> March 2017</b></p>	
07:45 – 08:20	<p><b>Collect Meeting Schedules &amp; Coffee</b></p>
08.20 – 08:25	<p><b>Chair opening remarks</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>
08:25 – 09:30	<p style="text-align: center;"><b><i>Interactive Group Discussions - The Future of Packaging</i></b></p> <p>An opportunity for you to meet your counterparts; this section of our programme will bring together delegates to discuss and understand the cross sector issues. The learning's from the forum and meetings will be open for discussion in small groups tackling the current challenges and implications in your packaging development of the future of packaging trends.</p> <p>Attendees will choose 2 roundtables to attend for 45 minutes each.</p> <p><b>1 – Optimising the supply and value chains to accommodate growing budget pressures</b> <b>Ankur Pandey, Global Category Senior Buyer, DANONE</b></p> <p><b>2 - Exploring innovations in packaging to improve opening, freshness and portion control</b> <b>Ken Adams, UK Sales Manager Reseal-it, Macfarlane Labels</b></p> <p><b>3 – 5 things you must know about Masterbatch for 2017</b></p>

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	<p><b>Christina Young, Sales &amp; Marketing Manager, Silvergate Plastics</b></p> <p><b>4 – Managing brand colour expectations during the print process</b> <b>Stephan Doppelhammer, Market Manager for Packaging, QuadTech</b></p> <p><b>5 - The PUMA project: ending packaging as an environmental issue</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b></p>
09:30 – 09:45	<p><b>Braskem I'm green polyethylene solution</b></p> <ul style="list-style-type: none"><li>• Renewable, sustainably sourced bio based polyethylene</li><li>• Considered a drop in at the converters, brand owners with no compromise properties vs. conventional FOSSIL PE</li><li>• Negative carbon footprint, helping to combat global warming.</li><li>• Fully recyclable which in fact fits into all end of life scenario realities</li></ul> <p><b>Brendan Hill, Commercial Renewable Chemicals Europe, Braskem</b></p>
09:50 - 10:20	<b>Business Meeting 6</b>
10:25 – 10:55	<b>Business Meeting 7</b>
11:00 – 11:30	<b>Business Meeting 8</b>
11:35 – 12:05	<p><b>Interactive Debate: Considering a world without plastic - what will the future bring?</b></p> <ul style="list-style-type: none"><li>• Could this ever be truly possible?</li><li>• Are the alternatives any better?</li><li>• Considering the environmental damage other packaging material may cause</li><li>• Sharing ideas of what the future will bring</li></ul> <p><b>Frederic Dreux, Global Strategic Material Leader Rigid Plastic, Unilever</b> <b>Marcel Keuenhof, European Packaging Manager, Wessanen</b></p>
12:05 – 12:20	<p><b>Discovering how flexographic printing helps brands to produce faster, better and cheaper</b></p> <ul style="list-style-type: none"><li>• Discovering what challenges brand owners have?</li><li>• Revealing how brand colour can be achieved while keeping cost and cycle time down</li><li>• Outlining the Asahi Experience through a case study on pinning technology</li><li>• Are you ready to take advantage of the latest technology?</li></ul> <p><b>David Galton, Sales Director, Asahi Photoproducts</b></p>

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12:25 – 12:55	<b>Business Meeting 9</b>
13:00 – 13:50	<b>Networking Lunch</b>
13:55 – 14:25	<b>Business Meeting 10</b>
14:30 – 15:00	<b>Keynote Presentation</b> <b>The PPJ Phenomena - Packaging Planet Japan!</b>  Exposing insights from 30+ years of investigating this advanced packaging society and offering you a vision of the future global role of packaging in commerce and society <ul style="list-style-type: none"><li>• Why Japan loves packaging and why that love is important to us</li><li>• Innovation on a wider more sensitive consumer driven scale</li><li>• The potential step change in packaging to profitably embrace</li></ul> <b>Andrew Streeter, Japanese Packaging Expert and Director of CPS International and innovātus</b>
15:00 – 15:30	<b>Creating a business sustainability strategy through design artwork guidelines</b> <ul style="list-style-type: none"><li>• Identifying a cross functional cooperation to achieve the best value</li><li>• Discovering premium packaging delivered in the most efficient way</li><li>• Outlining design, cost and environment as part of the guideline</li></ul> <b>Paulina Songin-Kruszyna, Procurement Manager, TWINING AND COMPANY LTD.</b>
15:30 – 15:40	<b>Chair's closing remarks and Forum Ends</b> <b>Michaël Nieuwesteeg, Managing Director, NVC</b>