

# PACE

Packaging and Converting Executive Forum  
Europe  
6th – 8th March 2018, Amsterdam



## Confirmed 2018 Speakers

**Steve Honour**, Design Leader, **Diageo**  
**Sriman Banerjee**, Head of Packaging: Respiratory Category, **GSK**  
**Dr. Philippe Diercxsens**, Packaging and Environment Manager, **Danone**  
**Paul Bruijn**, Senior Global Lead Safety and Environment, **HEINEKEN Supply Chain**  
**Michaël Nieuwesteeg**, Managing Director, **NVC - Netherlands Packaging Centre**  
**Frederic Dreux**, Global Strategic - Material Leader Rigid Plastic, **Unilever**  
**Jean-Paul Duquet**, Director Sustainability, **Flexible Packaging Europe**  
**William Skeates**, Senior Compliance and Supply Chain Manager, **Sky**  
**Dominic Cakebread**, Head of Consulting- Packaging, **Global Data**  
**Sandrine Rijobert**, Global Sourcing Manager- Upstream plastics, **Danone**  
**Suzanne Zimny**, Head of Innovation, **Vimto- part of Nichols pls**  
**Björn Thunström**, SVP Marketing & Innovation, Packaging Solutions, **Stora Enso**  
**Brendan Marken**, VP, New Product Transfer & Technical Packaging, **GSK Consumer Healthcare**  
**Andrew Streeter**, Head of Consulting- Packaging, **Global Data**  
**Patrick Pagliarani**, Packaging Supplier Quality Development Manager, **Danone**  
**Markus Wulff**, Digital Business Innovation Manager, **Pernord Ricard**

## 2018 Event Sponsors



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	<b>FORUM WELCOME DAY</b> Tuesday 6 <sup>th</sup> March 2018
12:00 – 13:20	<b>Registration &amp; Coffee</b>
13:20 – 13:30	<b>Chair's Opening Remarks</b> <b>Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</b>
13:30 – 14:00	<b>Interpreting the current packaging trends to keep your brand ahead of future consumer behaviour</b> <ul style="list-style-type: none"><li>• Discussing the developments of unique packaging structure to differentiate on shelf and to strengthen brand identity for increased consumer buy in and profit share</li><li>• Assessing the implication of a growing e-commerce platform on creating a stronger communication link between the brand and consumer, exploring the potential threats and opportunities</li><li>• Discussing technological advancements with the increase in emerging apps to help guide customers purchases and decision- making</li><li>• Optimising smart phone applications as tool to engage a generation of more informed and information- equipped consumer</li></ul> <b>Dominic Cakebread, Head of Consulting- Packaging, Global Data</b>
14:00 – 14:30	<b>Navigating Your Business Through A Transition From Linear To A Circular Economy For A Boost In Resource Productivity</b> <ul style="list-style-type: none"><li>• Reinforcing the important shift from a linear to a circular economy to compensate for resource scarcity and tighter environmental standards</li><li>• Applying this restorative approach to create overall net cost savings on material incurred during reverse- cycle activities</li><li>• Evaluating the shift towards buying and selling 'performance' and designing products for regeneration to inspire innovation and employment in growth sectors of the economy</li><li>• Emphasising the economic opportunity in eliminating waste from industrial chain by reusing materials to maximise production costs and become less resource dependant</li></ul> <b>Dr. Philippe Diercxsens, Packaging and Environment Manager, Danone</b>
14:30-14:45	<b>Session reserved for Mimaki</b>

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14:50 – 15:20	<b>Business Meeting 1</b>	
15:25 – 15:55	<b>Business Meeting 2</b>	<b>Coffee &amp; Networking</b>
15:55 – 16:25	<p><b>Fighting Food And Cosmetic Waste Through Better Packaging Innovation And Development</b></p> <ul style="list-style-type: none"> <li>• Waste on your waist; portion control regulation through packaging to fight food waste</li> <li>• Discovering cost savings through the reduction in food and cosmetic waste</li> <li>• Informing consumers about the need to reduce food and cosmetic wastage through packaging</li> <li>• Assessing the global approach to food waste its impact on packaging innovation</li> </ul> <p><b>Michaël Nieuwesteeg</b>, Managing Director, <b>NVC - Netherlands Packaging Centre</b></p>	
16:25 – 16:55	<p><b>Save Our Ocean's, Sky's Commitment to Sustainable Business Implementation #OceanHero</b></p> <ul style="list-style-type: none"> <li>• Exploring the impact of sustainable business transformation on supply chain operations</li> <li>• Pushing innovation to create a sustainable business platform to solve the wider problem of excessive plastic use</li> <li>• Evaluating the importance of external partnerships, Sky's collaboration with the WWF in enhancing the transparency to the business commitment towards the environment</li> </ul> <p><b>William Skeates</b>, Senior Compliance and Supply Chain Manager, <b>Sky</b></p>	
16:55 – 17:00	<p><b>Chair's Closing remarks</b> <b>Michaël Nieuwesteeg</b>, Managing Director, <b>NVC - Netherlands Packaging Centre</b></p>	

	<p><b>FORUM DAY TWO</b> <b>Wednesday 7<sup>th</sup> March 2018</b></p>	
07:25 - 08:20	<p><b>Collect Meeting Schedules &amp; Coffee</b></p>	
08:50 – 09:00	<p><b>Chair's Opening Remarks – meet the audience</b> <b>Michaël Nieuwesteeg</b>, Managing Director, <b>NVC - Netherlands Packaging Centre</b></p>	

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09:00 – 09:30	<p><b>Establishing a High performance artwork process to meet market requirements with artwork on packaging in an increasingly demanding and regulated industry and avoiding quality issues</b></p> <ul style="list-style-type: none"><li>• Exploring the impact of high artwork recalling on the labelling process to improve project timelines</li><li>• Using product labelling to reflect your brands uniqueness to capture the attention of shoppers and to keep the well informed about your product</li><li>• Keeping up to date and compliant with new EU labelling guidelines such as the update on the labelling directive 2000/13/EC which focuses on allergenic foods</li><li>• Examining different food labelling materials to make sure they are suitable for product preservation and do not contaminate your product</li></ul> <p><b>Brendan Marken, VP, New Product Transfer &amp; Technical Packaging, GSK Consumer Healthcare</b></p>
09:30 – 10:00	<p><b>E-commerce packaging and intelligent packaging for superior consumer experience</b></p> <ul style="list-style-type: none"><li>• Exciting consumer insights on e-commerce packaging that consumers find attractive</li><li>• A new innovative packaging portfolio for e-commerce based on consumer insights</li><li>• Exciting packaging insights from an in-depth study on e-shoppers and e-tailers</li><li>• Intelligent packaging for supply chain benefits and consumer engagement</li></ul> <p><b>Björn Thunström, SVP Marketing &amp; Innovation, Packaging Solutions, Stora Enso</b></p>
10:05 – 10:35	<b>Business Meeting 3</b>
10:35 – 11:00	<b>Coffee &amp; Networking</b>
11:00 – 11:30	<p><b>Examining the power of creating memory structures through design</b></p> <ul style="list-style-type: none"><li>• The importance of creating memory structures through packaging designs for consumers to recognise your brand</li><li>• Keeping focused on the bigger picture when designing packages to develop brand identity</li><li>• Using the power of mnemonics through consumer engagement to develop packaging logos</li><li>• Developing designs that fit packaging requirements to get less recalls</li></ul> <p><b>Steve Honour, Design Leader, Diageo</b></p>

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11:30-11:45	<b>Session reserved for Cambridge Design Partnership</b>	
11:50-12:20	<b>Business Meeting 4</b>	
12:25 – 12:55	<b>Business Meeting 5</b>	
12:55 – 13:55	<b>Networking Lunch</b>	
13:55 – 14:25	<p><b>20*20 Vision- Exploring packaging development through global innovation</b></p> <ul style="list-style-type: none"> <li>• Flying through various global packaging innovations to appreciate the developments of the industry</li> <li>• Browsing through worldwide packaging developments to inspire your packaging innovation</li> <li>• Pushing the boundaries of conventional packaging to stand out from other brands</li> <li>• Sharing ideas of new packaging design and implementation</li> </ul> <p><b>Andrew Streeter</b>, Head of Consulting- Packaging, <b>Global Data</b></p>	
14:25 – 14:55	<p><b>Recognising What Is Real-Keeping The Industry Counterfeit Free</b></p> <ul style="list-style-type: none"> <li>• Recognising the need for more technological investment to combat the rising counterfeit market</li> <li>• Integrating the use of Radio Frequency Identification (RFID) to create extra security and protect brands from a loss in revenue</li> <li>• Exploring the implementation of serialisation in maintaining product uniformity and safety</li> <li>• Examining the use of e-commerce as a tool of serialisation to minimise the counterfeiting of products and to protect brand reputation</li> </ul> <p><b>Sriman Banerjee</b>, Head of Packaging: Respiratory Category, <b>GSK</b></p>	
14:55 – 15:25	<b>Session reserved for Bobst</b>	<b>Business Meeting 6</b>
	<b>Session reserved for Asahi Photo Products</b>	
15:30 – 16:00	<b>Business Meeting 7</b>	<b>Coffee and Networking</b>

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16:00 – 16:30	<p><b>Is There Too Much Emphasis On Recycling?</b></p> <p>Interactive discussion to explore whether recycling has been over emphasised within the industry. This session will give you the platform to discuss the challenge of matching industry enthusiasm with a change in consumer behaviour with regards to recycling. Recycling may not always be the best means of preserving the environment thus it is important to analyse other mechanisms that can help build a more sustainable environment.</p> <p><b>Paul Bruijn</b>, Senior Global Lead Safety and Environment, <b>HEINEKEN Supply Chain</b></p>
16:30 – 17:00	<p><b>Session reserved for ESKO</b></p>
17:00 – 17:30	<p><b>Examining the use of implementing upstream suppliers to increase innovation</b></p> <ul style="list-style-type: none"> <li>• Dissecting the best approach to source raw materials to improve packaging implementation</li> <li>• Illustrating how packaging waste reduction can begin with applying upstream processes into business practise</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>Sandrine Rijobert</b>, Global Sourcing Manager- Upstream plastics, Danone</p>
17:30 – 17:35	<p><b>Chair Closing Remarks</b> <b>Michaël Nieuwesteeg</b>, Managing Director, <b>NVC - Netherlands Packaging Centre</b></p>

	<p><b>FORUM DAY THREE</b> <b>Thursday 8<sup>th</sup> March 2018</b></p>
08:15 – 08:50	<p><b>Collect Meeting Schedules &amp; Coffee</b></p>
08:50 – 09:00	<p><b>Chair Opening Remarks</b> <b>Michaël Nieuwesteeg</b>, Managing Director, <b>NVC - Netherlands Packaging Centre</b></p>
09:00 – 10:00	<p><b><i>Interactive Group Discussions - The Future of Packaging</i></b> 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</p>

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	<p>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 30 minutes each.</p>	
Roundtable 1	<p><b>Exploring The Impact Of Reducing Plastics In The Future Of Packaging Within Building A Sustainable World</b> Frederic Dreux, Global Strategic - Material Leader Rigid Plastic, <b>Unilever</b></p>	
Roundtable 2	<p><b>Considering The Incorporation Of Technology Within The Supply Chain To Minimise Operational Costs</b></p>	
Roundtable 3	<p><b>Assessing The Impact Of Industry Collaboration In Creating Better Regulatory Consensus Within The Industry</b></p>	
Roundtable 4	<p><b>Keeping Packaging Innovation Big Within A Smaller Framework</b> Suzanne Zimny, Head of Innovation, <b>Vimto- part of Nichols pls</b></p>	
10:05 – 10:35	<p align="center"><b>Business Meeting 8</b></p>	
10:40 – 11:10	<p align="center"><b>Business Meeting 9</b></p>	<p align="center"><b>Coffee and Networking</b></p>
11:15 - 11:45	<p align="center"><b>Session Reserved</b></p>	<p align="center"><b>Business Meeting 10</b></p>
11:45 – 12:15	<p><b>Going Beyond The Narrative Of Sustainability To Successfully Change Business Priorities</b></p> <ul style="list-style-type: none"> <li>• Uncovering the role of the consumer within companies incorporation of sustainability into business practise and assessing the best way to inform consumers about how they can aid global recycling efforts</li> <li>• Considering the competing and diverse packaging requirements by the consumer to develop forward thinking and cost- neutral solutions to sustainable packaging concerns</li> <li>• Pushing packaging innovations to drive operational costs reduction through ensuring material and design choices are compatible with the systems for recovering and recycling post- consumer waste</li> <li>• Going green: assessing the impact on cost for consumers and their perception of the quality of the items</li> </ul> <p><b>Jean-Paul Duquet, Director Sustainability, Flexible Packaging Europe</b></p>	

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12:15 – 12:45	<b>Session reserved</b>
12:45 – 13:40	<b>Networking Lunch</b>
13:40 – 14:10	<p><b>Ensuring a safe, high-quality, zero defects packaging printing in consumer goods industry.</b></p> <ul style="list-style-type: none"><li>• What Print Quality means and current pack quality available for consumer goods industry</li><li>• Colour deviations and importance of matching a colour reference</li><li>• Preventive strategy to minimize print defect</li><li>• Food - Safe printing to ensure product food safety integrity</li></ul> <p><b>Patrick Pagliarani, Packaging Supplier Quality Development Manager, Danone</b></p>
14:10 – 14:40	<p><b>Pushing The Boundaries Of Digital Printing And Finding The Next Step To Overcome Production Overruns'</b></p> <ul style="list-style-type: none"><li>• Exploring the use of digital printing in allowing print suppliers to improve the levels of service they to customers</li><li>• Highlighting the impact of digital printing on creating more flexible and personalised packaging in bridging the communication gap between the brand and the consumer</li><li>• Appreciating the influence of digital press in facilitating brands meeting increasing demands, particularly in the pharmaceutical sector, to produce cost-effective, short-run package manufacturing</li><li>• Assessing the regulation (EC) No. 1935/2004 with regards to active and intelligent material particularly when dealing with food contact, ensuring compliancy</li></ul> <p><b>Markus Wulff, Digital Business Innovation Manager, Pernord Ricard</b></p>
14:40 – 14:50	<p><b>Chair Summation and End of Forum</b> <b>Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</b></p>