

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**
Caitriona Murphy, Communications and Marketing Manager, **Pernod Ricard, The Absolut Company**
Mark Hill, Founder, **The Sustainable Spirits Company**
Stéphane Tondo, President, **APEAL**
The Association of European Producers of Steel for Packaging

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

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

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

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

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11:30-11:45	Session reserved for Cambridge Design Partnership	
11:50-12:20	Business Meeting 4	
12:25 – 12:55	Business Meeting 5	
12:55 – 13:55	Networking Lunch	
13:55 – 14:25	<p>20*20 Vision- Exploring packaging development through global innovation</p> <ul style="list-style-type: none"> • Flying through various global packaging innovations to appreciate the developments of the industry • Browsing through worldwide packaging developments to inspire your packaging innovation • Pushing the boundaries of conventional packaging to stand out from other brands • Sharing ideas of new packaging design and implementation <p>Andrew Streeter, Head of Consulting- Packaging, Global Data</p>	
14:25 – 14:55	<p>Emerging Area's in e-commerce Packaging</p> <ul style="list-style-type: none"> • Growth of e-commerce economy @ 20% YOY • Requirements of e-commerce packaging including anti-counterfeiting features • Innovation areas on e-commerce to grow business • Challenges and Future in e-commerce packaging <p>Sriman Banerjee, Head of Packaging: Respiratory Category, GSK</p>	
14:55 – 15:25	<p>Understanding packaging technology to optimise current & future Brand-owner needs</p> <ul style="list-style-type: none"> • The key market trends and their impact on packaging needs • The importance of understanding packaging technology • Ensuring that packaging press portfolios, technologies and processes are optimised for 	Business Meeting 6

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	<p>Brands' current & future needs</p> <ul style="list-style-type: none"> The BOBST Packaging House <p>Paul Stoudmann, Strategic Business Development Director, BOBST</p>	
	<p>Session reserved for Asahi Photo Products</p>	
15:30 – 16:00	Business Meeting 7	Coffee and Networking
16:00 – 16:30	<p>Is There Too Much Emphasis On Recycling?</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>Paul Bruijn, Senior Global Lead Safety and Environment, HEINEKEN Supply Chain</p>	
16:30 – 17:00	<p>Session reserved for ESKO</p>	
17:00 – 17:30	<p>Examining the use of implementing upstream suppliers to increase innovation</p> <ul style="list-style-type: none"> Dissecting the best approach to source raw materials to improve packaging implementation Illustrating how packaging waste reduction can begin with applying upstream processes into business practise Working collaboratively with a cross-functional team to create new ideas Utilising suppliers knowledge and pushing the boundaries to see actual innovation take place <p>Sandrine Rijobert, Global Sourcing Manager- Upstream plastics, Danone</p>	
17:30 – 17:35	<p style="text-align: center;">Chair Closing Remarks</p> <p style="text-align: center;">Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>	

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FORUM DAY THREE Thursday 8 th March 2018			
08:15 – 08:50	Collect Meeting Schedules & Coffee		
08:50 – 09:00	Chair Opening Remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre		
09:00 – 10:00	<p>Interactive Group Discussions - The Future of Packaging</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 30 minutes each.</p>		
Roundtable 1	<p>Exploring The Impact Of Reducing Plastics In The Future Of Packaging Within Building A Sustainable World</p> <p>Frederic Dreux, Global Strategic - Material Leader Rigid Plastic, Unilever</p>		
Roundtable 2	<p>Considering The Incorporation Of Technology Within The Supply Chain To Minimise Operational Costs</p>		
Roundtable 3	<p>Bringing Sustainable Packaging to the Bar Industry</p> <p>Mark Hill, Founder, The Sustainable Spirits Company</p>		
Roundtable 4	<p>Keeping Packaging Innovation Big Within A Smaller Framework</p> <p>Suzanne Zimny, Head of Innovation, Vimto- part of Nichols pls</p>		
10:05 – 10:35	Business Meeting 8		
10:40 – 11:10	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Business Meeting 9</td> <td style="width: 50%;">Coffee and Networking</td> </tr> </table>	Business Meeting 9	Coffee and Networking
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11:15 - 11:45	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>How a “traditional” material can be source of both innovation and sustainability</p> <ul style="list-style-type: none"> Understanding steel for packaging as the model material for a circular </td> <td style="width: 50%;">Business Meeting 10</td> </tr> </table>	<p>How a “traditional” material can be source of both innovation and sustainability</p> <ul style="list-style-type: none"> Understanding steel for packaging as the model material for a circular 	Business Meeting 10
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	<p>economy and a contributor to brand success.</p> <ul style="list-style-type: none"> • Innovations with a material that is circular by nature • What is more sustainable than “permanent” <p>Stéphane Tondo, President, APEAL The Association of European Producers of Steel for Packaging</p>	
11:45 – 12:15	<p>Going Beyond The Narrative Of Sustainability To Successfully Change Business Priorities</p> <ul style="list-style-type: none"> • 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 • Considering the competing and diverse packaging requirements by the consumer to develop forward thinking and cost- neutral solutions to sustainable packaging concerns • 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 • Going green: assessing the impact on cost for consumers and their perception of the quality of the items <p>Jean-Paul Duquet, Director Sustainability, Flexible Packaging Europe</p>	
12:15 – 12:45	Session reserved	
12:45 – 13:40	Networking Lunch	
13:40 – 14:10	<p>Ensuring a safe, high-quality, zero defects packaging printing in consumer goods industry.</p> <ul style="list-style-type: none"> • What Print Quality means and current pack quality available for consumer goods industry • Colour deviations and importance of matching a colour reference • Preventive strategy to minimize print defect • Food - Safe printing to ensure product food safety integrity <p>Patrick Pagliarani, Packaging Supplier Quality Development Manager, Danone</p>	



<p>14:10 – 14:40</p>	<p>Case Study Packaging that thinks! Active And Intelligent Packaging That Engages The Consumer</p> <ul style="list-style-type: none"> • Discussing the Malibu connected bottle launch • Assessing the regulation (EC) No. 1935/2004 with regards to active and intelligent material particularly when dealing with food contact, ensuring compliancy • Highlighting how active packaging can engage the consumer <p>Caitriona Murphy, Communications and Marketing, Pernod Rocard, The Absolut Company</p>
<p>14:40 – 14:50</p>	<p style="text-align: center;">Chair Summation and End of Forum Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>