

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**
Shameem Kazmi, Director of R&D and Technical Implementation, **Britvic PLC**
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**
Brendan Marken, VP, New Product Transfer & Technical Packaging, **GSK Consumer Healthcare**
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
John Kuijt, Senior Account Executive Brand Management Solutions, **ESKO**
Björn Thunström, SVP Marketing & Innovation, Packaging Solutions, **Stora Enso**
Chris Houghton, Brand Innovation & Packaging, **Cambridge Design Partnership**
Tom Lawrie-Fussey, Connectivity & Digital Services, **Cambridge Design Partnership**
Paul Stoudmann, Strategic Business Development Director, **BOBST**

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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 | Interpreting the current packaging trends to keep your brand ahead of future consumer behaviour <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 Dominic Cakebread, Head of Consulting- Packaging, Global Data | |
| 14:00 – 14:30 | PET and Polystyrene, two polymers behaving differently in the circular economy <ul style="list-style-type: none"> Plastic Packaging in a worldwide context Design for circularity PET collected via curbside collection schemes or via Deposit Refund schemes Polystyrene collected via mixed plastics collection schemes - poor recycling future? Decouple plastic packaging from fossil feedstock Collaboration with external partners Dr. Philippe Diercxsens, Packaging and Environment Manager, Danone | |
| 14:30-14:45 | Session reserved for Mimaki | |
| 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 | |

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| | <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 <p>Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p> |
| 16:25-16:40 | Session Reserved for Lactips |
| 16:40 – 17:10 | <p>Save Our Ocean's, Sky's Commitment to Sustainable Business Implementation #OceanHero</p> <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 <p>William Skeates, Senior Compliance and Supply Chain Manager, Sky</p> |
| 17:10-17:15 | <p>Chair's Closing remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p> |

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

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| | <ul style="list-style-type: none"> 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 | <p>Business Meeting 3</p> |
| 10:35 – 11:00 | <p>Coffee & Networking</p> |
| 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> |
| 11:30-11:45 | <p>Making packaging smarter – A reality check on balancing insights, technology and brand experience</p> <ul style="list-style-type: none"> Harnessing consumer behaviours so that 1+1=3 Using technology to understand unexpected behavioural insights Designing integrated brand experiences |

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| | <p>Chris Houghton, Brand Innovation & Packaging, Cambridge Design Partnership Tom Lawrie-Fussey, Connectivity & Digital Services, Cambridge Design Partnership</p> | |
| 11:50-12:20 | <p align="center">Business Meeting 4</p> | |
| 12:25 – 12:55 | <p align="center">Business Meeting 5</p> | |
| 12:55 – 13:55 | <p align="center">Networking Lunch</p> | |
| 13:55 – 14:25 | <p>Session to be confirmed Shameem Kazmi, Director of R&D and Technical Implementation, Britvic PLC</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 Brands' current & future needs • The BOBST Packaging House <p>Paul Stoudmann, Strategic Business Development Director, BOBST</p> | <p align="center">Business Meeting 6</p> |

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| | Session reserved for Asahi Photo Products | |
| 15:30 – 16:00 | Business Meeting 7 | Coffee and Networking |
| 16:05 – 16:35 | <p>Let's Dream Big – Clearly and Quickly Connect with Consumers Through Packaging</p> <ul style="list-style-type: none"> • Ensuring accurate and timely response to market demands with frequently changing packaging is a challenge for CPG brands • Exploring how to facilitate collaboration between manufacturers, designers and brand managers? • Discovering how to visualize the packaging concept as early as possible without spending a ton of money on expensive mock-ups? • Outlining how CPG organizations can digitize, automate and connect to drive better communication with consumers – both on and offline <p>John Kuijt, Senior Account Executive Brand Management Solutions, ESKO</p> | |
| 16:35- 17:05 | <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> | |
| 17:05 | <p>Chair Closing Remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p> | |

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| | <p>FORUM DAY THREE Thursday 8th March 2018</p> |
| 08:15 – 08:50 | <p>Collect Meeting Schedules & Coffee</p> |

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| 08:50 – 09:00 | <p align="center">Chair Opening Remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p> | |
| 09:00 – 10::00 | <p align="center"><i>Interactive Group Discussions - The Future of Packaging</i></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>Roundtable reserved for Sukano</p> | |
| Roundtable 3 | <p>Bringing Sustainable Packaging to the Bar Industry</p> <p>Mark Hill, Founder, The Sustainable Spirits Company</p> | |
| 10:05 – 10:35 | <p align="center">Business Meeting 8</p> | |
| 10:40 – 11:10 | <p align="center">Business Meeting 9</p> | <p align="center">Coffee and Networking</p> |
| 11:15 - 11:45 | <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 economy and a contributor to brand success. • 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> | <p align="center">Business Meeting 10</p> |

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| 11:45 – 12:15 | <p>Assessing the value of flexible packaging in a circular economy</p> <ul style="list-style-type: none">• Discovering the unique properties and multiple applications of flexible packaging• Understanding how to prevent food waste and packaging waste• Debating on EU regulation and making the case for a smart approach of resource efficient packaging• Introducing CEFLEX project - How to make flexible packaging more relevant in a circular economy <p>Jean-Paul Duquet, Director Sustainability, Flexible Packaging Europe</p> |
| 12:15 – 12:45 | Session reserved |
| 12:45 – 13:40 | Networking Lunch |
| 13:40– 14:20 | <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> |
| 14:20-14:50 | <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> |
| 14:50-15:20 | <p>Case Study</p> <p>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> |

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| 15:20-15:25 | Chair Summation and End of Forum Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre |