

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**
Daniel Friedlaender, Head of Corporate Affairs, **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**
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**
Markus Wulff, Founder, **Analog and Tech - Service design with IoT**
Chris Houghton, Brand Innovation & Packaging, **Cambridge Design Partnership**
Tom Lawrie-Fussey, Connectivity & Digital Services, **Cambridge Design Partnership**
Alex Volery, Competence Center & China Strategic Project Manager, **BOBST**
Marie-Hélène Gramatikoff, CEO & Founder, **Lactips**
Jacqueline Revet, Global Marketing Manager Printing & Packaging, **DSM Coating Resins**
Bert Benckhuysen, Senior Product Manager EMEA, **Mimaki Europe**
Alessandra Funcia, Head of Global Marketing & Sales, **Sukano**
David Galton, European Sales Director, **Asahi Photoproducts**

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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 Europe Bert Benckhuysen, Senior Product Manager EMEA, Mimaki Europe	
14:50 – 15:20	Business Meeting 1	
15:25 – 15:55	Business Meeting 2	Coffee & Networking

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15:55 – 16:25	<p>Fighting food and cosmetic waste through better packaging innovation And development</p> <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	<p>LACTIPS - A disruptive thermoplastic from milk protein</p> <ul style="list-style-type: none">• A new solution for water soluble plastic• Unique characteristics for food industries• Biodegradation and water toxicity• How this innovation can change the packaging world <p>Marie-Hélène Gramatikoff, CEO & Founder, Lactips</p>
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 and employee behaviour• Pushing innovation to create a sustainable business platform to solve the wider problem of excessive plastic use and enabling your partners to change• Evaluating the importance of external partnerships, Sky's collaboration with the WWF in enhancing the transparency to the business commitment towards the environment• What role do we have educating our consumers and policy-makers? <p>Daniel Friedlaender, Head of Corporate Affairs, Sky</p>
17:10-17:15	<p>Chair's Closing remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>

FORUM DAY TWO
Wednesday 7th March 2018

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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
09:00 – 09:30	<p>Establishing a high performance pack artwork process to deliver market requirements in an increasingly demanding and regulated industry to delight consumer and avoid quality issues</p> <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 • Optimising the artwork production stream to drive real business benefit • Exploring the impact of high volume of artwork change on the labelling process and improve project timelines • Keeping up to date and compliant with new EU labelling guidelines eg 2000/13/EC which focuses on allergens • Exploring technology advances towards real time information updates <p>Brendan Marken, VP, New Product Transfer & Technical Packaging, GSK Consumer Healthcare</p>
09:30 – 10:00	<p>Next-Gen packaging to enhance the consumer experience: learning how innovative and intelligent packaging can drive digital transformation, improve customer experience and spearhead leaner e-commerce operations</p> <ul style="list-style-type: none"> • The changing face of online consumers – what's the role of packaging? • Innovative packaging designs to drive value for consumers and e-tailers • In-depth study on e-shoppers packaging behavior • Intelligent packaging- 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

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	<p>identity</p> <ul style="list-style-type: none"> 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 <p>Chris Houghton, Brand Innovation & Packaging, Cambridge Design Partnership Tom Lawrie-Fussey, Connectivity & Digital Services, Cambridge Design Partnership</p>	
11:50-12:20	<p>Business Meeting 4</p>	
12:25 – 12:55	<p>Exploring the role of packaging innovation to connect your consumers with your brand</p> <ul style="list-style-type: none"> Highlighting how to develop a strong innovation approach collaborating with different teams Understanding the role of packaging for your consumers and exploring the next generation of packaging Showcasing The Britvic approach to connect consumers with packaging developing innovation <p>Shameem Kazmi, Director of R&D and Technical Implementation, Britvic PLC</p>	
12:55 – 13:55	<p>Networking Lunch</p>	
13:55 – 14:25	<p>Business Meeting 5</p>	
14:30 – 15:00	<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>	
15:05 – 15:35	<p>Understanding packaging technology to optimise current production systems</p>	<p>Business Meeting 6</p>

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	<ul style="list-style-type: none"> • Accelerating trends impacting Brands • Complexity & time constraints means basic principles are overlooked • Getting the basics right • Education on packaging from BOBST <p>Alex Volery, Competence Center & China Strategic Project Manager, BOBST</p>	
	<p>Clean Transfer printing plate deliver both stunning results and cost benefits</p> <ul style="list-style-type: none"> • Clean Transfer technology works in perfect harmony with the “Fixed Colour Palette” printing technique • Clean Transfer delivers press consistency from the start to the end of the print run • Clean Transfer is a new trend in flexographic packaging printing, which delivers cost down and print quality up benefits for the Brand Owner. • This presentation highlights a case study which explains how much of a difference clean transfer makes <p>David Galton, European Sales Director, Asahi Photoproducts</p>	
15:40 – 16:10	Business Meeting 7	Coffee and Networking
16:15 – 16:45	<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>	



16:45- 17:15	<p>Why implementing an upstream sourcing strategy is key for innovation?</p> <ul style="list-style-type: none"> • Exploring the best sourcing approach to meet consumer expectations • Understanding how an upstream sourcing ambition can lead to innovation? • Considering plastic cups upstream sourcing strategy for a sustainable packaging <p>Sandrine Rijobert, Global Sourcing Manager- Upstream plastics, Danone</p>
17:15	<p>Chair Closing Remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>

	<p>FORUM DAY THREE Thursday 8th March 2018</p>
08:15 – 08:50	<p>Collect Meeting Schedules & Coffee</p>
08:50 – 09:00	<p>Chair Opening Remarks Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>
09:00 – 10:00	<p>Interactive Group Discussions - The Future of Packaging 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>How to maximize access to innovation – managing second tier suppliers: challenges and benefits</p> <p>Alessandra Funcia, Head of Global Marketing & Sales, Sukano</p>
Roundtable 3	<p>How brands can use Internet of things to create consumer value in retail and at home with intelligent packaging?</p>

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	Markus Wulff, Founder, Analog and Tech - Service design with IoT	
10:05 – 10:35	Business Meeting 8	
10:40 – 11:10	Business Meeting 9	Coffee and Networking
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>	Business Meeting 10
11:50 – 12:20	<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>	Business Meeting 11
12:25 – 12:45	<p>Engaging Customers’ senses with Skins® by DSM</p> <ul style="list-style-type: none"> • Haptic as the key elements to increase consumer engagement in a digital era • Exploring how new coating resins can turn a package into a sensory experience 	

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	<ul style="list-style-type: none"> • “Expert haptics team“ which measures feel attributes and comparing them to well-known material such as silk, velvet and rubber • A collaboration in the value-chain to make sure that each Skins® personality can be applied on your new packaging or print <p>Jacqueline Revet, Global Marketing Manager Printing & Packaging, DSM Coating Resins</p>
12:45 – 13:50	Networking Lunch
13:50– 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 • Highlighting how active packaging can engage the consumer • Raising the challenges of connected technology integration for operations and marketing <p>Caitriona Murphy, Communications and Marketing, Pernod Ricard, The Absolut Company</p>
15:20-15:25	<p>Chair Summation and End of Forum</p> <p>Michaël Nieuwesteeg, Managing Director, NVC - Netherlands Packaging Centre</p>

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