

Day 1 ■ 19 June 2017 ■ Monday

08:00-08:30

Registration & Refreshments

08:30-08:40

Chair's Opening Remarks

Michaël Nieuwesteeg, Managing Director, NVC Netherlands Packaging Centre

08:40-09:10

Keynote • Room 1

CREATIVE BRANDING AND PACKAGING DESIGN

Microsoft's Journey: Successfully Evolving Your Packaging to Match the Move to a Premium Product Line

Kevin Marshall, Creative Director of Design, Microsoft

John Whitfield, Senior Global Packaging Manager, Microsoft

09:10-09:40

Keynote • Room 1

NEW TECHNOLOGY AND MATERIALS

The Future Is Now – Printing the Consumer Experience

Chris Jones, Co-founder, Novalia

09:45-10:15

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

Renewable Materials and Packaging Optimisation – Sustainability in Packaging Innovations at Procter & Gamble

Gian de Belder, Principal Scientist, Sustainable Packaging, Procter & Gamble

Case Study • Room 2

CREATIVE BRANDING AND PACKAGING DESIGN

Combining Physical and Digital Communication Through Packaging

Shira Rosen, Packaging Development Manager, Strauss Group

10:15-11:15

iSolve and Coffee Break

11:15-11:45

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

A Thinking Exercise: What Will Be the Next Level of Sustainable Packaging?

Marcel Keuenhof, European Packaging Manager, Wessanen

Case Study • Room 2

CREATIVE BRANDING AND PACKAGING DESIGN

How to Increase the Perceived Value of Products Through Packaging

Carlo Rotunno, Global Head of R&D – Packaging, Nomad Foods Europe

11:50-12:20

Solution Spotlight • Room 1

NEW TECHNOLOGY AND MATERIALS

What Consumers Want From Offline and Online Retail Packaging

Björn Thunström, SVP, Marketing & Innovation, Division Packaging Solutions, Stora Enso

Essi Lauri, Product Manager for CKB, Tambrite &

Tamfold, Stora Enso

Solution Spotlight • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

Safe Adhesives for Food Packaging: Risk Assessment Toolbox

Alexandra Ross, Regulatory Specialist Food EIMEA, H.B. Fuller

Day 1 ■ 19 June 2017 ■ Monday - Continued

12:25-12:55

Case Study • Room 1

PACKAGING INNOVATION AND DEVELOPMENT

When Less is More – Smaller, Individually-Portioned Packaging

Prabhat Mishra, Global Packaging Sustainability & Core Technology Lead, **Mondelez International**

Case Study • Room 2

NEW TECHNOLOGY AND MATERIALS

Modernising Your Manufacturing Facilities – A Discussion on the Increased Deployment of Packaging Production Robots

Kanter Van Deurzen, Team Leader & Robot System Developer, **Delft Robotics**

12:55-13:55

Networking Lunch

13:55-14:25

Case Study • Room 1

CREATIVE BRANDING AND PACKAGING DESIGN

Packaging That Meets the Needs of an Aging Population – Accessibility and Design Requirements

Santanu Chowdhury, Senior General Manager, Packaging Development, **Sun Pharmaceuticals**

Case Study • Room 2

NEW TECHNOLOGY AND MATERIALS

Inside the New Plastics Economy Initiative

Sander Defruyt, Research Analyst, New Plastics Economy, **Ellen MacArthur Foundation**

14:30-15:00

Solution Spotlight • Room 1

CREATIVE BRANDING & PACKAGING DESIGN

Get connected and future proof your brand identity - implement a Platform for your Brands

David Lane, CPG Industry Principal – Global

Group, Brand Owners Program, **ESKO**

Solution Spotlight • Room 2

NEW TECHNOLOGY AND MATERIALS

Analysing the Economic, Environmental and Social Benefits of Steel for Packaging

Alexis van Maercke, Secretary General, **APEAL**

15:05-15:35

Case Study • Room 1

PACKAGING INNOVATION AND DEVELOPMENT

Packaging Optimisation to Meet Shelf Life and Product Protection Requirements

Robert Witik, Senior Specialist for Sustainability & Packaging Material Science, **Nestlé**

Case Study • Room 2

CREATIVE BRANDING AND PACKAGING DESIGN

Diverse Product Line Packaging Strategies for Consistent Shelf Presence and Brand Equity

Adam Schettle, Head of Packaging, **Logitech**
15:35-16:35

15:35-16:35

iSolve and Coffee Break

16:35-17:05

Case Study • Room 1

PACKAGING INNOVATION AND DEVELOPMENT

The True Cost of Food Waste and Loss

Professor Leon Terry, Director of Environment and Agrifood, **Cranfield Soil and Agrifood Institute**

Case Study • Room 2

NEW TECHNOLOGY AND MATERIALS

Food Shelf Life Extension With Active Packaging Towards a More Sustainable World

Margarida Cortez Vieira, Head of Department of Food Engineering, **University of Algarve**

Day 1 ■ 19 June 2017 ■ Monday - Continued

17:10-17:40

Case Study • Room 1

CREATIVE BRANDING AND PACKAGING DESIGN

**Moving from B2C to B2Partnership –
How to Connect With and Engage Your
Customers**

Guido Schmitz, Head of Packaging & Technology
Innovation, **Bayer HealthCare**

Case Study • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

**What's Next? – A Prospective Approach to
Consumer-Insight and It's Value in Creating
Attractive Packaging Designs**

Rajesh Mishra, Head of Packaging Development,
Abbott

17:40-18:10

Keynote • Room 1

PACKAGING INNOVATION AND DEVELOPMENT

Packaging Intervention in the Supply Chain: Consumer and Operational Benefits

Bimal Lakhotia, Associate Vice President – Packaging Development & Commercialisation, **The Coca-Cola Company**

18:10-18:15

Chair's Closing Remarks

Michaël Nieuwesteeg, Managing Director, **NVC Netherlands Packaging Centre**

18:15-19:15

Networking Drinks Reception

19:30-21:00

Drinks Reception & Amsterdam Canal Tour

Day 2 ■ June, 20 2017 ■ Tuesday

08:00-08:30

Registration & Refreshments

08:30-08:35

Chair's Opening Remarks

Michaël Nieuwesteeg, Managing Director, NVC Netherlands Packaging Centre

08:35-09:05

Keynote

CREATIVE BRANDING AND PACKAGING DESIGN

Shelf Appeal: Conceptualising Design as a Primary Business Driver

Moria Cullen, Vice President, Head of Global Brand Design, PepsiCo

09:05-09:35

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

Nanotechnology in The Packaging Industry – Where Are We Now and Where Can We Go From Here?

Professor Graham Bonwick, Executive Director Innovation & Development, Food Nanotechnology Research Group, University of Chester

Dr Catherine Birch, Programme Leader, The Institute of Food Science & Innovation, University of Chester

Case Study • Room 2

NEW TECHNOLOGY AND MATERIALS

Value Engineering – Better Packaging Functionality for Fewer Resources

Vladimir Zernin, Global Value Engineering Lead for Packaging, Kraft Heinz Company

09:35-10:15

Solution Spotlight • Room 1

NEW TECHNOLOGY AND MATERIALS

Breakthrough Packaging Technology to Boost Efficiency for Food Producers

Luca Poppi, Packaging Technologies Program Director, Tetra Pak

Solution Spotlight • Room 2

CREATIVE BRANDING AND PACKAGING DESIGN

Give Your Brand a Voice on the Retail Shelf and Beyond

Eric Vanroyen, Director, Business Development EMEA, Thinfilm

10:15-11:15

iSolve and Coffee Break

11:15-11:45

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

Design for Recycling – Enabling the Circular Economy

Philippe Blank, Packaging Innovation & Sustainability Manager, Henkel

Case Study • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

Materials & Design Packaging Innovations in Coca-Cola

Gonul Bolukbasi, Packaging and Graphics Manager, The Coca-Cola Company

11:15-11:45

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

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Case Study • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

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Day 2 ■ June, 20 2017 ■ Tuesday - Continued

11:50-12:20

Solution Spotlight • Room 1

NEW TECHNOLOGY AND MATERIALS

Disposable IoT Smart Packaging Solutions

Yoav Hoshen, Co-founder, WaterIO

Case Study • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

Go Circular with a Reusable Packaging System to Improve Supply Chain Performance

Tim Debus, President & CEO, Reusable Packaging Association

12:25-12:55

Case Study • Room 1

NEW TECHNOLOGY AND MATERIALS

Exploring the Use of DLC Diffusion Barrier & Corrosion Protection Coating (Nano Contacts) in Packaging

Eva Maria Moser, Professor, International Packaging Institute

Case Study • Room 2

PACKAGING INNOVATION AND DEVELOPMENT

Giving Your Packaging a Story to Engage Millennials

David Katz, Founder, The Plastic Bank

12:55-13:55

Networking Lunch

13:55-14:25

Case Study • Room 1

PACKAGING INNOVATION AND DEVELOPMENT

Innovative and Sustainable Packaging Solutions of Food

Helga Naes, Research Director, Nofima

Case Study • Room 2

NEW TECHNOLOGY AND MATERIALS

Practical Steps to Close the Plastic Recycling Loop

Karen van de Stadt, Packaging Expert, Netherlands Institute for Sustainable Packaging

14:30-15:00

Keynote • Room 1

NEW TECHNOLOGY AND MATERIALS

Think Outside the Circle – A Different Approach to Anti-Counterfeiting in Packaging

Yong Geng, Research Associate, Physics & Materials Science Research Unit University of Luxembourg

Gabriele Lenzini, Senior Research Scientist, Interdisciplinary Centre for Security, Reliability and Trust, University of Luxembourg

15:00-15:35

Keynote • Room 1

CREATIVE BRANDING AND PACKAGING DESIGN

The Right Sensory Mix: Targeting Consumer Product Development Scientifically

Professor Diana Derval, President, Derval Research

15:35-15:45

Chair's closing remarks

Michaël Nieuwesteeg, Managing Director, NVC Netherlands Packaging Centre