Packaged.

The 8th Global Summit

24 – 25 June 2019
NH Collection Amsterdam Barbizon Palace
Amsterdam, Netherlands
www.packagedsummit.com

Post Event Report
Attracting packaging experts from all over the world, the 8th Global Packaged Summit formed a creative hub of global packaging ingenuity in the heart of Amsterdam. With more case studies than ever before, the 2019 summit examined Packaging Development, Innovation & Technologies, Branding & Design and New Materials & Commodities.

Opening the summit, PepsiCo ignited discussions with perspectives on what a circular future looks like. Trail-blazing packaging pioneers Garçon Wines presented their beautiful, flat, sustainable wine bottles coining ‘plastic smart’ as the ‘new plastic’ free. AB-InBev spoke about personalization as a key trend in the future of packaging. Microsoft offered an inspiring presentation on how to make packaging more meaningful whilst pushing the ethics of inclusion and sustainability. Philips highlighted the importance of thinking outside the box when it comes to creativity. The summit ended with Loop discussing how their ground-breaking platform is helping brands move from disposable to durable/reusable.

With a central focus on breakthrough innovations across all 4 streams, delegates left equipped with inspiration for consumer centric packaging strategies. In what was a truly global summit, 24 case studies brought together over 100 packaging experts from 38 companies and 27 countries. Next year the summit moves to Brussels at Le Plaza Hotel. Get 18 – 19 May 2020 in your diary now!

94% said the event met or exceeded their expectations
90% learned something new and useful to apply at their company
95% would recommend the summit to a colleague

Watch the Summit highlights:
“It’s an international crowd, great agenda of topics – it’s always great to get out and immerse yourself in different points of view and different companies’ perspectives on the topical matters and packaging challenges of today”

Microsoft

“Good organization. We had two very interesting days and lot of new inspiration”

Phillips
Presentations

Reduce through Reuse: Sustainable Packaging as a Service
Michael Massa
Founder
Ozarka

Designing the Needs
Görkem Gör
Head of Graphic Design & Product Communication
Arçelik Group

The Future of Packaging: Personalisation
Francisco Miguel Nogueira
Global Packaging Innovation – Decoration Specialist
AB-InBev

Anti-Plastic Paranoia: Strategy, Alternatives and Solutions
Beata Barańska-Czyżkowska
Design & Packaging Manager
Orkla Care

Integrating Colour in Every Stage of the Packaging Process
Abigail Bruce
Marketing Director
PANTONE EMEA

Innovative Packaging: An Introduction to OpTri Bottle
Desi Lucheva
Senior Packaging Team Leader
Danone Nutricia Research
Can the Packaging Industry become the solution to the Ocean Plastic Pollution?

Dr Geoff Brighty, Technical Director
Plastic Oceans UK

Re:winers
Elin Aronsen Beis
CEO
Foodloopz Sweden AB

“We made a few critical connections during the conference that are going to help us achieve our zero-waste mission in a big way”
Ozarka

Packaging in a Circular Bioeconomy
Prof. Graham Bonwick
Senior Lecturer
Newcastle University

Microcities and the Future of Packaging
Luis Carlos Chacón
Global Consultant / Op-Ed Columnist, BusinessCase / Forbes LatinAmerica

100% Good: Good to the earth; Good to Society
Marius Grazulis
Business Development Director
BMV

100% Good
akvile

Packaging in a Circular Bioeconomy
Prof. Graham Bonwick
Dr Catherine Birch
School of Natural & Environmental Sciences
graham.bonwick@newcastle.ac.uk
Presentations

“IT was very interesting getting to know more about packaging innovations and sustainability first-hand from manufacturers rather than magazine articles”
Zenith Global

Packaging of Fresh Seafood
Morten Sivertsvik
Research Director
Nofima

Circular Packaging Design: The Impact of Design Details on Sustainability
Niels van Marle
Packaging Expert
Netherlands Institute for Sustainable Packaging

From Design to Delivery; Innovations in the Packaging Value Chain
Peter Hulsmans
Business Development Europe
Esko Brand Solutions

“Ready for Real Recycling?”
Tony Waite
President
Apeal

The Role of ‘Design thinking’ in Meeting the Future Packaging Needs of Brands
Jos Harrison
Global Head – Design Strategy
Reckitt Benckiser Plc

Netherlands Institute for Sustainable Packaging
Circular packaging design
The impact of design details on sustainability
Packaged Summit 2019
Niels van Marle

SOLUTIONS

PACKAGED AMSTERDAM 2019
Who attended?

The summit attracted over 100 senior packaging professionals from all major industries within the packaging sector.

Companies included:

- Abbott Laboratories BV
- AB-Inbev
- Active and Intelligent Packaging Industry Association
- APEAL
- Arcelik Group
- ArcelorMittal
- Atria Suomi Oy
- Britvic Soft Drinks Ltd
- BusinessCase/Forbes LatinAmerica
- Cargill Strategic Sourcing & Procurement (CSSP)
- Cospecto
- Danone Nutricia Research
- Decathlon
- Equity Packaging
Who attended?
The summit attracted over 100 senior packaging professionals from all major industries within the packaging sector. Companies included:

ESKO
Foodloopz Sweden AB
Garçon Wines

Hennessy Cogna (Groupe L.V.M.H)
John Lewis
Kraft Heinz

Little Big Brands
Loop
Metsä Board

Microsoft Corporation
Mintel
Newcastle University

“I would definitely encourage packaging professionals to visit next year.”
Recycling & Waste World
Who attended?

The summit attracted over 100 senior packaging professionals from all major industries within the packaging sector.

Companies included:

- Nofima
- NVC Netherlands Packaging Centre
- Orkla Care
- Owens Illinois
- Ozarka
- Pantone
- PepsiCo
- Philips
- Plastic Oceans UK
- RDC Environment
- TINE SA
- UPM Specialty Papers
Audience Breakdown

Top industries

Chemicals 47.50%
Consumer Goods 19.60%
Cosmetics 16.66%
Electronics 3.92%
Food & Beverage 3.92%
Other 3.07%
Luxury Goods 2.94%
Pharmaceutical/Medical 1.90%
Retail 0.98%

Seniority

CEO 7%
Director 27%
Head 14%
Specialist 25%
Senior Manager 4%
Manager 23%

Countries

USA 7
UK 26
Ireland 2
France 6
Belgium 16
Netherlands 44
Germany 6
Czech Republic 2
Denmark 3
Poland 3
Russia 1
Brazil 1
South Africa 3

Other countries with 1 each: Colombia, Ecuador, Ghana, Luxembourg, Lithuania, Jordan, Sweden, Switzerland, Turkey, Ukraine, Vietnam, Zambia, Uzbekistan.
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Join us again in 2020

Packaged.
The 9th Global Summit

18 – 19 May 2020
Le Plaza Hotel | Belgium
www.packagedsummit.com

If you work in a packaging or branding role for an end-user company, you can attend as a delegate.

EARLY REGISTRATION €495
FULL PRICE €995

Book online now or contact Adrian Forde for more details: adrian.forde@markallengroup.com

You can expect to hear from the same high calibre of senior packaging executives at next year’s Packaged Summit. They’ll be discussing how you can utilise the latest smart packaging technologies, differentiate your brand and thrive in the e-Commerce world.

Plus – we’re moving to Belgium, so you’ll have central Brussels on your doorstep!

As a Commercial Partner

If your company provides materials, technologies or services to packaging professionals and your responsibilities include business development, you must attend as a Commercial Partner.

To find out more about sponsorship opportunities, contact:

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