

# Packaged.

Virtual Summit

28 – 29 September 2020

[www.packagedsummit.com](http://www.packagedsummit.com)

**Event  
Brochure**



*"Good organisation. We had two very interesting days and lots of new inspiration"*

Senior Structural Packaging Designer,  
Philips

*"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"*

Senior Structural Packaging Designer,  
Microsoft



*"Excellent presentations, very well moderated, good mix of people from different parts of packaging value chain"*

Director R&D,  
UPM



## Highlights from 2019:



# Why pick Packaged?

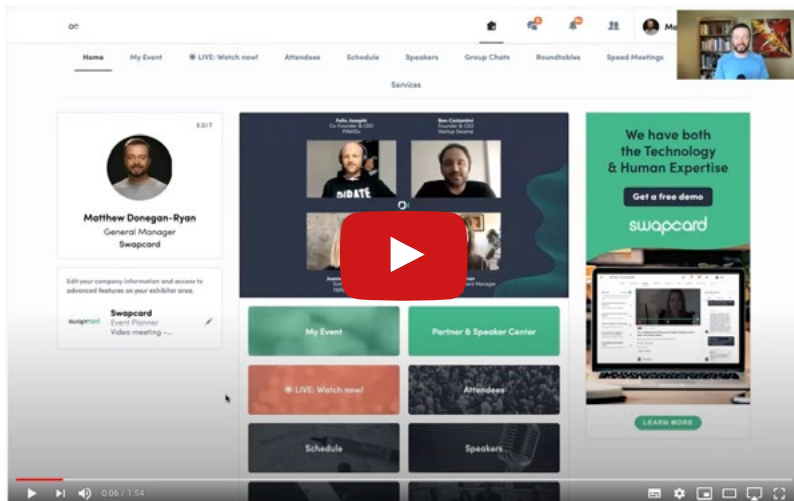


- **The Perfect Mix:** The Global Packaged Summit attracts cross-sector packaging experts from **all over the globe**. Bringing a broad range of insights and experience together in one place.
- **Quality Content:** The agenda covers topical subjects all pertinent to the packaging industry today: Themes such as **consumer trends**, **regulatory developments**, **innovation** and of course the hot topic of **sustainability**.
- **Invaluable Networking:** The Summit attracts **over 150 senior packaging professionals** from all major industries within the packaging sector, providing the perfect opportunity to **build and strengthen professional connections**. With the volatility of the market surrounding the packaging industry, these relationships can be an invaluable resource.
- **Tailor your Experience:** With 5 topical streams, you can personalise your own agenda tailored to your specific challenges. Choose from: **Sustainability & Circular Economy, Branding & Marketing, New Materials & Commodities, Innovation & Technology** and **Research & Development**.
- **The Right Size:** With just over 150 attendees in 2019, this Summit is the perfect size to **facilitate engaging discussions** and **strengthen relationships**.

# The virtual experience

## DISCOVER THE KEY FEATURES OF PACKAGED VIRTUAL

Packaged Virtual's online platform, Swapcard, explained in 90 seconds.



- **Personalised agenda:** Create your personalised agenda and receive reminders throughout the event. Book **conference sessions, panel discussions or meetings with suppliers** and view your planned activity all in one place.
- **Livestream content:** Packaged Virtual includes 2 days of **live and on-demand content**. Hear expert speakers discuss vital developments and challenges live from anywhere in the world and participate via **chats, polls and Q&As** during each session.
- **Network & engage:** Share your experiences in **event group chats**. Ask questions and discuss your needs with suppliers via **direct messages**. Discuss ideas with expert-speakers and the community in **dedicated conference session chats**.
- **Connection matchmaking:** View a selection of **AI-recommended "people you should meet"**. Visit the profiles of suppliers and speakers that are of interest to you, **send connection requests** and **book virtual one-to-one/group meetings**.
- **Virtual booths:** Discover market-leading suppliers and visit their **virtual booth** to find out more or get in touch. Narrow your search with **advanced filters** such as **region or product category** to help find suppliers most relevant to you.
- **Product marketplace:** Discover, compare and source products and services at the Packaged Virtual product marketplace.



# Agenda Highlights

To see the  
full agenda,  
click here

## Sustainability & Circular Economy

### KEYNOTE:

**Circular Economy: Reducing Waste Never Felt So Good**  
**MARC VIOLO**  
Head of Marketing, **Loop**

### CASE STUDIES:

**Translating Changing Consumer Attitudes into Opportunities**  
**MARIUS GRAZULIS**  
Business Development Director  
**Birstonas Mineral Water Company**

**Rethinking Plastic Materials for Product Packaging**  
**ROBERT SLOOTEN**  
Global Sustainability Programme Manager &  
**THOMAS MARINELLI**  
Head of Sustainable Design, **Signify**

**Consumer Perception for Sustainable TV, CE & SDA Packaging**  
**ONUR ONRAT**  
Head of Product Communication & Graphic Design, **Arçelik**

**Building a Sustainable Packaging Strategy for Brands**  
**WILLIAM CONNOLLY**  
Head of Packaging R&D, **Britvic**

**Sustainable Packaging: Consumer Perception and Real Environmental Effects**  
**KATI RANDELL**  
Strategic Packaging Development Manager  
**Paulig Group**

## Branding & Marketing

### CASE STUDIES:

**The Oatly Way**  
**JENNY BELSÖ TROJER**  
Global Category Manager for Packaging  
**Oatly**

**Danone: A Dairy Case Study**  
**PATRICK PAGLIARANI**  
Head of Packaging & EDP Quality Supplier  
**Danone**

**Design to be at the Top**  
**ASHWANI KUMAR**  
Chief Technologist: Design & Packaging  
**ITC Limited**

**The Buddy Buddy Brand**  
**MATT SAMRA**  
CEO  
**Buddy Buddy**

**Metro: Global Own Brand Packaging**  
**MARION SARRA**  
Technical Packaging Engineer  
**Metro**

## New Materials & Commodities

### CASE STUDIES:

**Colgate-Palmolive Case Study**  
**ANNA TACIKOWSKA**  
European Design & Packaging Manager  
**Colgate Palmolive**

**The Graviky Story**  
**NIKHIL KAUSHIK**  
Co-Founder and COO  
**Graviky Labs**

**Food Safety & Bioplastics**  
**ADAM CHARLTON**  
Senior Scientist, BioComposites Centre  
**Bangor University**

## Innovation & Technology

### CASE STUDIES:

**Building a Sustainable Packaging Strategy for Brands**  
**WILLIAM CONNOLLY**  
Head of Packaging R&D  
**Britvic**

**The Rise of the Brew Company**  
**ULRIK SKOVGAARD RASMUSSEN**  
Founder  
**The Brew Company**

**Active and Intelligent Packaging Developments for Sustainability**  
**JENNEKE HEISING**  
Assistant Professor, Food Quality & Design  
**Wageningen University**

**AB-InBev: Global Packaging Innovation**  
**GERALD MARIN**  
Global Packaging Innovation Specialist  
**AB-InBev**

## Research & Development

### CASE STUDIES:

**Future (and evolution) of the Packaging Value Chain**  
**LUIS CARLOS CHACÓN**  
Global Consultant/Op-Ed Columnist  
**BusinessCase/Forbes Latin America**



# Meet the speakers

Find out more

If you're interested in speaking, contact Ahmed Osman at [ahmed.osman@markallengroup.com](mailto:ahmed.osman@markallengroup.com)



## ADAM CHARLTON

Senior Scientist,  
BioComposites Centre  
**Bangor University**



## KATI RANDELL

Strategic Packaging Development  
Manager  
**Paulig Group**



## ONUR ONRAT

Head of Product Communication &  
Graphic Design  
**Arçelik**



## ANNA TACIKOWSKA

European Design & Packaging Manager  
**Colgate Palmolive**



## LUIS CARLOS CHACÓN

Global Consultant/Op-Ed Columnist  
**BusinessCase/  
Forbes Latin America**



## PATRICK PAGLIARANI

Head of Packaging & EDP Quality  
Supplier  
**Danone**



## ASHWANI KUMAR

Chief Technologist: Design & Packaging  
**ITC Limited**



## MARC VIOLO

Head of Marketing  
**Loop**



## ROBERT SLOOTEN

Global Sustainability Programme  
Manager  
**Signify**



## ERIKA OLLÉN

Co-Founder & Marketing Director  
**Gnista Spirits**



## MARION SARRA

Technical Packaging Engineer  
**Metro**



## THOMAS MARINELLI

Head of Sustainable Design  
**Signify**



## GERALD MARIN

Global Packaging Innovation Specialist  
**AB-InBev**



## MARIUS GRAZULIS

Business Development Director  
**Birstonas Mineral Water Company**



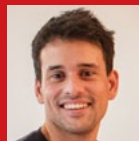
## THOMAS MUELLER-KIRSCHBAUM

Head of R&D and Sustainability  
**Henkel**



## JENNEKE HEISING

Assistant Professor, Food Quality &  
Design  
**Wageningen University**



## MATT SAMRA

CEO  
**Buddy Buddy**



## ULRIK SKOVGAARD RASMUSSEN

Founder  
**The Brew Company**



## JENNY BELSÖ TROJER

Global Category Manager for Packaging  
**Oatly**



## NIKHIL KAUSHIK

Co-Founder and COO  
**Graviky Labs**



## WILLIAM CONNOLLY

Head of Packaging R&D  
**Britvic**

# Commercial partners



APEAL  
[www.apeal.org](http://www.apeal.org)



De Schutter'Neroc Nv (DSN)  
[www.ds-n.com](http://www.ds-n.com)



Metsä Board  
[www.metsaboard.com](http://www.metsaboard.com)



PolyOne  
[www.polyone.com](http://www.polyone.com)

For Commercial  
Partner opportunities,  
contact

**Jack Jones,**  
[jack.jones@markallengroup.com](mailto:jack.jones@markallengroup.com)

## Media partners

To obtain a press  
pass or for media  
partnership enquiries,  
please contact

**Emily Osmond,**  
[emily.osmond@markallengroup.com](mailto:emily.osmond@markallengroup.com)

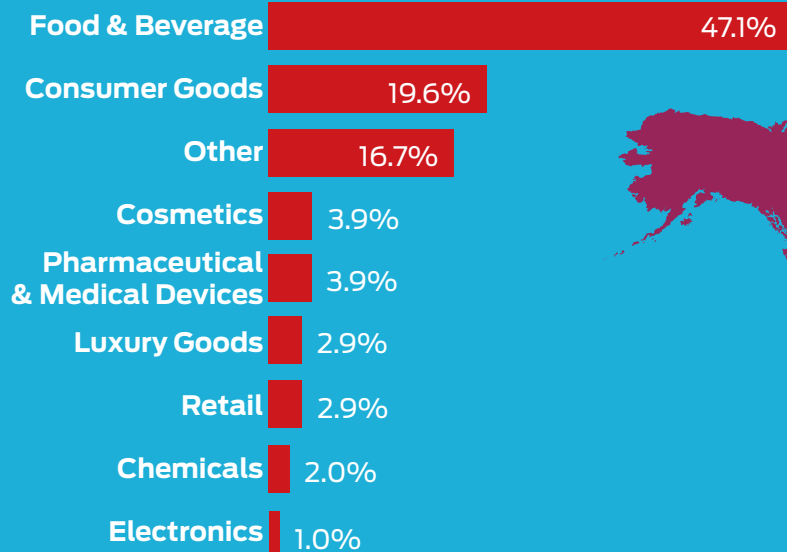


**italia publishers**

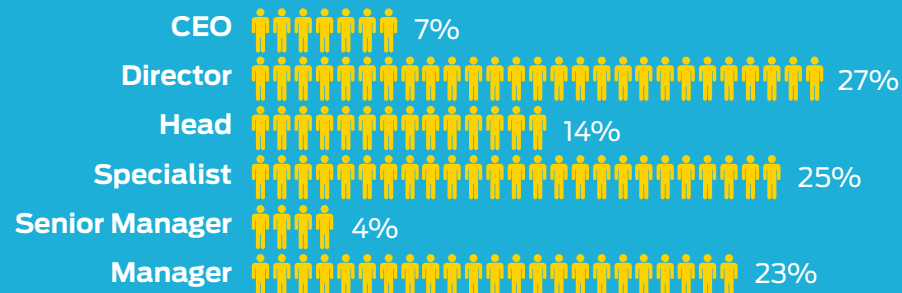
# Who attends?

Over 140 senior packaging professionals from around the globe attended the 8th Global Packaged Summit. Here's how they breakdown...

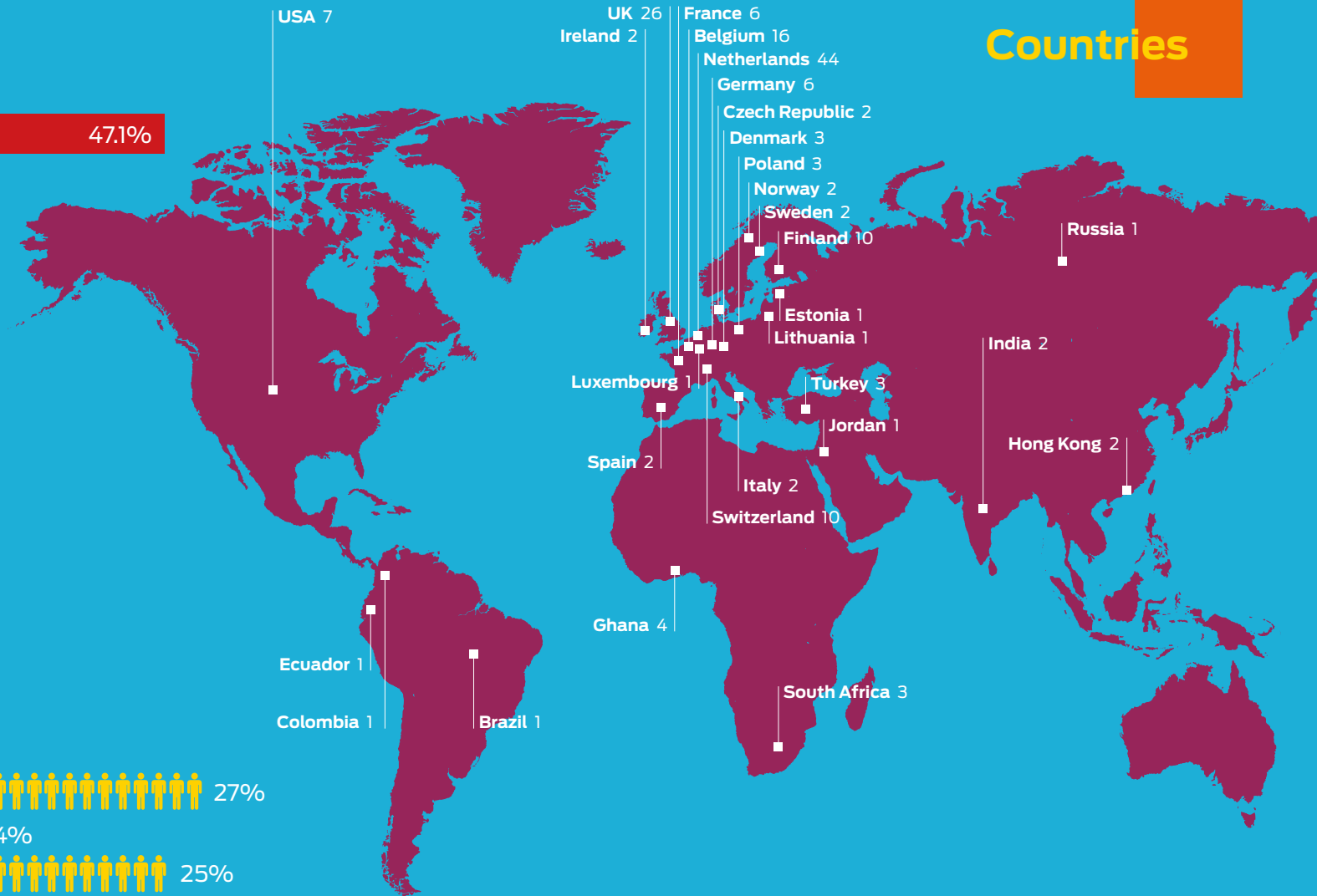
## Top industries



## Seniority



## Countries



[For a selection of the 2019 attendees, click here](#)



# Get involved

## Book your delegate place

If your company is a brand owner and produces end-user products, you are eligible to attend as a delegate.

### Pricing:

**€195**

#### Launch rate

Book before Friday  
8th August 2020

**€595**

Full Price

To book your place visit  
[www.packagedsummit.com/book-now](http://www.packagedsummit.com/book-now)  
or contact **ADRIAN FORDE**,  
[adrian.forde@markallengroup.com](mailto:adrian.forde@markallengroup.com)  
or direct on **+44 (0)20 3874 9209**

**BOOK NOW**



## Become a Commercial Partner

If your company provides solutions, technologies, services or materials to packaging professionals and your responsibilities include business development then you must sponsor to attend.

There are a range of bespoke packages available, tailored to suit your company and the solutions you provide.

For more information, [click here](#).

To discuss sponsorship opportunities, contact **JACK JONES** at [jack.jones@markallengroup.com](mailto:jack.jones@markallengroup.com) or direct on **+44 (0)20 7501 6715**



*“Great organization of the event, excellent papers presented.”*

Global Packaging Innovation & Sustainability Lead,  
**Mondelez International**