



Packaged.

The 6th Global Summit

19 & 20 JUNE 2017

AMSTERDAM

POST EVENT REPORT

PACKAGEDSUMMIT.COM

Introduction

Attendees learnt about some of the most exciting cross-sector developments happening in modern packaging around the globe.

From technological advancements being made in materials innovations, to operational efficiency, and design.

This year's event attracted **53% more delegates** compared to last year. Many of which were from multi-national companies.

There were also 43% more commercial partners companies there too, providing innovative solutions to the industry's challenges.

Statistics

90.6%

SAID IT GREATLY,
EXCEEDED, EXCEEDED
OR MET THEIR
EXPECTATIONS

98.4%

LEARNT SOMETHING
NEW WHICH THEY
CAN APPLY TO THEIR
WORK

87.8%

SAID THEY WOULD
ATTEND AGAIN

83.3%

SAID THEY WOULD
RECOMMEND IT
TO A FRIEND OR
COLLEAGUE

“Well-organized event that highlighted the latest thinking, trends and developments in the world of packaging”

- President & CEO, Reusable Packaging Association



“Great event. Varied presentations”

- Senior Manager, Microsoft



“A lot of interesting and actual contents were presented from different perspectives. The conference was well organised”

- Head of Packaging Development and Strategic Technical Purchasing, Bamed Babyartikel GmbH



“Presentations were great with personal experience being shared”

- Packaging & Graphics Manager, The Coca-Cola Company





“Great experience. High level of conversations and networking ”

- Managing Director, Density

“Loved the experience, very informative”

- Senior 3rd Party Packaging Site Coordinator,
Mylan Pharmaceuticals



“A very nice blend of speakers, international visitors and subjects to discuss in a very good environment! ”

- Chief Commercial Officer, Vetipak B.V.

“Interesting presentations, straight forward and focused on key message.”

- Project Manager Packaging, ADIDAS



WHO ATTENDS?

Conference introduction 6th Packaged • 2017

19-20 June, 2017 • Amsterdam

Michael Nieuwesteeg

NVC Netherlands Packaging Centre • www.nvc.nl

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

Graham Bonwick & Catherine Birch

University of Chester | Institute of Food
Science and Innovation



Chair's Opening Speech Michael Nieuwesteeg

Managing Director, **NVC Netherlands Packaging Centre**

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

Dr Catherine Birch

Programme Leader, The Institute
of Food Science & Innovation

University of Chester

Packaging Sustainability

The importance of introducing more PCR and Partnerships

Gian De Belder
P&G, Packaging R&D - Sustainability



Packaging as an interface between digital and physical world

Dr. Shira Rosen
Strauss-Group



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

Gian de Belder

Principal Scientist, **Sustainable Packaging
Procter & Gamble**

Combining Physical and Digital Communication Through Packaging

Shira Rosen

Packaging Development Manager, **Strauss Group**

A thinking exercise: what will be the next level of 'sustainable' packaging?

Marcel J.Q. Keuenhof
European Packaging manager



PACKAGE STORIES

BECAUSE EACH HAS ITS OWN

by Gönül Bölükbaşı
Packaging & Graphics Manager @ Coca-Cola
Turkey, Caucasus & Central Asia
gbolukbasi@coca-cola.com

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

Marcel Keuenhof

European Packaging Manager, **Wessanen**

Materials & Design Packaging Innovations in Coca-Cola

Gonul Bolukbasi

Packaging and Graphics Manager,
The Coca-Cola Company

WHO ATTENDS?

Continued



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



Safe Adhesives for Food Packaging: Risk Assessment Toolbox

Alexandra Ross

Regulatory Specialist Food, EIMEA, **H.B. Fuller**



When Less is More –Smaller, Individually-Portioned Packaging

Prabhat Mishra

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



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

Kanter Van Deurzen

Team Leader & Robot System Developer, **Delft Robotics**



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

Santanu Chowdhury

Senior General Manager, Packaging Development,
Sun Pharmaceuticals



Inside the New Plastics Economy Initiative

Sander Defruyt

Research Analyst, New Plastics Economy,
Ellen MacArthur Foundation

WHO ATTENDS?

Continued



Get Connected and Future Proof Your Brand Identity
– Implement a Platform for your Brands

David Lane

Esko



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

Alexis van Maercke

Secretary General, **APEAL**



Disposable IoT Smart Packaging Solutions

Yoav Hoshen

Co-founder, **WaterIO**



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

Tim Debus

President & CEO, **Reusable Packaging Association**



The True Cost of Food Waste and Loss

Professor Leon Terry

Director of Environment and Agrifood,
Cranfield Soil and Agrifood Institute



Design for Recycling Enabling the Circular Economy

Phillippe Blank

Packaging Innovation & Sustainability Manager,
Henkel

WHO ATTENDS?

Continued



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

Guido Schmitz

Head of Packaging & Technology Innovation,
Bayer HealthCare



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

Eva Maria Moser

Professor, **International Packaging Institute**



Innovative and Sustainable Packaging Solutions of Food

Helga Naes

Research Director, **Nofima**



Practical Steps to Close the Plastic Recycling Loop

Karen van de Stadt

Packaging Expert, **Netherlands Institute for Sustainable Packaging**



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

Yong Geng

Research Associate, Physics & Materials Science Research Unit

Gabriele Lenzini

Senior Research Scientist, Interdisciplinary Centre for Security, Reliability and Trust

University of Luxembourg



Value Engineering – Better Packaging Functionality for Fewer Resources

Vladimir Zernin

Global Value Engineering Lead for Packaging,
Kraft Heinz Company

WHO ATTENDS?

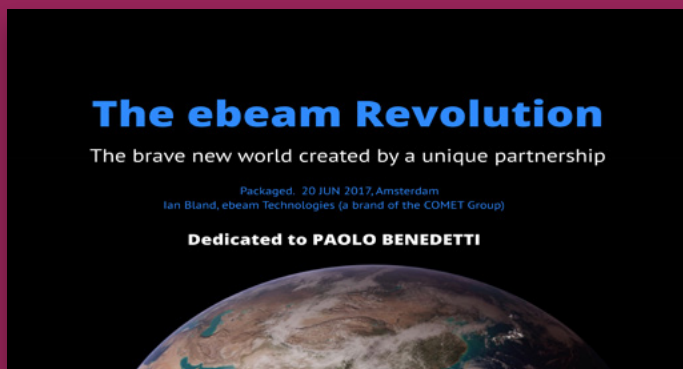
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The Right Sensory Mix: Targeting Consumer Product Development Scientifically
Professor Diana Derval
President, **Derval Research**



How to Increase the Perceived Value of Products Through Packaging
Carlo Rotunno
Global Head of R&D – Packaging, **Nomad Foods**



The ebeam Revolution: A brave new world created by a unique partnership
Ian Bland
ebeam Technologies



Food Shelf Life Extension With Active Packaging Towards a More Sustainable World
Margarida Cortez Vieira
Head of Department of Food Engineering,
University of Algarve



WHO ATTENDS?

The summit attracted over **150 senior packaging professionals** from all major industries within the packaging sector. Companies in attendance this year included:



ABBOTT



ADIDAS



ALMARAI



BARILLA



BARRY CALLEBAUT



BAYER HEALTHCARE



BOEHRINGER INGELHEIM



CARGILL



CARREFOUR



CLOETTA



COCA-COLA



DUTCH SPIRITS



ERNST YOUNG



FERRERO



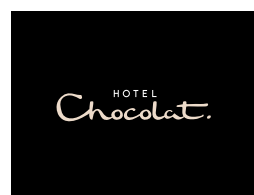
FRIESLAND CAMPINA



HELLO FRESH



HENKEL



HOTEL CHOCOLAT.



JTI



KRAFT HEINZ

WHO ATTENDS?

Continued



LEERDAMMER



LOGITRADE



MARS



MICROSOFT



MONDELEZ
INTERNATIONAL



NANDOS



NESTLE



NOMAD FOODS



NOVALIA



ORKLA



P&G



PEPSICO



PHILIP MORRIS
INTERNATIONAL



STRAUSS



SUN PHARMA



TESCO



UNILEVER



WALGREENS BOOTS
ALLIANCE



WELEDA



WESSANEN

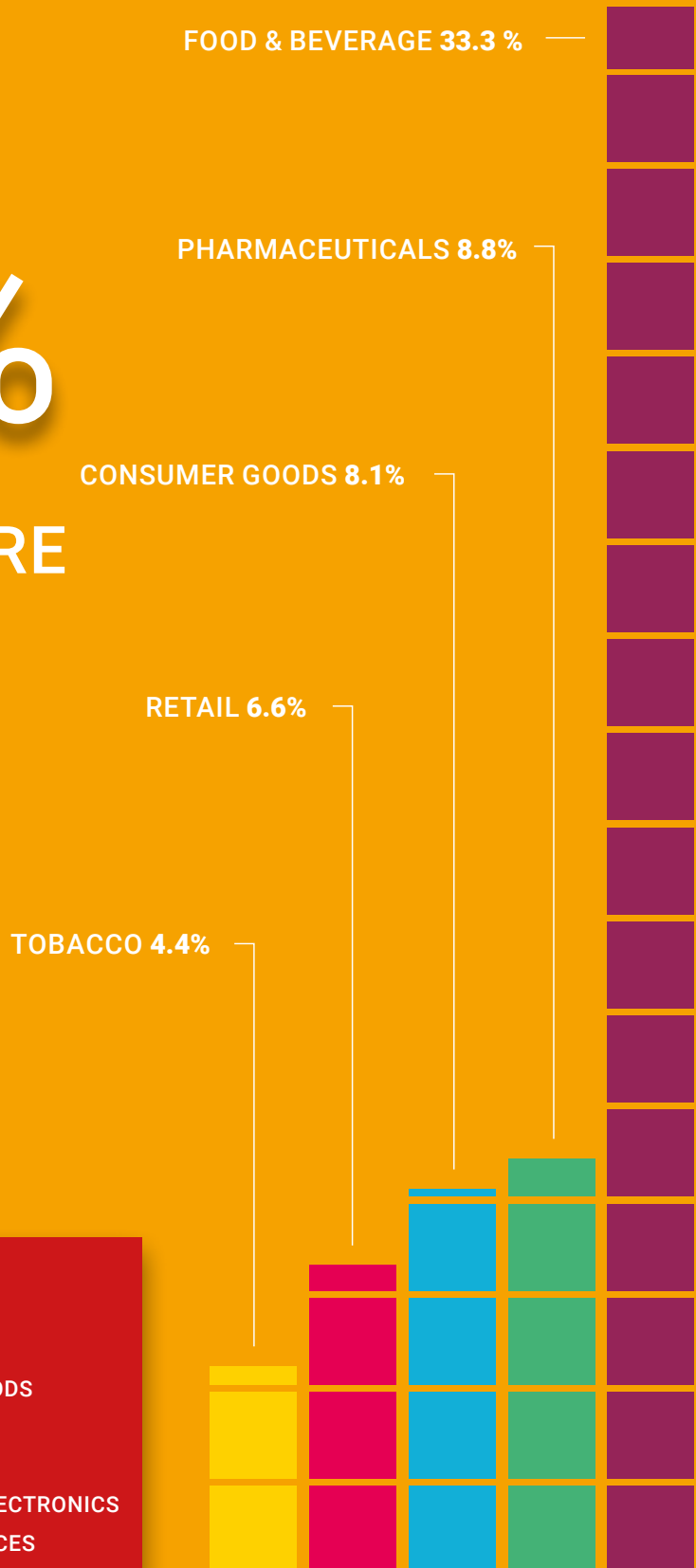
WHO ATTENDS?

BY SECTOR:

53%
MORE
ATTENDEES
THAN 2016

OTHER INDUSTRIES
REPRESENTED

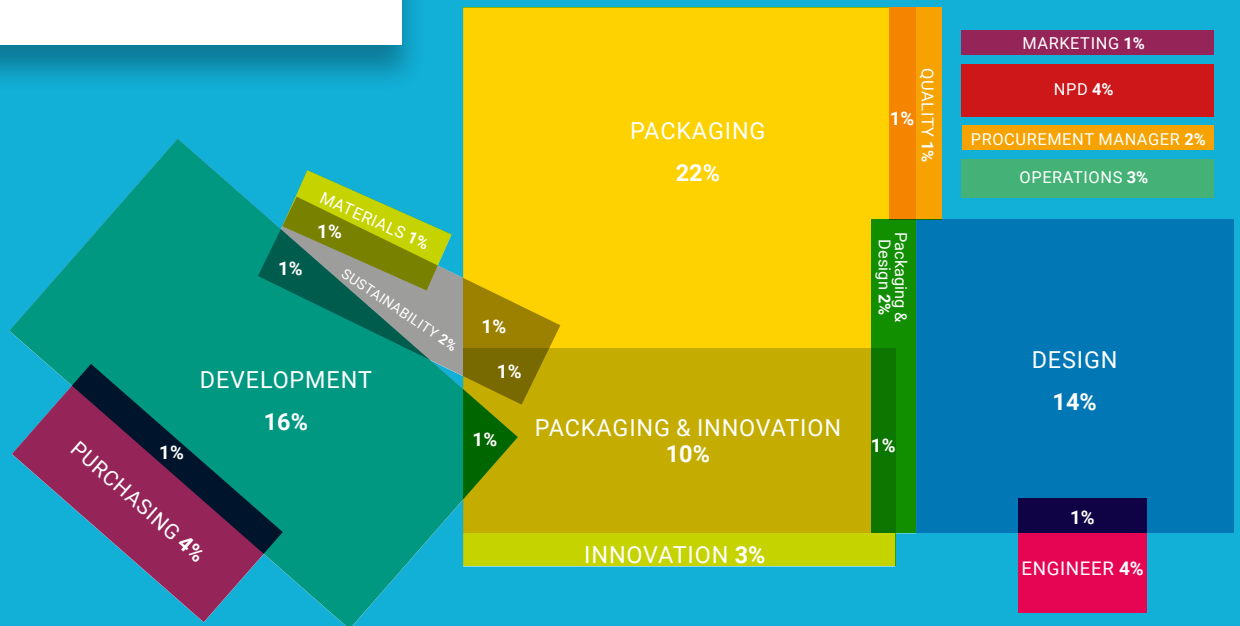
COSMETICS
ELECTRONICS
FARMING
SPORTING GOODS
HEALTHCARE
CHEMICALS
CONSUMER ELECTRONICS
MEDICAL DEVICES



WHO ATTENDS?

Continued

BY JOB FUNCTION:



BY COUNTRY:



COMMERCIAL PARTNERS



APEAL

www.apeal.org

Alexis Van Maercke

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Comet – ebeam

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Maphrida Forichi

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SUZANO
PULP AND PAPER

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Ana Paula Tancredi Ghidelli

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COMMERCIAL PARTNERS

Continued



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TATA STEEL

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Tetra Pak

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Luca Poppi

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ThinFilm

www.thinfilm.no

Eric Vanroyen

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Water.IO

The IoT Smart Packaging Company

Water IO

www.water-io.com

Yoav Hoshen

yoav@water-io.com



SEE THE HIGHLIGHTS

Have a look at the photo album by clicking on the picture below:



Packaged.

The 7th Global Summit

25 & 26 June 2018

Okura Hotel, Amsterdam



We'll be back in Amsterdam next year to show you the latest cutting edge packaging strategies to boost your sales.

There will be more technical advancements, operational excellence strategies and consumer trends for you to catch up on too.

Want to be there?

There are two ways to get involved depending on your position in the industry...

1. If you work in a packaging related job role for a consumer company then you can register as a delegate. Also open to academic and non-profit organisations.

Delegate Pricing:

Early registration: €595

Full Price: €995

Register online at

www.packagedsummit.com/pricing OR contact

Adrian Forde

Delegate Sales Director

Email: adrian.forde@markallengroup.com

Call: +44 (0)20 3874 9209

2. If your company offers commercial solutions to packaging professionals, then you can only attend as a Commercial Partner.

To find out more, contact:

Jack Jones

Head of Sales

Email: jack.jones@markallengroup.com

Call: +44 (0)20 3874 9204



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