

# Packaged.

## Post Event Report

25 – 26 June 2018 | Amsterdam  
[www.packagedsummit.com](http://www.packagedsummit.com)

The 7<sup>th</sup>  
Global Summit



# A Cross-Sector View of the Latest in Packaging

Informing yourself of different sectors' packaging strategies ensures yours will stand out for the right reasons. By taking a step outside of your box, you can learn how packaging experts from a range of industries tackle their challenges, which in turn could spark new ideas for your own.

Delegates at the Packaged Summit left with a comprehensive look at the latest regulatory, technical and consumer updates in the packaging world.

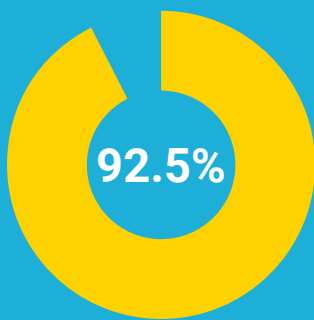
Global companies like **Coca-Cola** discussed how to navigate regulatory authorities and societal views, whilst **Danone Waters** weighed up new technologies

and materials. **Colgate-Palmolive** spoke on the importance of innovating to adapt to e-Commerce and **Lush Cosmetics** revealed how they've turned their sustainable packaging challenges into opportunities.

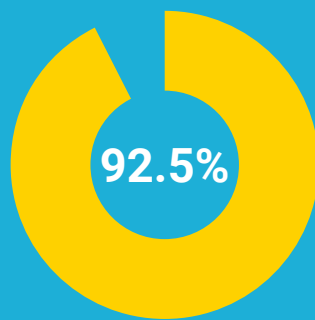
In what was a truly global summit, 24 case studies brought together 138 packaging experts from 89 companies and 23 countries.

Next year, we'll be back in Amsterdam at the NH Collection Barbizon Palace, just a 5-minute walk from Amsterdam Centraal station.

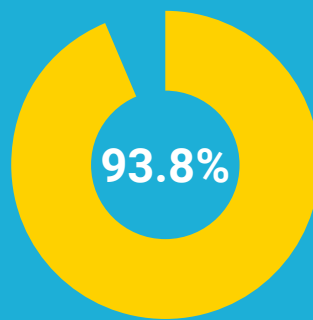
**Get 24-25 June 2019 in your diary now!**



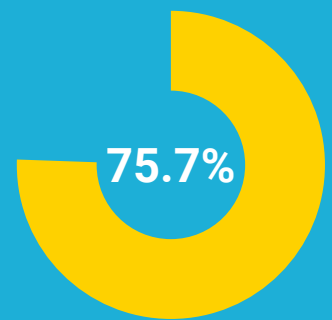
would attend again



would recommend the event to a colleague



learnt something new and useful that could apply at their company



met someone who could help with their current challenges

## Watch the Summit highlights:



# Presentations



**Packaging with the end in mind:**  
Consumer Preferences, Societal Views and Regulatory Developments and Industry's Response  
**Hans van Bochove**  
Vice President Public Affairs Europe  
Coca-Cola European Partners



**e-Commerce: The New Packaging Challenge**  
**Luis Arévalo**  
Design & Packaging Director Latin-America Business  
Colgate-Palmolive



**How a "traditional" material can be source of both innovation and sustainability**  
**Stéphane Tondo**  
President  
APEAL



**Plastic Packaging Comparison**  
**Quentin Westrelin and Staffan Sjöberg**  
Sales France – Brand Owners & Public Relations Manager  
Iggesund Paperboard



**Reconsidering Material, Design and Process for Sustainable Packaging**  
**Cyril Drouet**  
Design & Innovation Director  
Metsä Board



**A Prospective Approach to Consumer & Product Centric Packaging Designs**  
**Rajesh Mishra**  
Head – Packaging Development  
Abbott

# Presentations



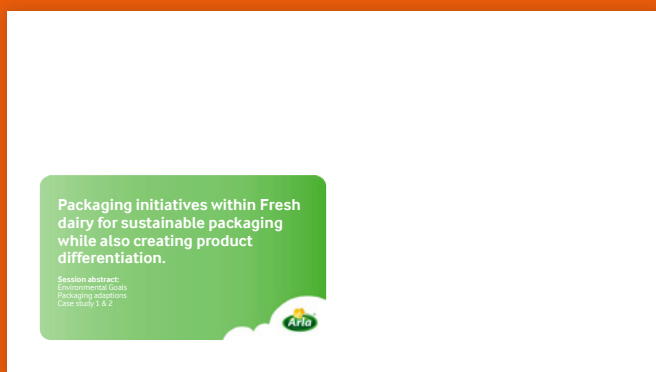
## Agricultural By-Products for Shelf Life Extension

**Prof Graham Bonwick**, Executive Director Innovation & Development, Food Nanotechnology Research Group, **Newcastle University**



## Sustainable Packaging: Challenges and Opportunities

**Julien Barreau**  
Creative Buyer  
**Lush Cosmetics**



## Packaging Initiatives within Fresh Dairy for Sustainable Packaging While also Creating Product Differentiation.

**Torkel Bergengren**  
Packaging Manager, **Arla Foods**



## The Consumer Drive for Creative Packaging Innovation

**Dr. Benjamin Punchard**  
Global Packaging Insights Director  
**Mintel**



## Tetra Pak Index 2018 - Online Grocery

**Alexandre de Souza Carvalho**  
Global Marketing Services Director  
**Tetra Pak**



## Packaging Sustainability: Where Less is More

**Prabhat Mishra**  
Global Packaging Sustainability & Innovation Lead  
**Mondelēz International**

# Presentations

Dr Christopher Simms, Reader in Innovation Management and New Product Development



*How can Packaged Foods and Drinks Firms can Increase and Successfully Manage the Opportunities Presented by Packaging Innovations?*

**Creating New Product Opportunities: Packaging integral products**

**How can Packaged Foods and Drinks Firms Increase and Successfully Manage the Opportunities Presented by Packaging Innovations?**

**Dr Christopher Simms**

Reader in Innovation Management and New Product Development  
University of Portsmouth



**Paulig Journey Towards 100% Renewable Laminates 2025**

Kati Randell

**Kati Randell**  
Strategic Packaging Development Manager  
**Gustav Paulig**

# In the press

**Packaged Summit: focus shifts from carbon footprint to waste**

Pack Online's Summit highlights.  
[Read it here](#)

**The Impact of Packaging at the "Moment of Truth"**

Packaging Europe's Elisabeth Skoda interviews Tetra Pak's keynote solution spotlight, Alexandre de Souza Carvalho. [Read it here](#)

**Approaching Plastic Waste Differently by Region**

Verpakkings Management wraps up key takings from Coca-Cola and Danone Waters keynotes.  
[Read it here](#)



# Who attended?

The summit attracted over **120** senior packaging professionals from all major industries within the packaging sector.

**Companies included:**



Abbott



Altria Client Services



Amgen Europe BV



Arla Foods AB



Barry Callebaut  
Belgium N.V.



Bayer Consumer Care AG



Boehringer Ingelheim  
Animal Health



Colgate-Palmolive



Danone



Decathlon



Dr. Oetker Nederland B.V.



Dyson



Food and Agriculture  
Organization



Fater S.p.A.



Ferrero USA



Fazer Bakery Sweden



Chocolat Frey AG



General Mills



GSK



Heineken



Henkel AG & Co. KGaA



Hennessy Cognac  
(Groupe L.V.M.H)



Hennig-Olsen Is AS



Imperial Tobacco Group



Jacobs Douwe Egberts



LEGO Koncernen



Lush Cosmetics



Mars GmbH



Metro AG



Mintel



Mondelez International



Mopol S.A.



MSD



Mylan Hungary Kft



Naofima



Procter & Gamble



Philips Lighting



Shell



Unilever



**“Great discussions with engaged and knowledgeable peers, I left with new insights.”**

**Head of Brand & Portfolio,  
Fazer Bakery Sweden**

**“The Summit brought together some great speakers, giving several angles on the topics that are currently challenging packagers, brands and retailers. Having both the wider trend picture and also technical expertise on specific solutions really helped to focus the event onto some insightful sessions”**

**Global Packaging Insights  
Director, Mintel**



**“Great opportunity for networking and sharing packaging trends”**

**Global Packaging  
Manager, Ferrero**

**“Informative, inspiring and engaging.”**

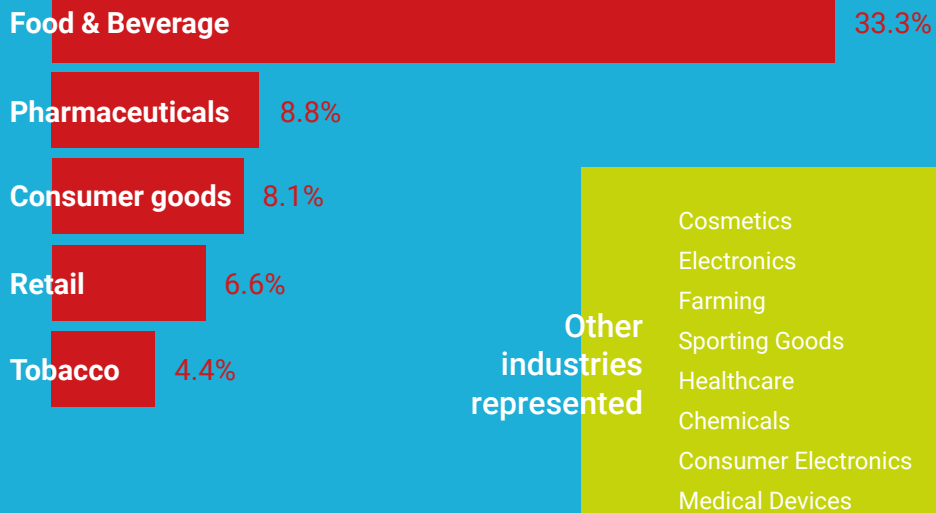
**Category Buyer,  
Tata Global  
Beverages**



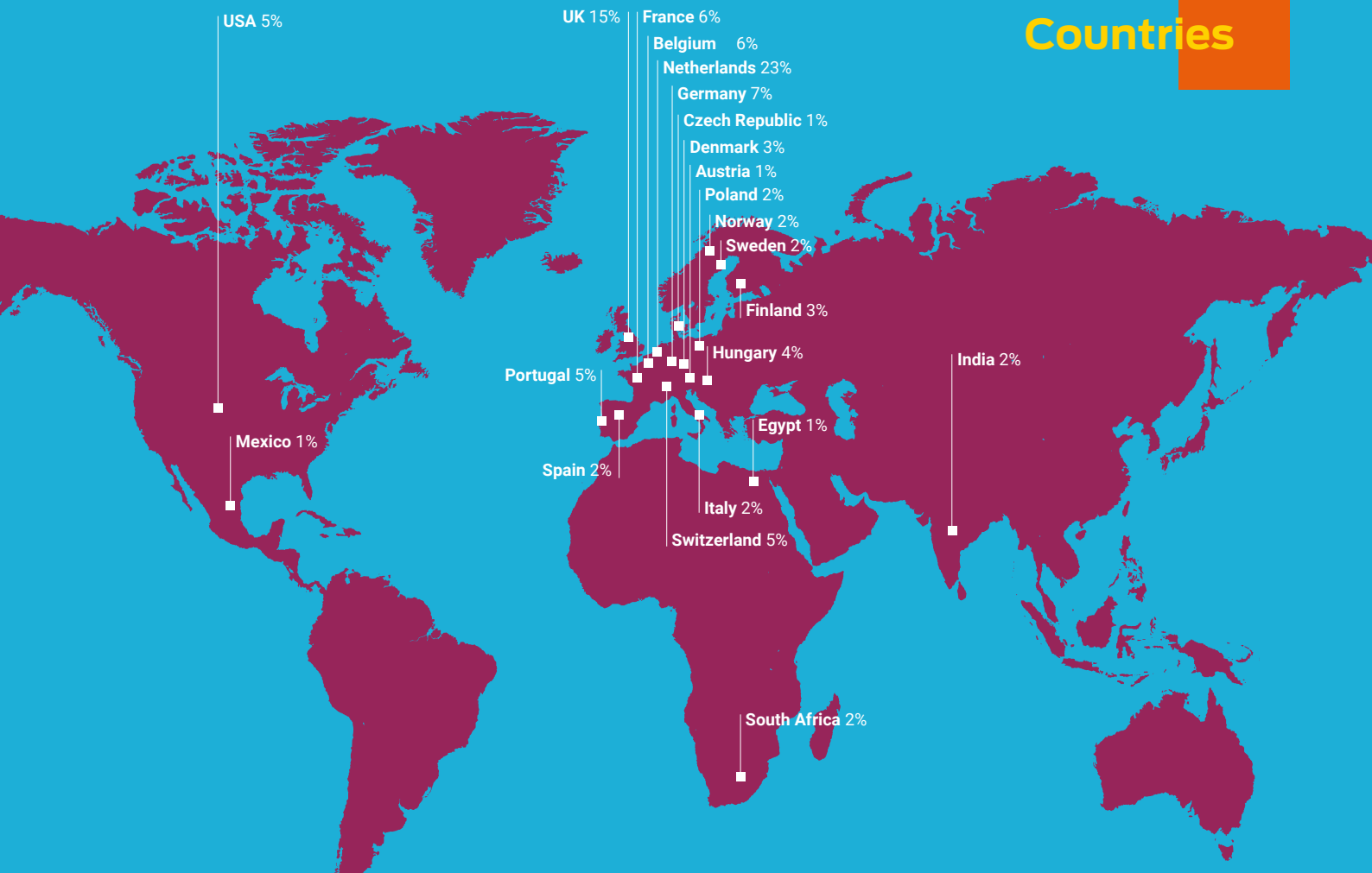


# Audience Breakdown

## Top industries



## Countries



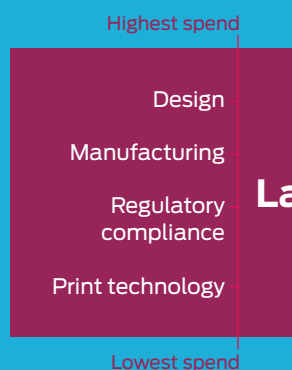
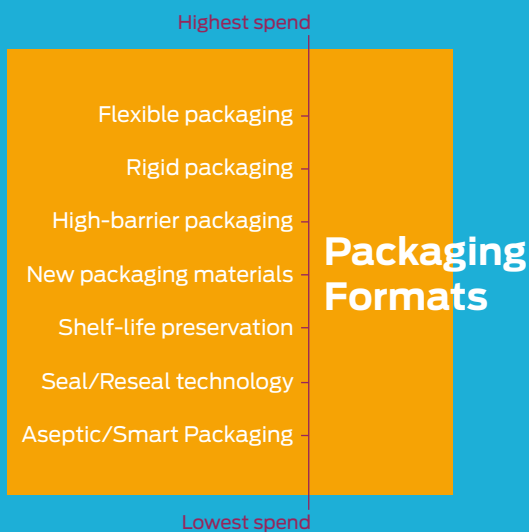
# Audience Breakdown

## Annual purchasing for packaging solutions

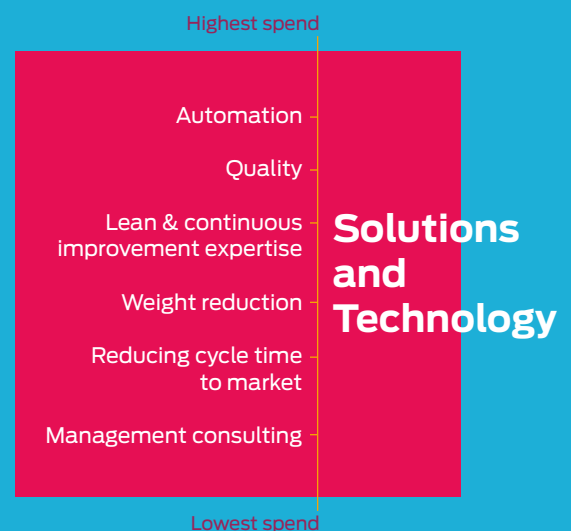
€5m+	51.2%
€2.5m - €5m	9.8%
€1m - €2.5m	4.9%
€500,000 - €1m	2.4%
€250,000 - €500,000	9.8%
€100,000 - €250,000	7.3%
€100,000 or less	14.6%



## Key investments areas



## Labeling



Stats taken from the Packaged Industry Survey 2018

# Join us again in 2019

## Packaged.

24 – 25 June 2019  
NH Collection Amsterdam  
Barbizon Palace, Amsterdam  
[www.packagedsummit.com](http://www.packagedsummit.com)

You can expect to hear from the same high-calibre of senior packaging executives. 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 the NH Collection Amsterdam Barbizon Palace, so you'll have central Amsterdam on your doorstep.

The 8<sup>th</sup>  
Global Summit

## Secure your place now

### As a Delegate

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

**EARLY REGISTRATION £595**  
**FULL PRICE £995**

Book online now or contact **Adrian Forde** for more details:  
[adrain.forde@markallengroup.com](mailto:adrain.forde@markallengroup.com)

Delegate attendance is only open to end-user organisations. Solution providers must sponsor to attend.

### 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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[henk.gieskens@markallengroup.com](mailto:henk.gieskens@markallengroup.com)  
+ 44 (0)20 7501 6715