



ESKO | BPA

Event Brochure

Packaged.

Boost Your Product Launch Success
Rate With Packaging Innovations

23-24 May 2022
Hotel Le Plaza, Brussels, Belgium
www.packagedsummit.com



#PackagedSummit

The 11th
Global
Summit

Welcome to the 11th Global Packaged Summit!

The Global Packaged Summit is back again, and this year we're taking on Brussels! We are so excited to meet you all face-to-face again and discuss the latest innovations, developments, and success stories in the world of packaging.

The summit will once again be bringing together global expertise, knowledge, and experience from some of the world's largest companies, alongside the most innovative disruptor brands. With built in networking breaks allowing you to continue the conversation outside of presentation rooms, you can network with our solution providers, whilst expanding your business portfolio with senior packaging innovators, developers and researchers.

Over 2-days you will hear ground-breaking case studies and real-life stories throughout the four key content streams: **New Materials & Commodities, Innovation & Technology, Branding & Marketing and Sustainability & Circular Economy.**

Discover how to adapt and thrive in an ever-changing world and take advantage of current trends. Explore how some of the world's biggest companies are progressing towards a circular economy and uncover how the packaging industry is responding to COVID-19.

We hope to see you in Brussels!



87% of attendees said they would attend again



90% Said they'd learned something new and useful that can be applied to their companies.



95% said they would recommend the summit to a colleague.

"Loved the exchanges, the topics, insights and open collaboration between companies"

"Very good experience, good organization. The presentations helped me to understand present and next future challenges in the packaging industry."

"I think the topics being discussed were very relevant to the current climate in the packaging industry... The event was well organised and my experience of everything was very smooth."

Why 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 for the 2022 summit include: **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, provide the perfect opportunity to **build and strengthen professional connections**.
- **Tailor your Experience:** With 5 topical streams, you can personalise your own agenda tailored to your specific challenges. Choose from: **Research & Development, Innovation & Technology, Branding & Marketing and Sustainability & Circular Economy**.
- **The Right Size:** With just over 150 attendees, the Summit is the perfect size to facilitate engaging discussions and strengthen relationships.

Agenda Highlights

To see the full agenda, click here

Sustainability & Circular Economy:

CASE STUDIES

Strategising for a Sustainable Future: Discussing the Latest Industry Insights & Regulations

Hans van Bochove, Vice-President Public Affairs & Government Relations | Chairman of the European Organisation for Packaging & Environment, Coca-Cola European Partners

Session Title TBC (Tesco)

James Bull, Head of Packaging, Tesco

Following our Conscience – A Full Circle Approach

Konstantina Angeli, Head of Research & Development and Sustainability, KORRES

Democratising Sustainability

Jo Chidley, Co-Founder, Beauty Kitchen

The Path to New Packaging Steel

Armin von Keitz, Manager Sustainability and Associations, Tata Steel Europe

Sustainable Packaging Innovations in Beverages

Tuğba ŞİMŞEK, Head of Sustainability, R&D and Quality, Uludağ İçecek TÜRK AŞ

Packaging that Grows: Plantable Packaging for the Future

The Case of Reusing

Luis Carlos Chacón, Global Consultant/Op-Ed Columnist, BusinessCase/Forbes Latin America

Sustainability in the beauty industry - what we are doing and what you can do

Laura Rudoe, Founder & CEO, Good Ventures

PANEL DISCUSSIONS

How can Packaging Become More Sustainable and More Appealing to Evolving Consumer Demands?

Tim Moerman, Sustainability & ESG Director Europe, AB InBev

From Suppliers to Customers: The Importance in Maintaining End-to-End Transparency?

Innovation & Technology:

CASE STUDIES

Partnerships as Enabler to Drive Sustainable Innovation

Krzysztof Krajewski, Director Packaging Sustainability – Hygiene, Reckitt

The Value of Sustainable Packaging

Benjamin Punchard, Global Packaging Insights Director, Mintel

Session Title TBC (Decathlon)

Thierry Monniaux-Campus, Packaging Director, Decathlon

Packaging Reimagined: From Experiential Drinking to Integrated Household Products

Kamila Sitwell, Co-Founder, Kolibri Drinks

Session Title TBC (Beiersdorf)

Kousik Saha, Head, Packaging Development Emerging Market, Hub India R&D -R&D, Beiersdorf - NIVEA

A Cosmetics Company Packaging Transformation Journey

Anna Agardh, CSR Manager, IDUN Minerals
Caroline Thunstedt, CEO, IDUN Minerals

How to Best Optimise Packaging for E-Commerce?

How to Reduce Packaging Without Damaging Ingredient Stability & Product Integrity?

AI based packaging design optimization

Mark Grazhul, CEO, Nature Force Technologies AG

Tech-Integrated Interactive Packaging

SOLUTION SPOTLIGHTS

The fundamentals of Digital Transformation in Packaging : How to Digitize Brand Content, Artwork, and Color Specifications within the Packaging Process

John Kuijt, Senior Account Executive, Esko
Pieter Mulder, Global Strategic Account Manager, X-Rite | Pantone

Session Title TBC (Metsä Board)

Full session abstract TBC

Data-Driven Solutions for Outsourcing

Implementing Truly Sustainable Packaging Materials

Printing Technology Innovation

PANEL DISCUSSIONS

Accessible Packaging: How to Meet the Needs of your Entire Customer Base?

Cross-Team Collaboration: How Can Packaging Development be Improved Through Cross-Departmental Collaboration?



Agenda Highlights

To see the full agenda, [click here](#)

New Materials and Commodities:

CASE STUDIES

Session Title TBC (Ambev)

Danilo Pereira da Silva, Packaging Development Specialist @ Latin America, Ambev

SOLUTION SPOTLIGHTS

Equating Paper with Plastic: Reinforcing Paper Packaging

Overcoming the Challenges in Switching to Bio-Based Packaging Materials

PANEL DISCUSSION

Making the Right Choice: The Journey to Implementing Sustainable Packaging

Branding & Marketing:

CASE STUDIES

Session Title TBC (Dyson)

Matthew Blackmore, Global Packaging Manager, Dyson

Inclusive Packaging: Branding that Appeals to All

Reacting to Packaging Trends: Minimalism

Session Title TBC (Gnista Spirits)

Erika Ollén, Co-Founder & Marketing Director, Gnista Spirits

Session Title TBC (Garçon Wines/Packamama)

Eleanor Brooker, Senior Marketing Manager, Garçon Wines/Packamama

SOLUTION SPOTLIGHTS

Outsourcing the Packaging Design Process: What to Consider?

PANEL DISCUSSIONS

Branding & Design: Trends Versus Legacy

Standing Out in a Saturated Market: How to Separate your Product on a Busy Shelf?



Meet the speakers

Find out more

If you're interested
in speaking,
please contact
Karen Duncan at
[karen.duncan@
markallengroup.com](mailto:karen.duncan@markallengroup.com)



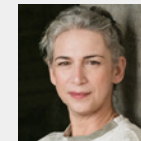
LUIS CARLOS CHACON

Op-Ed Columnist
Forbes Latin America



TUGBA SIMSEK

Head of R&D and Quality Assurance /
Sustainability Leader
Uludag Icecek



KONSTANTINA ANGELI

Head of Research and Development &
Sustainability
KORRES



MATTHEW BLACKMORE

Global Packaging Manager
Dyson



BENJAMIN PUNCHARD

Global Packaging Insights Director
Mintel



KOUSIK SAHA

Head-Packaging Development, Emerging
Market; Hub India -R&D at NIVEA INDIA
Beiersdorf



ERIKA OLLEN

Founder
Gnista Spirits



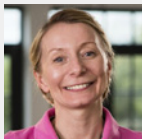
ARMIN VON KEITZ

Sustainability Manager
Tata Steel Europe



CAROLINE THUNSTEDT

CEO
IDUN Minerals



JO CHIDLEY

Co-Founder
Beauty Kitchen



DANILO PEREIRA DA SILVA

Packaging Development Specialist @ Latin
America
Ambev



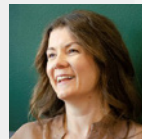
ANNA AGARDH

CSR Coordinator
IDUN Minerals



MARK GRAZHUL

CEO
Nature Force Technologies AG



LAURA RUDOE

Founder & CEO
Good Ventures



HANS VAN BOCHOVE

Vice-President Public Affairs and
Government Relations
Coca-Cola European Partners

Meet the speakers

Find out more

If you're interested in speaking, please contact Karen Duncan at karen.duncan@markallengroup.com



THIERRY MONNIAUX-CAMPUS
Packaging Director
Decathlon



JAMES KUIJT
Senior Account Executive
Esko



KAMILA SITWELL
Co-Founder
Kolibri Drinks



PIETER MULDER
Global Strategic Account Manager
X-Rite/Pantone



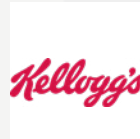
KRZYSZTOF KRAJEWSKI
Global Director, Packaging Sustainability, R&D
Reckitt



NATASHA VALEEVA
Analyst Supply Chain Food & Agribusiness
Rabobank



TIM MOERMAN
Sustainability & ESG Director Europe
AB InBev



LUIS RODOLFO AREVALO
Packaging Engineering / Sustainability & Innovation Director for the Latin-America business
Kellogg Company



ELEANOR BROOKER
Senior Marketing Manager
Garçon Wines



Commercial partners



Actega
www.actega.com



Esko
www.esko.com/en



Metsä Board
www.metsaboard.com



Super Dry International
www.superdryers.com



SGS & CO
www.sgsc.com

For Commercial Partner opportunities, please contact Alexandra Krcho at alexandra.krcho@markallengroup.com

Media partners

Plastics in Packaging

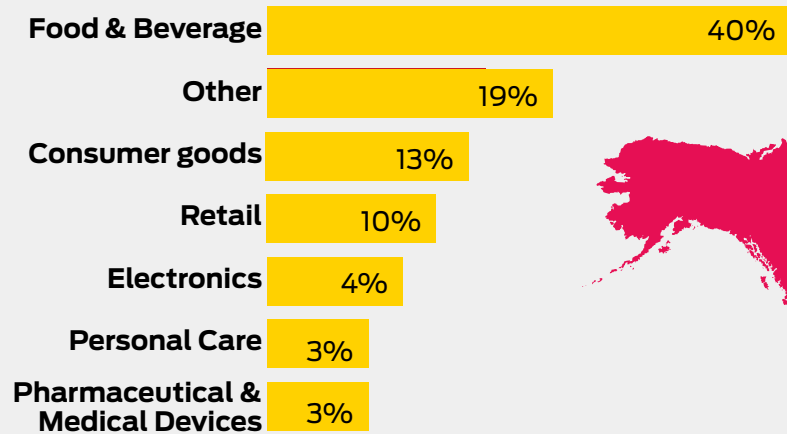
Plastics in Packaging
www.plasticsinpackaging.com

To obtain a press pass, or for media partnership enquiries, please contact Harry Underwood at harry.underwood@markallengroup.com

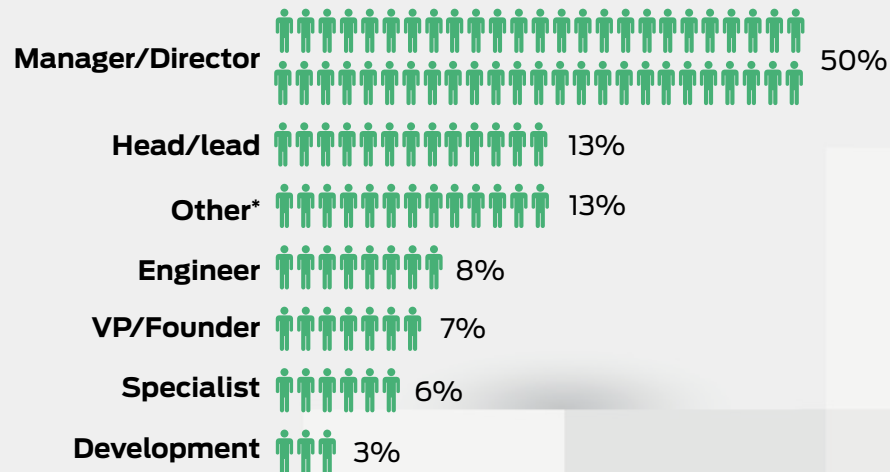
Who attends?

Over 150 senior packaging professionals from around the globe attended the 9th Global Packaged Summit. Here's how they breakdown...

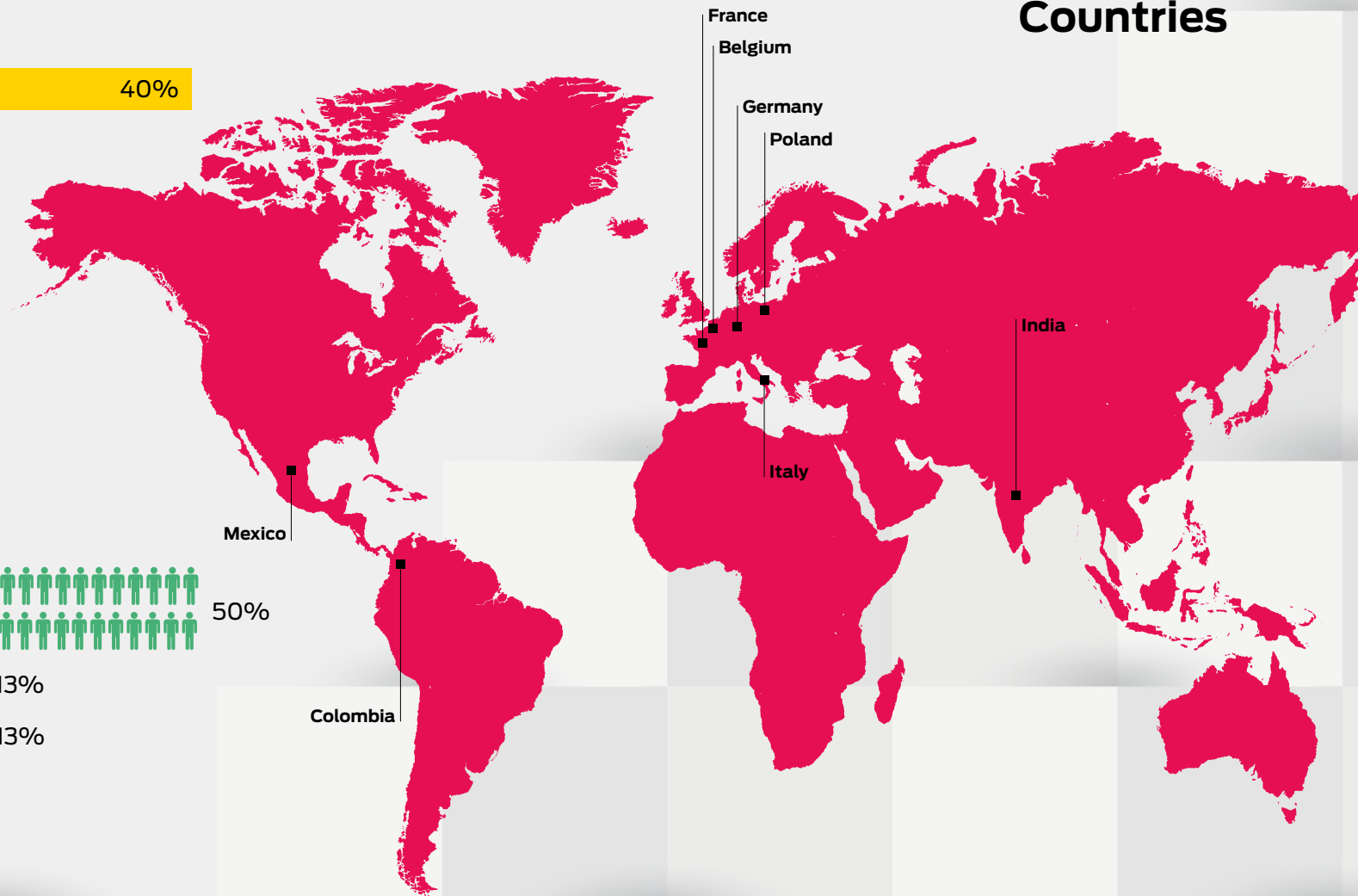
Top industries



Seniority



Countries



[For a selection of the 2021 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.

Full Price:

€1,195

Please get in touch to hear more about our early bird and group discounts!

To book your place visit www.packagedsummit.com/book-now or contact Adrian Forde on Adrian.forde@markallengroup.com or direct on +44 (0)20 38749209

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.

To discuss commercial opportunities contact **Alexandra Krcho** at alexandra.krcho@markallengroup.com

Venue

Hotel Le Plaza, Brussels
Adolphe Maxlaan 118/126,
1000 Brussels,
Belgium



Please note: The price for your accommodation is not included in your delegate pass. We do however offer preferential room rates, for more information, please contact maxconferences@markallengroup.com

Contact Us

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