

PRESS RELEASE
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Shaping the Future of Print: Packaging Conference 2019



100+ delegates from the European packaging value chain will meet in Brussels, Belgium on 21 February 2019 to shape the future of the packaging sector. This event is co-organised by Intergraf, Smithers Pira and FTA Europe.

Packaging Conference 2019 will take place on 21 February, with supplementary networking activities running from 20-22 February. The event will be held at the Hotel Metropole in Brussels. This conference will focus on the growing European printed packaging sector, with particular attention paid to market trends and consumer perspectives. Speakers will address various sectoral developments, as well as different technologies, materials and sub-sectors.

Many high-level speakers have already been announced:

- > **Kestutis Sadauskas**, Director for the Green Economy at DG Environment, European Commission, will present the EU perspective on new requirements for packaging from the circular economy package and the proposed legislation on single-use plastics;
- > **Joanna Stephenson**, Managing Director of PHD Marketing and Co-Founder of Women in Packaging, will address trends in packaging;
- > **Chris Tonge**, Managing Director of Ultimate Packaging, will present a case study about digital developments;



- > **Guy Douglass**, Creative Strategy Director at Parker Williams Ltd – Sun Branding Solutions, will discuss the challenges of creating fit-for-purpose packaging;
- > **Peter Ragaert**, Technological Adviser at Pack4Food, University of Ghent, will address the difficult balance between functionality, convenience and sustainability of packaging;
- > **Ania Krolak**, Managing Consultant at Smithers Pira (Smithers Information), will present Smithers Pira's *European Printed Packaging Market Report*, giving participants a detailed economic overview of the sector, including trends and forecasts;
- > There will also be presentations from a **brand owner** and a **retailer**.

More speakers will be announced soon!

As with all Shaping the Future of Print events, participants will receive a complementary market report: **European Printed Packaging Market Report**. This report is being prepared exclusively by Smithers Pira for Packaging Conference 2019. Delegates will also be invited to attend a **Welcome Cocktail, Conference Dinner** and visit to the **European Parliament**, alongside the conference itself. We understand the importance of networking between peers, so have designed the event programme to include ample time for such activities.

This event is targeted towards high-level professionals in the European packaging value chain. Delegates will include representatives from European and national industry associations, market research institutes, packaging printing companies and their suppliers, representatives of the European Commission and journalists. Other interested parties are also welcome to attend.

To attend Packaging Conference 2019, download the Registration Form from FTA Europe's website (http://www.fta-europe.eu/wp-content/uploads/2018/09/PackagingConference2018_RegistrationForm.pdf), complete and save your details, then return your form to Alison Grace at Intergraf (agrace@intergraf.eu).

For more information about this conference, please visit FTA Europe's dedicated event web page: <http://www.fta-europe.eu/event/packaging-conference-2019/>.

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Notes to Editor

FTA Europe is the European umbrella for flexographic printing. FTA Europe represents the common interests of the European flexo industry and also provides a common platform for the European flexo associations to promote European exchange, collaboration and alignment. The office of FTA Europe is located in Brussels at the Intergraf Secretariat. For more information, please visit: <http://www.fta-europe.eu/>

Intergraf is the European federation for print and digital communication. We are a Brussels-based trade association representing employers in the European printing industry. Intergraf represents 22 national printing federations in 20

FTA Europe

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countries. Our primary task is to represent and advocate for the interests of the printing and digital communication industry in Europe, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking and social dialogue. For more information, please visit: www.intergraf.eu

Smithers Pira is the worldwide authority on packaging, paper and print industry supply chains. Established in 1930, Smithers Pira provides strategic and technical consulting, testing, intelligence and events to help clients gain market insights, identify opportunities, evaluate product performance and manage compliance. Smithers Pira publishes market reports analysing and forecasting trends in a wide variety of print industry sectors. For more information, please visit: www.smitherspira.com/industry-market-reports

Shaping the Future of Print is an event series co-organised by Intergraf and Smithers Pira – sometimes also alongside other partners. The event brings together high-level professionals and speakers from the printing and related industries to focus on niche sectors. As well as packaging, past events have dealt with magazines, direct mail and book printing. For more information about this event, please visit: www.intergraf.eu/events/shaping-the-future-of-print/packaging-conference-2019-brussels

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