



Shaping the Future with Packaging

Hotel Le Plaza, Adolphe Maxlaan 118/126, 1000 Brussels
9 & 10 March 2023

PROGRAMME

Thursday 9 March

12:30-17:15, Conference Day 1
19:30 – 22:00, Welcome Drink & Dinner

Friday 10 March

9:00-14:00, Conference Day 2

AGENDA

Thursday, 9 March

- 12:30-14:00** **Networking lunch**
- 14:00-14:05** **Conference Opening**
Moderator: Joanna Stephenson, Director of Marketing of FIA UK/ Managing Director of PHD Marketing/ Co-Founder of Women in Packaging UK
- 14:05-14:15** **Welcome**
Jesper Jungersen, Vice-President of Intergraf & Sante Conselvan, President of FTA Europe
- 14:15-15:00** **Market Insights: European Packaging Sector**
Tom Hallam, Project Director, Packaging Consultancy, Smithers
- 15:00-15:30** **Packaging and Packaging Waste Regulation**
Maja Desgrees du Lou, Policy Officer (DG Environment), European Commission
- 15:30-16:15** **Networking coffee break**
- 16:15-16:45** **World Without Waste**
Francisco Nogueira, Packaging Innovation Manager, Coca-Cola
- 16:45-17:15** **Sustainable strategies of UK retailers – case study**

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Olga Munroe, Head of the Retail Institute, Leeds Beckett University

19:30-22:00 **Welcome drink and dinner at Hotel Le Plaza**
Dress code: smart casual

End of day 1

Friday, 10 March

9:00-9:30 **Shaping Packaging for the Future - Opportunities and challenges in packaging design**
Susanne Lippitsch, Packaging Designer at SL DESIGN

9:30-10:00 **Recycling - presenting the watermark “[Holy Grail 2.0](#)”**
Jan 't Hart, Project Manager (Holy Grail 2.0), AIM (European Brands Association)

10:00-10:45 **Networking coffee break**

10:45-11:15 **Sustainability of food packaging – a multidisciplinary approach**
Peter Ragaert, Director at Pack4Food & Professor of food packaging technology at Ghent University

11:15-12:15 **Panel on the future of packaging**
Consisting of Tom Hallam (Smithers), Olga Munroe (Head of the Retail Institute/ Leeds Beckett University), Peter Ragaert (Pack4Food/Ghent university), Joanna Stephenson (Moderator).

12:15 -12:30 **Conference Closing**

12:30-14:00 **Networking lunch**

End of day 2

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