

# DIAMOND AWARDS PROGRAMME

THURSDAY 29th OCTOBER 2026 · BARCELONA  
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Group  
**Puntes**  
Packaging partners

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# FTA EUROPE PACKAGING FORUM

13:30h Attendees arrival & finger buffet

15:00h Welcome message from the President of FTA Europe, **Sante Conselvan**

15:05h **Certainly Uncertain: Navigating PPWR Through Uncertainty**  
**Keith Gater**, Product Manager at Wipak, leads the GreenChoice portfolio, helping customers meet recyclability and sustainability requirements. With experience across product management, R&D, technical development, quality and business development, he combines technical insight and commercial understanding to deliver practical, scalable flexible packaging solutions aligned with circular economy principles.

15:45h **From Invisible Tags to Visible Impact**  
**William Addy**, Chief Commercial Officer at Polytag, helps brands harness connected packaging and data insights to support sustainability and circular economy goals. A commercial leader with experience at Sedex, Hyve Group and GlobalData, he supports organisations in preparing for ESG requirements, packaging traceability and future legislative change.

16:30h **Global Sustainable Packaging Trends: Real Case Examples from WordStar Winners**

**Soha Atallah**, WPO Vice President, Marketing

17:00h Free time



# DIAMOND AWARDS

19:00h Reception & Welcome drink

20.00h Awards Ceremony & Dinner

22:45h After party

00:00h End of Diamond Awards 2026

Dress code: Formal Business Attire

