

# Program

## Packaging Strategies 2018



### DATE

20 & 21 September 2018

### EVENT PLACE

The Westin Excelsior Hotel | Piazza Ognissanti 1-3 | 50123 Florence, Italy

### MODERATOR

Thomas Reiner | CEO of the German Packaging Institute; Managing Director Berndt+Partner GmbH



### WLAN

Password: Florence22



### LECTURES can be downloaded here

[www.pack-strategies.com](http://www.pack-strategies.com)  
Password: PaSt\_Florence2018

## Thursday, 20 September 2018

**10:30 am - 05:00 pm**

- 10:30 am**            **Welcoming speech**  
**Wolf-Dieter Baumann** | Member of the board | German Packaging Institute
- 10:40 am**            **Greeting words**  
**Enrico Aureli** | President | UCIMA Italian Packaging Machinery Manufacturers Association
- 10:50 am**            **Globalisation and democracy: Is the phase of the liberalisation of international economic relations at an end?**  
**Prof. Dr. Heribert Dieter** | Scientist | German Institute for International and Security Affairs (Stiftung Wissenschaft und Politik)
- 11:40 am**            **Activities and trends of the Italian Packaging Machinery Industry**  
**Luca Baraldi** | Economic Research Dept. Manager | UCIMA Italian Packaging Machinery Manufacturers Association
- 11:50 am**            **Status quo and challenges in mechanical engineering**  
**Richard Clemens** | General Manager | German Mechanical Engineering Industry Association (Verband Deutscher Maschinen- und Anlagenbau e. V.)
- 12:10 am**            **Trends, challenges and experiences in graphic, converting and paper industry**  
**Aldo Peretti** | President | ACIMGA
- 12:30 pm**            **Lunch break**
- 02:00 pm**            **Machine manufacturers and solution providers - Change in the future - Is big always great?**  
**Friedbert Klefenz** | former CEO and President of Bosch Packaging Technology
- 02:30 pm**            **Own Brand packaging – current challenges and future opportunities**  
**Adriano Battezzore** | Global Director Own Brand Management | Metro AG
- 03:00 pm**            **The needs of the customer in the focus of innovation management**  
**Tom Pauwels** | Head of Innovation-Management | Bitburger Braugruppe GmbH
- 03:30 pm**            **Break**

- 04:00 pm**            **Digital Printing Technology at Mondelēz International**  
**Patrick Poitevin** | Principal Scientist, RDQI - Global Packaging | Mondelēz International
- 04:30 pm**            **The Power of Pack as Media**  
**Nancy Janes** | Global Head of Brand Innovation | HP Inc
- 05:00 pm**            **End of the first day**

## Evening event

**07:30 pm - 11:00 pm**

Get-together on the SeSto on Arno Lounge, roof terrace of the meeting hotel



*The evening event will take place on the terrace of the meeting hotel.*

*The Westin Excelsior Hotel is included in the Condé Nast Traveller magazine's Golden List and has already been voted the best hotel in Florence.*

*Take in the view from Florence's highest private roof terrace overlooking the sights of Ponte Vecchio, the*

*Cathedral of Santa Maria del Fiore and Palazzo Pitti and indulge in the gastronomic delights of the restaurant's award-winning cuisine.*

## Friday, 21 September 2018

### 09:00 am - 12:30 pm

- 09:00 am**            **Globalization and digitalization – Taking the challenge**  
**Dr. Bernd Liepert** | Chief Innovation Officer | KUKA AG
- 09:30 am**            **Digitalisation & Print – Counterdiction or Opportunity**  
**Claus Bolza-Schünemann** | President & CEO | Koenig & Bauer AG
- 10:00 am**            **Revolution in machine flexibility – economic symbiosis of lot size 1 and mass production**  
**Markus Sandhöfner** | General Manager B&R Germany | B&R Industrial Automation GmbH
- 10:30 am**            **Break**
- 11:00 am**            **The brand owner view**  
**Michele Amigoni** | Group Packaging Design and Standard Director | Barilla G. e R. Fratelli S.p.A.
- 11:30 am**            **Entrepreneurs as drivers of digital change**  
**Philipp Depiereux** | Founder & Managing Director | etventure GmbH
- 12:00 noon**            **Summary and discussion**
- 12:30 pm**            **Closing and light lunch**

The event language is English.

## Sponsoring partners

### Deutsche Beteiligungs AG



## Deutsche Beteiligungs AG

Deutsche Beteiligungs AG, a listed private equity company, has been professionally supporting medium-sized companies in Germany for five decades with independent, reliable equity.

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It takes a majority or minority shareholding in companies that have achieved a prominent position with their products and services in their respective markets, are pursuing a profitable business model and setting growth targets. The packaging industry with its medium-sized structure fits Deutsche Beteiligungs AG's investment focus perfectly.

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Investment and Marketing Corporation

IMG Saxony-Anhalt is the economic development agency of the German federal state of Saxony-Anhalt. IMG Saxony-Anhalt acts as partner for business as a one-stop-agency, guiding companies through the investment process in helping to find the right site, assisting with funding and financing, in dealing with the public authorities and with all queries relating to project implementation. IMG Saxony-Anhalt's service is confidential and

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## Organizer



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The German Packaging Institute (dvi) unites members of the packaging industry from all levels of the value chain. As an industry and material-spanning meeting point, the dvi is in direct contact with politicians, industry, companies and experts. In the complex, multifaceted world of the packaging industry, it is increasingly difficult for the individual to keep up to date with all the latest guidelines and developments themselves. The dvi undertakes this task. It collects, processes and passes on important information, creates access to all segments of the packaging industry, provides network members with important insights while driving innovation forwards. The dvi provides the industry with an important impetus with its various initiatives, the German Packaging Award, the Packaging Academy, the German Packaging Congress, the Dresden Packaging Conference and PackVision. More than 160 member companies and hundreds of other market operators benefit from dvi activities.

[www.verpackung.org](http://www.verpackung.org)

### Deutsches Verpackungsinstitut e. V. (German Packaging Institute)

Kunzendorfstraße 19 | D-14165 Berlin

T +49 30 8049858-0 | F +49 30 8049 858-18

[info@verpackung.org](mailto:info@verpackung.org) | [www.verpackung.org](http://www.verpackung.org)