

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
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 Battegazzore | 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

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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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www.deutsche-beteiligung.de

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www.invest-in-saxony-anhalt.com

Organizer



dvi. vernetzt. impulse.

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

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