

PRESS RELEASE

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Berlin / Dresden, 16.12.2019

## **Record-attended Dresden Packaging Conference points to strategies and solutions for sustainability and digitalization**

*We can only do it together! And everything is interconnected. At the 29th Dresden Packaging Conference on 5 and 6 December 2019, more than 200 engineers, technicians, traders and scientists explored strategies for tackling the challenges of closed-loop economics and digitalization and turning them into opportunities. Once again, this platform for networking and dialogue, which is organized by the German Packaging Institute (dvi), also lived up to its reputation as a point of contact between businesses and students.*

“Frank Richter, an honorary citizen of Dresden, once made the shrewd remark »Communication can go wrong. Non-communication will go wrong.« At a time when issues such as plastic, pollution, diesel, climate change, packaging and recycling are in the focus of public attention, it’s more important than ever to engage with one another and strive for suitable solutions.” Winfried Batzke, Managing Director of the dvi, kicked off the Conference with a welcome address that met with overwhelming approval. Both the speakers at the event and those taking part in the presentations and network talks were unanimous in emphasizing the role of teamwork, which is crucial not only with regard to sustainability and closed-loop economics but also when it comes to digitalization.

“It’s quite clear how everything is interconnected. Alexander von Humboldt, who you could say invented expert networks in the first place, was right about that”, says Batzke. “It’s the German Packaging Institute’s job to provide impetus and bring the right people together. The German Packaging Conference showed once again how that can actually work in practice. It brought together an incredible set of shrewd and generally great people; apart from being a source of considerable specialist expertise, it also paved the way for vital contacts and basically helped rediscover the fun we get from looking at packaging from new angles.”

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As part of the Conference, 34 students of packaging-related subjects from Germany and Austria were also in attendance under the motto “The world of packaging in 2025 – are we ready?”. “The Dresden Packaging Conference will be celebrating its 30th anniversary next year. That makes it the oldest such conference anywhere for the packaging industry and the one richest in tradition. At the same time, it’s probably also one of the youngest: not simply because it addresses issues that are in tune with the heartbeat of today, but also because we explicitly involve the next generation. It’s a win-win situation for businesses and students alike”, Batzke explains.

For a detailed report and picture gallery of the Conference, which was supported by Stora Enso, Interseroh Dienstleistungs GmbH and Gerhard Schubert GmbH, follow the link on the dvi website. The 30th Dresden Packaging Conference will take place on 3 and 4 December 2020.

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### **Pictures**

Free for use in connection with the Dresden Packaging Conference 2019

<http://bit.ly/dvt2019>

Source: André Wagenzik / dvi

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### **About the Dresden Packaging Conference**

The Dresden Packaging Conference, held every year in early December, is a forum for participants from industry, science and research as well as students of packaging-related subjects. The Conference sees itself as a meeting point for networking and a platform for dialogue with the focus on key issues and innovations in the world of packaging, for example new developments, requirements, concepts and insights linked to materials, functionality, knowledge and innovation management, sustainability or recycling. The Dresden Packaging Conference is organized by the German Packaging Institute (dvi) in cooperation with the Academic Society for Handling and Packaging (WGFV). [www.verpackungstagung.de](http://www.verpackungstagung.de)

### **About the German Packaging Institute (dvi)**

The German Packaging Institute is the packaging industry's only network to bring together businesses at all stages of the value chain as its members. The network is driven by impetus from its community and regularly generates important stimuli in return. Numerous initiatives have been launched by the dvi including the Packaging Day, the German Packaging Congress, the German Packaging Award, the Packaging Academy and PackVision in addition to the Dresden Packaging Conference. [www.verpackung.org](http://www.verpackung.org)

### **About the Academic Society for Handling and Packaging (WGFV)**

The WGFV was founded in Dresden in 1990. It is active in research and education in the fields of transport logistics, handling and storage technology, packaging, cargo handling, hazardous goods transport and disposal. The WGFV mainly supports small to medium-sized enterprises in the form of studies, expertises, seminars and consulting. The WGFV is a member of the German Research Association for Packaging, Disposal and Environmental Technology (DVEU). The Dresden Packaging Conference is organized jointly by the WGFV and the German Packaging Institute. [www.wgfv.de](http://www.wgfv.de)