

# PROGRAM

## PACKAGING INNOVATION FOR THE FOOD INDUSTRY

12 June 2019

ARTIS Centrum Hotels, Vilnius

Totorių St. 23, Vilnius

9:00-9:30	Registration with coffee Moderator Tautvydas Pipiras Lithuanian Innovation Centre
9:30-9:45	Official Opening: Welcome
9:45-10:20	<b>Better Planet Packaging: Protecting your product and the planet</b> Jurgita Girzadiene, Smurfit Kappa Sustainability Manager
10:20-11:00	<b>Packaging Trends and Innovations</b> Svetlana Eskebaek, Packbridge (Sweden) Business Development
11:00-11:30	<b>Future Label – Data- driven Storytelling</b> PakMarkas Export Project Manager Jokūbas Lukša
11:30-11:50	<b>Digital Printing Technology for Packaging</b> Sébastien Stabel, Market Segment Manager Carton Packaging, Xeikon (Belgium)
11:50-13:00	Lunch
13:00-13:40	<b>The Impact of Packaging Designs on Consumer Buying Behaviour - the Difference between “I like” &amp; “I buy”</b> Ignas Kozlovas, FOLK Creative Director and Justina Muralytė, FOLK strategist
13:40-14:10	<b>Digital Consumer and E-Commerce Strategies. Trends in Food and Packaging Sector.</b> Mr. Alejandro Utera, Cluster Manager of Foodservice Cluster (Spain), Mr. Alex Brossa, Cluster Manager of Packaging Cluster (Spain)
14:10-14:40	<b>Single-use Plastic Directive: Turning Challenges into Opportunities</b> VilPak & Grafija General Manager Darius Murauskas
14:40-15:10	Coffee Break
15:10-15:40	<b>How to get perfect visual for Your Packaging</b> Photographer Tomas Kauneckas, UAB Ciklopas
15:40-16:00	<b>The New Customer: Real Sustainability and Full Transparency in Packaging</b> Juožas Baranauskas, Tygelis Pack Sales Account Manager
18:00-21:00	Round table session

13 June 2019

9:30-11:30	Company visit TBC	13:00-14:00	Networking time
11:30-12:00	Company visit TBC	14:00-14:30	Coffee Break
11:30-13:00	Lunch	14:30-17:00	Vilnius innovation forum „InoDrift“ visit

