5 June

19:00 Informal get-together with guests from abroad

6 June EVENT

Packaging innovation for the food industry

Vilnius, Mokslininku str. 6A, Lithuania

09:30 Registration

10:00 Official Opening – Welcome

10:15 **"Brave new packaging future. Inspirational talk"**, Edvardas Kavarskas, Partner at Étiquette | Design Strategist.
The global packaging design industry has gone beyond the boundaries of aesthetics. Therefore, food manufacturers should accept new rules. Smart packaging, consumer experience, social values, sustainability – just to name a few.

11:00 **"Packaging for the supply chain of the future"**, Arco Berkenbosch, Vice President Innovation and Development, Smurfit Kappa Europe
Fast-evolving variety of sales channels create new supply chain complexities of the future. What are the main challenges and opportunities for food producers and how can packaging solutions drive supply chain performance already today?

11:40 Food industry cases. How a good packaging influences sales.
S p e a k e r s : Švenčionių vaistažolės, UAB; Volfas Engelman, AB

12:10 Lunch

12:55 Innovation Excursion: Visiting BOD Group's High Technology Centre

13:40 **"Innovative solutions for food packaging from MM Karton",** Dmitry Mikhaylov, MAYR-MELNHOF KARTON

14:10 **"Packaging innovations in action"**, Lina Raulinavičienė | Marketing Director at AURIKA
"All theory is grey, my friend. But forever green is the tree of life." (Johann Wolfgang von Goethe, Faust) So, let's talk packaging in life.

14:40 Break

15.00 **"Packaging in a regional smart specialisation strategy"**, Magnus Persson, Senior Advisor Innovation&Development at Paper Province.

16:10 Food industry cases. How a good packaging influences sales.
S p e a k e r s : Concern Vikonda, KG group

17:00 Of program

18:00 Dinner

Edvardas Kavarskas, Partner at Étiquette

Partner at strategic packaging design and branding agency Étiquette. Design strategist with 13 years of experience in FMCG branding and packaging. Member of Lithuanian Graphic Design Association (LGDA; member of Ico-D). Member of Lithuanian Marketing Association (LiMA). Speaker at creative and marketing events. Mostly, design lover, and occasionally, design critic. Last year, his series of articles on Baltic packaging design industry were published on The Dieline – world's most visited packaging design website.

Étiquette has experience in auditing existing brands design, consulting on the design tendencies, creating strategies for branding and rebranding. Also, in managing a whole design development, as well as looking for innovative ways of printing.

Major clients in the Baltic States are: Švyturys-Utenos alus and Aldaris (part of Carlsberg Group); Vilniaus duona, Hanzas Maiznīca and Leibur (part of Lantmännen Unibake); MV Group Production (three factories: Stumbras, Alita and Anykščių vynas); KG Group (one of the largest Lithuanian agricultural companies).

Arco Berkenbosch, Vice President Innovation and Development, Smurfit Kappa Europe

After successfully obtaining his PhD in applied mathematics, Arco Berkenbosch worked as a consultant for private packaging businesses, and advised international B2B and B2C companies on packaging strategies. He joined Smurfit Kappa as head of Research and Development in 2000. In 2011, Arco was appointed as Vice President of Marketing, Research and Development, while in 2015 he started the role of Vice President Innovation and Development.

In this position, Arco has the overall responsibility for innovation and development for Smurfit Kappa Europe, which employs 27,000 professionals across 21 countries. Reporting directly to the CEO Europe Saverio Mayer, he is responsible for covering the main areas such as design, retail, e-commerce, supply chain, sustainability, mechanics and mechanisation. Arco is also a member of the board in Smurfit Kappa Europe.

Arco is an experienced keynote speaker for international conferences for more than 20 years, giving inspiring speeches on the impact of trends such as e-commerce, changing consumer behaviour and increased sustainability awareness on packaging innovation and business strategy.

Dmitry Mikhaylov, MAYR-MELNHOF KARTON

MM Karton is Europe's leading producer of board solutions with its business activities mainly focused on sustainable cartonboard and liner.

Innovative solutions for food:
- Foodboard - innovative solution for food packaging.
- Kraft family - new quality group in the extensive MMK portfolio.
- Accurate Top Strong for maximum converting performance.
- Coated Liners for corrugated applications and more!

Dmitry Mikhaylov. Area Sales Manager responsible for North Western part of Russia, Belarus & Baltic States

Lina Raulinavičienė, AURIKA

Label and flexible packaging manufacturer Aurika is flexographic printing house. Their work is aimed to make packaging an effective sales tool and simplify the entire supply chain of the product. They love printing packaging which creates product's identity, catches end consumers' attention and increases their loyalty. Aurika is mostly recognised for their flexibility, responsibility, know-how and long-term business relationships.

Aurika, UAB has been recognised as a National Winner in 2017-18 European Business Awards, Europe's largest business competition. Aurika is also finalist of Label Industry Awards 2017 for Innovation

Magnus Persson

Paper Province is a world-leading business cluster within the forest based bioeconomy. On behalf of our member companies we strive to strengthen innovation and development, competence provision, cooperation and the international reach of our regional business. Today, Värmland and its provincial capital, the city of Karlstad on the northern shores of Sweden's largest inland water Lake Vänern, are hugely important to Sweden's pulp, paper and packaging industry.

PARTICIPANTS:

Printing and packaging companies, members of the Association of Lithuanian Printing Industries (Lithuania)

antalis EM
Just ask Antalis

PakMarkas

REPRO
spaudos įmonių grupė

Aurika

libravitalis
IGEPA group

PAPYRUS Y

Flexpro

VIA
Via Aquaria

TYGELIS

MTL
CARTON

g grafobal
VILNIUS

Food and drinks producers, members of SMART food cluster (Lithuania)

Ekofrisa
— Šlovė kruopoms! —

Ruta
ANNO 1913

Vilniaus
PAUKŠTYNAS

Kaišiadorių
PAUKŠTYNAS

Kauno Grūdai

LIŪTUKAS ir Ko

CERERA

LIMSTAR
group

ŽEMAITIJOS PIENAS

DANVITA

BOSCA

GRAINMORE

THE MEAT MAKERS

BIRŽŲ DUONA
KEPYKLA

KLAIPĖDOS
PIENAS

ZARASŲ
PAUKŠTYNAS
19 61

VIKTORIJA

VOLFAS
ENGELMAN
BRAVORAS

SVF
Since 1883

BIRŠTONO MINERALINIŲ VANDENŲ
19 24

ORGANISERS:

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