



This program will be updated continuously

Top Packaging Summit by Packbridge is a two-day inspirational conference for open-mind and forward thinking people

	September 19th	September 20th
08:00	Registration	Registration
09:00	Opening Ceremony	Welcome Ceremony
09:10	James Walton, IDG - How retailers can add value to their proposition and how packaging makers and brand owners can help	Kirsty-Barbra Lange, European Bioplastics - EU Legislation and market data on bioplastics
09:40	Larry Logan, Digimarc - Packaging is truly the last frontier of true omni-channel marketing	Magnus Friberg, Gulliksson - Safe packaging in the future – demands and challenges and can we learn from each other
10:00	Morning break	Morning break
10:15	Break out session	Break out session
10:30	Theme 1 - Material	Theme 3 - Packaging
	Fredrik Källqvist, Ardagh Glas - Speaker, Svenska Aerogel Erik Bengtsson, Södra - Sustainability through the value chain Lars Gustafsson, BASF - We create chemistry for sustainable packaging	Ingrid Lidbäck, AR Packaging Group Oscar Hugosson, Scanfill - polymer reduction and bio plastics, the future packaging material Lube Belokozovski, Smurfit Kappa - Open the future Not confirmed
12:15	Lunch	Lunch
13:15	NEW: Brand owners & Retail Pitch Multiple pitches by brand owners explaining their packaging needs and strategies Moderator: Ulf Johansson, Lund University	Resilience panel How should the packaging industry work with resilience? Moderator: Magnus Qvant, Resilient Regions
14:00	Break out session	Break out session
14:15	Theme 2 - Machine	Theme 4 - Circular economy
	Mikael Abrahamsson, Schur Packaging - Automated packaging systems for Top selling shelf displays Maurizio Tarozzi, B&R Automation - Packaging 4.0 Marius Grathwohl, MULTIVAC Understanding of Industry 4.0 and Digitalization <i>Not confirmed</i>	Simon Widmer, Ellen MacArthur foundation - How to use the Circular Design Guide Sara Bergendorff, Returpack - Future recycling Elin Li & Maija Bigestans, BillerudKorsnäs - Sustainable packaging of tomorrow <i>Not confirmed</i>
16:00	Afternoon break	Ending Ceremony
16:30	Vincent Villéger, Creative Consultant Burberry - The role of design in e-retail packaging	
17:20	Start up Final 10 startups compete for 50 000 SEK award	
18:00	Drinks and networking	
19:00	Dinner	