

International Senior Executive Forum  
**THE NEXT GENERATION PACKAGING LIFE-CYCLE FORUM**

Maximising your packaging life-cycle by optimising processes and delivering packaging that is innovative, sustainable and shelf-ready whilst satisfying the requirements of all your stakeholders

**15 & 16 October 2008, NH Grand Hotel Krasnapolsky, Amsterdam**

**With the participation of leading experts:**

Head of Packaging Development  
**UNILEVER**

Director Global Packaging Development,  
Healthcare Unit Gillette  
**PROCTER & GAMBLE (USA)**

International Brand Director MARLIES MÖLLER  
Beauty Haircare  
**LA PRAIRIE GROUP / BEIERSDORF**

Head of Packaging Innovation  
**CAMPINA**

Head of Packaging and Labelling  
**BASF**

Head of European Purchasing, Glass and  
Plastics  
**H. J. HEINZ**

Strategic Innovation Group Manager  
**BRITISH AMERICAN TOBACCO**

Director, Innovation Design and Development  
**COCA-COLA**

Senior Sourcing Manager Not-For-Resale  
**AHOLD**

Group Leader Packaging & Device  
Development  
**NOVARTIS**

Chairman of EUROOPEN & Strategic Relations  
Manager  
**EXXONMOBIL CHEMICAL FILMS EUROPE**

Global Packaging Director  
**RECKITT BENCKISER**

Associate Director Packaging EU & EEMA  
**KRAFT FOODS**

European Packaging Manager for Body Care  
**COLGATE PALMOLIVE**

Environmental Project Coordinator  
**DELHAIZE**

**ATTEND THIS STRATEGIC PACKAGING FORUM TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:**

- Developing attractive sustainable packaging with an extended life-cycle
- Delivering next generation packaging with improved technical features
- Connecting sustainability and iconic packaging
- Discussing new solutions regarding shelf-ready packaging
- Standardising your packaging across countries to remain true to the brand
- Innovating whilst overcoming time limitations

**Gold Sponsor:**



**Silver Sponsors:**



**Media Partner:**



**Organised by:**

