

4th PACKAGING FORUM - THE FUTURE OF PACKAGING DESIGN

Exploring new strategies and new concepts with a global vision whilst emphasizing the innovative spirit of future packaging solutions that will attract consumers

14 & 15 October 2009, Crowne Plaza Amsterdam City Centre, Amsterdam

With the participation of leading experts:

Senior Design Manager – Corporate Design
& Events
adidas AG

Packaging Development Manager
BAYER SANTÉ FAMILIALE

Group Category Director - Packaging
CARLSBERG BREWERIES

Indirect Procurement Category Manager
Packaging
DELHAIZE BENELUX

Vice President Corporate Packaging
Innovations
ESTEE LAUDER (USA)

Director Sales
FLEXICON

Global Director, Client Services
SMART DESIGN

Procurement Manager, Commercial & General,
Europe
GLAXOSMITHKLINE

Procurement Director Packaging WE
ABINBEV

Packaging Development Manager
MARS CHOCOLATE EUROPE

Head of Markets Design
NOKIA DESIGN

Director innovation
SARA LEE

General Manager Packaging Development
UPS

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

- Successfully innovating in packaging with cutting edge design
- Optimising packaging strategies and managing costs in an economical downturn
- Integrating consumers insights into packaging design
- How open innovation can harness packaging strategies
- Applying sustainability on new design packaging trends
- Exploring new concepts and packaging technologies to create a true holistic packaging experience

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