In a constantly evolving battle for attention on physical and online shelves, product packaging in 2014 has to stand out, convey a story and connect with consumer values all within an ever shrinking window of time.

Join us in Madrid for our 10th international annual event that combines the key elements of design, creative management, as well as material and innovation strategy. This approach offers a unique platform where the world’s leading brands and agencies will come together for two days of stimulating content and discover the newest creative ideas and applicable packaging innovations.

Be a part of this event and explore thought provoking case studies such as:

- Coca-Cola’s experience with their personalisation of packaging
- Adidas’ translation of the visual language of FIFA’s 2014 World Cup™ into product packaging
- Heineken’s strategy to create consumer engagement and excitement by means of packaging design
- How Colgate Palmolive delivers projects on time and in budget with supply chain optimisation

With leading senior executive speakers including

- Emidrio Schioppa, Senior Packaging Engineer
- Anagnosti Choukalas, Head of Sustainability
- Tatiana Ryfer, Branding & Packaging Design Manager
- Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
- Peter Willer, Creative Director
- Emidrio Schioppa, Senior Packaging Engineer
- Anagnosti Choukalas, Head of Sustainability
- Tatiana Ryfer, Branding & Packaging Design Manager
- Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
- Peter Willer, Creative Director

- Daniel Felke, Project Manager Brand Design & Events
- Ana Isabel Terres Hernandez, Group Packaging Manager
- Ross Taylor, Senior Designer Research & Development
- Jon Wilde, Global Packaging Sustainability Manager
- Daniel Felke, Project Manager Brand Design & Events
- Ana Isabel Terres Hernandez, Group Packaging Manager
- Ross Taylor, Senior Designer Research & Development
- Jon Wilde, Global Packaging Sustainability Manager

- Els Dijkhuizen, Concept Development Manager
- Emidrio Schioppa, Senior Packaging Engineer
- Anagnosti Choukalas, Head of Sustainability
- Tatiana Ryfer, Branding & Packaging Design Manager
- Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
- Peter Willer, Creative Director
- Els Dijkhuizen, Concept Development Manager
- Emidrio Schioppa, Senior Packaging Engineer
- Anagnosti Choukalas, Head of Sustainability
- Tatiana Ryfer, Branding & Packaging Design Manager
- Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
- Peter Willer, Creative Director

- Heineken
- Coca-Cola
- Carrefour
- ApiVita
- Colgate-Palmolive
- Nestlé
- SAB Miller
- Dia
- Adidas
- ECOVER
- Struass
- Interbrand
- DS Smith
- Percepcion Research Services International
- storaenso
- E.N.G.
- E.N.G.'s 10th annual senior executive summit

Registration
Fax +34 91 535 9804
Phone +34 91 535 7087
Email packaging@engspain.com
Website www.engspain.com
08:00 Registration and welcome coffee

08:30 Opening remarks from E.N.G. and the Chairperson
  Borja Borrero, Executive Creative Director, EMEA & Latin America
  INTERBRAND

09:00 Strategic session
  Social change and its impact on packaging strategy
  ► Private label evolution: how to be legitimate and desirable in a highly competitive market
  ► Fulfilling the customer’s needs by adapting package design to social demands
  ► Eco conception: How to minimize the impacts of packaging
  ► Meeting the consumers demand for 2nd life packaging
  Tatiana Ryfer, Branding & Packaging Design Manager
  CARREFOUR

09:45 Strategic session
  Delivering projects on time and within budget through careful supply chain optimisation
  ► Using a holistic approach in the ideation phase to see the bigger picture
  ► Knowing which portions of your project should be handled internally vs. externally
  ► Choosing the right partners to execute a vision and ensuring that all partners work together
  Emiddio Schioppa, Senior Packaging Engineer
  COLGATE PALMOLIVE

10:30 Networking coffee break

11:00 Partner presentation
  View on future trends and packaging value chain developments for brand owners, retail and end consumers
  ► Key issues in packaging for brand owners and retail
  ► Opportunities for brand owners and retail with packaging solutions
  ► Expected implications for the packaging industry in 2016 and beyond, in particular for the food, beverage and electronics segments
  Ari-Pekka Määttänen, Vice President Operational Excellence
  STORA ENSO

11:30 Strategic session
  From mass production to mass customisation: current and future implications of personalised packaging
  ► Creating true consumer engagement with personalised packaging
  ► Drive owned and earned media share through personalisation
  ► How does print production and digital printing functionalities close the gap with 360 degree customer experiences
  Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
  COCA-COLA COMPANY

12:15 Partner presentation
  Driving growth through glass packaging innovation
  ► Creating customised brand experiences and packaging differentiation
  ► Driving shelf impact and appeal to consumers
  ► Overview of Helix (the unexpected twist) and O-I glass packaging innovation
  Marie-Laure Susset, Brand & External Communications Leader Europe
  Olivier Dangmann, Innovation Manager Europe
  O-I

12:45 Networking lunch

13:00 Innovative cartonboard solutions facilitate the journey towards sustainable packaging
  ► Cartonboard – most sustainable and best-selling option
  ► Innovations to add features to cartonboard for a real step change
  ► Digital meets cartonboard printing
  Horst Bitterman, Head of Marketing
  MAYR-MELNHOF KARTON

13:15 Panel discussion
  Less is more: Innovative methods in packaging reduction and sustainability
  ► The latest options for more sustainable materials in packaging production
  ► Light weighting whilst maintaining structural integrity: Where are the opportunities?
  ► Can limited edition packaging ever be sustainable?
  ► Promoting effective communication with designers on material selection
  Facilitator: Horst Bittermann, Head of Marketing
  MAYR-MELNHOF KARTON
  Panellists: Tom Domen, Innovation Manager
  ECOVER
  Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
  COCA-COLA COMPANY
  Anagnosti Choukalas, Head of Sustainability
  APIVITA
  Jon Wilde, Global Packaging Sustainability Manager
  SAB MILLER

14:00 Partner track

14:15 Networking coffee break

14:45 Sustainable design trend snapshot
  Pushing the boundaries of sustainability with Ecover’s ocean recovered plastic programme
  Tom Domen, Innovation Manager
  ECOVER

15:00 Sustainable design trend snapshot
  Integrating sustainable packaging in a ‘natural’ cosmetics profile
  Anagnosti Choukalas, Head of Sustainability
  APIVITA

15:25 Partner track

15:45 Uncovering the marketing blind spot
  ► How can your consumer and retail solutions be integrated and give you an overall cost optimisation?
  ► How can your retail strategy make you stand out from the crowd and increase sales?
  Wim Wouters, Creative Director
  BLUE LAB - DS SMITH

16:05 Sustainable design trend snapshot

16:25 Case study
  The Adidas 2014 World Cup journey: From visual identity to packaging
  ► Design research and creation of the Adidas visual language for the FIFA 2014 World Cup™
  ► Choosing new partners for inspiration and collaboration on packaging and design
  ► Translating the Adidas visual language of the FIFA 2014 World Cup™ into the packaging
  ► Challenges faced in this global project: Adapting to on-going changes, multiple supplier locations and coordination
  Daniel Felke, Project Manager Brand Design & Events
  ADIDAS

16:45 Networking dinner at La Penela

17:30 Closing remarks from the Chairperson
08:15 Registration and welcome coffee

08:30 Opening remarks from E.N.G. and the Chairperson
Ronald de Vlam, Chief Executive Officer & Global Managing Partner
WEBB DEVLAN

09:00 Strategic session
Exploring the packaging challenges when entering emerging markets
► Current consumer trends outside Europe
► Utilising social media via packaging links to drive brand awareness as you develop your market
► Making cultural differences work for you and your brand: Using obstacles as opportunities
Ana Isabel Terres Hernandez, Group Packaging Manager
DIA

09:45 Case study
Making things easy: Customer-centred convenience packaging
► Usability in packaging: The latest developments in user-centred design
► Making products easier to open and close as a design driver
► Re-sealable packaging and new closure technologies to prolong product freshness
► Creating customer experiences with simple, convenient designs
Ross Taylor, Senior Designer Research & Development
NESTLE

10:30 Networking coffee break

11:00 Innovation case study
Thinking from the box to create innovative boxes
► Implementing creative techniques to generate innovative ideas
► Turning innovative ideas to successful results
► Show case of a successful packaging
Dr. Shira Rosen, Packaging Development Manager
STRAUSS GROUP

11:45 Partner presentation
Measuring the success and impact of your packaging
► Best methods for evaluation in pre-launch phases
► Careful modifying of products based upon ongoing insights
► Asking the right questions at and post launch
► The tools and KPIs that should drive your decisions
Herve Turpault, Vice President Europe
PERCEPTION RESEARCH SERVICES

12:15 Case study
Design At Heineken – How we use packaging design to reach our target audience
Heineken’s three pillar global design strategy;
► The fundament: design of our core packaging and merchandise range
► Activation platforms: how to create consumer engagement and excitement by means of packaging design
► Limited editions and customized promotions: successes and challenges
► Design beyond beer: how to leverage the power of design to the max
► What a beer brand can do beyond beer
Els Dijkhuizen, Concept Development Manager
HEINEKEN

13:00 Networking lunch

14:15 Partner led workshop
Interactive workshop on packaging from the attendees: Live appraisal and interpretation of packaging messages from Europe’s leading creative minds
Once again, attendees will be invited to bring examples of the packaging they are proud of. This year, we will choose several of these packages to evaluate their message through shape, graphic and text. The big question: Does the package maximise the brand/product message? What tweaks could turn up the volume?
Janwillem Bouwknegt, Partner
NPK DESIGN
Elseline Ploem, Account Director
dBOD

15:30 Strategic session
Millennial trends: Staying engaged with a generation to shape packaging design
► Connecting to millennials with innovative technological experiences
► Conversing with the customer and making the most of positive and negative feedback
► Utilising brand ambassadors to spread the word
► Millennial parents: Setting family trends for future generations
Peter Willer, Creative Director
AIAIAI

16:15 Closing remarks from the Chairperson and E.N.G.
Close of conference and farewell coffee break

Packaging Design and Innovation - Day Two: Wednesday 12th March 2014

E.N.G. would like to thank all who have assisted with the research and preparation of this event. In particular the speakers, sponsors and media partners who have supported the event through direct contribution. For further information, please refer to our website www.engspain.com
Attendees at our previous packaging summits include:

- Executive Creative Director, COLEY PORTER BELL
- Chief Executive Officer, ATHENA GRAPHICS
- Global Head of Design Management, BEIERSDORF
- Managing Director, CREAT
- Head of Design, DELHAIZE GROUP
- Design Director, DR IRENA ERI
- Head of Packaging Prevention, ECOEMBES
- Private Label Creative Manager, EL CORTE INGLÉS
- Graphic Designer, ELECTRONIC ARTS
- Managing Director, UK, ELMWOOD
- Design Team Manager, UNILEVER
- Head of Sourcing Projects, Footwear, PUMA
- Senior Designer, NOKIA
- Global Business Development - Brand Management, ESKO
- Art Director, FAZER BAKERIES AND CONFECTIONARY
- Head of Design - Nutrition, GLAXOSMITHKLINE
- International Innovation Director, GODIVA
- Director Global Packaging Development, HENKEL
- Creative Director, FMCG, INTERBRAND
- Packaging Innovation Director, JTI
- Director, PATH DESIGNS
- Associate Director, Packaging Research, KRAFT FOODS
- Senior Design Manager, LOGITECH
- Senior Designer, MAMAS & PAPAS
- Packaging Technologist - Food, MARKS & SPENCER
- Partner, NPK DESIGN
- Head of Beverage Packaging Research & Development, PEPSICO INTERNATIONAL
- Marketing Director of Creativity and Luxury, PERNOD RICARD
- Co-Founder, PETIT POIS CAKES
- Creative Director, PHILIPS
- Global Design Director, RECKITT BENCKISER GROUP
- Brand Manager, RED BULL
- International Packaging Developer, SCANDINAVIAN TOBACCO GROUP
- Director Packaging Design & Development, SCHWAN-STABILO COSMETICS
- Conceptual Designer, SIDEL BLOWING & SERVICE
- Senior Manager, SONY CORPORATION
- Director, SONY EUROPE
- Packaging Development Manager, STRAUSS GROUP
- Creative Director & Founder, TAXI STUDIO
- European Packaging Technology Controller, UNITED BISCUITS
- Senior Design Manager, Europe and CISMEA, WRIGLEY

Testimonials:

- I took away good inspiration; cross industry variations as well as important consumer insights
  
  Packaging Designer
  UNILEVER

- It was a great 2 day summit with fantastic speakers and networking opportunities that brought together a mixture of international people with different backgrounds.
  
  Client Services Director
  BRAND NEW DESIGN

Networking Dinner:

E.N.G. would like to invite delegates, speakers and sponsors to join us for a networking dinner at the restaurant La Penela to discuss the issues of the day, exchange ideas and make future contacts.

This evening will provide you with ample opportunity to network with your peers while enjoying a good glass of wine.

Hotel Info:

An 18th-century palace was the inspiration for this emblematic hotel in Madrid, situated on one of the city’s most famed thoroughfares.

Ideally located in the cultural and business district, the InterContinental Madrid is minutes from the Prado Museum, Thyssen-Bornemisza Museum, Real Madrid Museum and elegant Serrano shopping district.
## Conference Fee

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Day Conference Fee</td>
<td>€1995.00 + VAT</td>
</tr>
<tr>
<td>Documentation Only</td>
<td>€545.00</td>
</tr>
</tbody>
</table>

### Methods of Payment

- Please charge my credit card

  ![Credit Card Logos](image)

- Card holder’s name
- Card no.
- MasterCard/VISA 3 DIGIT CIC  
  last 3 digits, back of card
- AMEX 4 DIGIT CIC  
  4 digits, front of card
- Expiry Date (mth/yr)  
  Card no.
- Signature

*For other payment options please contact E.N.G. at +34 91 535 7087*

### Hotel Accommodation

The conference fee does not include accommodation rates. Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation at the hotel. Please note that after the 8th of February 2014 rooms and rates will be subject to availability.

### To Register

E-mail: packaging@engspain.com  
Fax: +34 91 535 9804  
Tel: +34 91 535 7087

### Who Should Attend

This programme has been researched extensively and convened with the cooperation of senior executives responsible for Packaging Design in a variety of industries. The executives that will realise the greatest benefit through attendance include:

- Senior Vice Presidents, Vice Presidents, Heads, Directors and Managers of:
  - Packaging / Packaging design
  - Design / Graphic design
  - Design management
  - Packaging Innovation / Technology / Development
  - Sustainable packaging
  - Creative
  - Brand / Brand design
  - Marketing

### Business Opportunities

A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

**Pam Walter, Business Development Director**  
+41 44 586 4590  
pwalter@engspain.com

---

### Terms & Conditions

By completing this registration form, I/we (the delegate/s) hereby agree to the following:

- **Confirmation** You will receive an email outlining the details two weeks before the event. For any further information please contact the Operations department at E.N.G.

- **Cancellations** E.N.G. will not be able to mitigate its losses for any less than 50% of each individual delegate registration, even if cancelled within 1 day after booking. Cancellations must be received by mail, fax or email three weeks before the conference. In case of cancelation thereafter the full conference fee is payable. No credit note will be issued if cancellation is received 3 weeks or less prior to an event. Delegate substitutions are welcome at any time prior to the dates of the conference.

- **Data** E.N.G. is allowed to pass on your delegate details to other companies who wish to communicate with you. If you do not wish to receive information from other companies, please contact us at info@engspain.com or +34 91 535 7087.