

ALL4PACK EMBALLAGE PARIS 2024

A PROGRAMME OF TALKS AND EXPERT INSIGHTS GOING TO THE HEART OF THE SECTOR'S FUTURE CHALLENGES

Today, reconsidering packaging is a major strategic issued for manufacturers and users. This calls for change and innovation on the part of the packaging sector. From 4 to 7 November 2024, ALL4PACK EMBALLAGE PARIS therefore invites its exhibitors and all its visitors to take an active part in this transition towards untested and more sustainable solutions.

In the Conference area, ALL4PACK EMBALLAGE PARIS will offer an extensive and comprehensive four-day programme of live content to explore the major issues in the sector: environmental, technological and societal in nature, through new consumer habits in France and abroad. These panel discussions and Pack Expert meetings will offer a chance to understand, analyse and decode the trends so as to draw up concrete solutions for the challenges of tomorrow. A large number of French and foreign experts from industry will take to the stage for these talks. Sessions will be free to attend and will be simultaneously translated between French and English, with the recorded footage available online after the event.

ALL4PACK EMBALLAGE PARIS 2024 – PROVISIONAL TALKS PROGRAMME

Monday 4 November 2024

10:30-11:25

ALL4PACK EMBALLAGE PARIS OPENING SESSION: 4 DAYS TO SHINE A LIGHT ON THE SECTOR'S ISSUES

Speakers: **Chantal DE LAMOTTE**, exhibition director at ALL4PACK EMBALLAGE PARIS, **Fabrice LE PELTIER**, design expert design (FABRICE PELTIER CREATION) and **Marta DE CIDRAC**, senator for the Yvelines and vice-chairwoman of the land use planning and sustainable development commission.

11:30-12:25

EPDA TALK: HOW PACKAGING PLAYS A KEY ROLE IN "CONSCIOUS CONSUMING " – THE FUTURE STARTS TODAY!

Speakers: **Sylvia VITALE ROTTA**, president of EPDA (European Brand & Packaging Design Association) and co-founder of the design agency Team Creatif / **Uwe MELICHAR**, vice president of EPDA.

Part 1: Sylvia Vitale Rotta

- How via packaging & product concepts brands can inspire and promoting better eating habits.
- How brands need to propose formats, product, concepts to help fight inflation especially for families and young people, mainly students.
- How better consuming drives to less food waste & better use of resources.

Part 2: Uwe MELICHAR

- We have to incorporate the topic of sustainability in all our packaging projects to meet the new requirements from legislation, from consumers and to focus on the goals of packaging manufacturers and brands. And we need to start now.
- Can we develop reusable packaging systems? What does this mean for design and production? Can we avoid, reduce, recycle or compost in our creations? Does it tie in with the 'end of life' scenarios?

- 10 concrete measures with 10 best practice cases will illustrate how we can improve the world of packaging

12:30-14:00

INTERNATIONAL CYCLE

Description to follow

Speakers: **Bruno SIRI**, Chief executive, Conseil National de l'Emballage (CNE), **Alessandra FAZIO**, President, Istituto italiano Imballaggio, **Ann DELMOTTE**, Managing Director, Institut Belge de l'Emballage.

14:00-14:55

[PACK EXPERT MEETING]: "R" FOR REDUCTION: FROM THAT OF WEIGHT AND VOLUME TO THAT OF SINGLE-USE PACKAGING

At a time when environmental issues are at the heart of global concerns, packaging management and optimization play a crucial role. While reduction is an important part of companies' 3R strategies, it also raises a number of questions. The weight and volume of packaging, areas for progress and limitations, the reduction of plastic use and the paradoxes it raises... are just some of the issues that will be addressed at this talk. With one overriding issue: what and how to reduce?

Speakers: **Stéphane MERLET**, Packaging and Packing Engineer (FLEURY MICHON) / **Jérôme LEROUGE**, Head of Packaging Development, BEIERSDORF (NIVEA) / **Fabrice PELTIER**, Design expert (FABRICE PELTIER CREATION)

15:00-15:55

CITEO TALK

16:00-16:55

PRIMARY, SECONDARY, SHIPPING AND TRANSPORT PACKAGING

An interdependent system that must combine the "3Rs" and more. Initiatives and solutions to reduce the environmental impact of all forms of sale of packaged product: from the product's protective envelope to the pallet.

Speakers: **Ulrick PARFUM**, Group Product Purchasing and Marketing director (RAJA France)

17:00-17:30

SIAL TALK

Tuesday 5 November 2024

10:30-11:25

AGEC ACT, PPWR... FROM AMBITIONS TO THE REALITY OF APPLICATION

The legislative and regulatory framework for packaging has been established. It must now be applied. First observations, evaluation findings and future adjustments and measures.

11:30-12:25

GEPPIA TALK

12:30-14:00

INTERNATIONAL CYCLE

Description to follow

Speakers: **Uwe MELICHAR**, Vice President of the European Brand & Packaging Design Association

14:00-14:55

[PACK EXPERT MEETING]: "R" FOR RE-USE, A NEW WORLD UNDER CONSTRUCTION

At a time when environmental issues are at the heart of global concerns, packaging management and optimization play a crucial role. While reuse is an important part of companies' 3R strategies, it also raises a number of questions. Various reuse forms and loops already exist, but how can we further improve them? How is the value chain conditioned by this reuse? These are just some of the questions that will be raised at the talk. With one overriding issue: how do we measure the reuse of our packaging today?

Speakers: **Benoît TAUSKY**, Packaging manager Europe (ECOTONE) / **Shu ZHANG**, CEO (RESEAU VRAC ET REEMPLOI) and Co-founder and CEO, (PANDOBAC) / **Fabrice PELTIER**, Design expert, (FABRICE PELTIER CREATION)

15:00-15:55

EMBALLAGES MAGAZINE TALK

16:00-16:55

CNE TALK: CIRCULARITY, RESPONSIBILITY AND INNOVATION

17:00-17:30

ISSUES AROUND GLASS: DECARBONISATION AND RESOURCES

A packaging material that can run in a virtually closed loop. Energy-intensive production in search of continuous improvement. A natural material for reuse.

Speakers: **Jacques BORDAT**, Chairman (FEDERATION DES INDUSTRIES DU VERRE) / **Jean-Pascal MARTIN FESTA**, Chief Procurement Officer (REMY COINTREAU)

Wednesday 6 November 2024

10:30-11:25

ECO-DESIGN, THE ENVIRONMENTAL INDICATORS TO FOCUS ON

Eco-designing packaging can mean improving certain indicators of the packaged product's environmental impact to the detriment of others: being exemplary in everything seems mission impossible, so choices have to be made...

Speakers: **Valentin FOURNEL**, Eco Design director (CITEO) / **Jean-Baptiste PUYOU**, CEO and founder (EVEA)

11:30-12:25

E-COMMERCE TALK: FROM PRIMARY PACKAGING TO THE LAST YARD CHALLENGE

Traditional retail packaging is no longer suited to addressing the changing distribution patterns of e-commerce and the challenges of ecological transition. Design, production, distribution, use and delivery... the whole chain needs to be designed or redesigned to respond to this new paradigm of "sensible and reasonable" packaging.

Speakers: **Ruth ANDRADE**, Earth Care Strategy Lead (LUSH) / **Brice KAPELUSZ**, CEO (RAJA France)

12:30-14:00

INTERNATIONAL CYCLE

14:00-14:55

[PACK EXPERT MEETING]: "R" FOR RECYCLING AND RECYCLED: FROM REGULATORY OBLIGATION TO NORMALITY

At a time when environmental issues are at the heart of global concerns, packaging management and optimization play a crucial role. While recycling is an important part of companies' 3R strategies, it also raises a number of questions. Are regulations clear enough for our packaging, and how is the industry adapting? At the end of the day, the overriding question is: what is the scope for progress in recycling?

Speakers: **Aude BONGIOVANNI**, Packaging Innovation manager (BEL) / **Olivier LAROSE**, Sustainable development director (COCA-COLA) / **Philippe MOREL**, Marketing & Sales Director Europe, (SLEEVEVER INTERNATIONNAL) **Fabrice PELTIER** – Design expert (FABRICE PELTIER CREATION)

15:00-15:55

POLE EMBALLAGE BOIS TALK

16:00-16:55

PACKAGING: TRENDS AND OUTLOOK FOR 2025

17:00-17:30

METAL TALK

Thursday 7 November 2024

10:30-11:25

3RD PERIOD OF THE PACKAGING REVOLUTION: THE REUSE MANIFESTO

Since 2018, with the presentation of the book "Packaging ready for its Revolution", ALL4PACK has been echoing the different periods of the "Packaging Revolution". Today rings in the third period with "The Reuse Manifesto" presented by its authors.

Speakers: **Sophie NGUEN**, Reuse and loose goods director, (CITEO) / **Fabrice PELTIER**, Design experts, (FABRICE PELTIER CREATION)

11:30-12:25

SECIMEP TALK

12:30-14:00

INTERNATIONAL CYCLE

Description to follow

Speakers: **Magali PIALAT**, head of cross-sector partnerships department, key account and sector partnership division, at Business France.

14:00-14:55

EMBALLAGE DIGEST TALK: AI AND DATA AT THE SERVICE OF THE PACKAGING VALUE CHAIN

15:00-15:55

CARTON ONDULE DE FRANCE TALK

16:00-16:55

THE FUTURE OF PLASTIC PACKAGING

Speakers: **Philippe REUTENAUER**, Co-founder (LA FRESQUE DU PLASTIQUE) / **Marius TENT**, Founder & Director (VIAPACKAGINGUG).

Plastic in packaging, rightly or wrongly, is more than ever the subject of much criticism, and seems to be in the sights of lawmakers. Like all materials, it has its qualities and weaknesses: tomorrow, people have to use it differently, in moderation... Today, what can we learn from the situation we are in?

To obtain accreditation, click on the link below:

<https://badge.all4pack.fr/en/home.htm>

About ALL4PACK EMBALLAGE PARIS

The 2024 edition of ALL4PACK EMBALLAGE PARIS will be held at Paris Nord Villepinte from 4 to 7 November.

An international generalist tradeshow held every two years, ALL4PACK Emballage Paris is a true reference in the Packaging and Intra-logistics eco-system. Today, the show's mission is to support professionals in responding to an unprecedented revolution and rising to the new ecological challenges that they are facing. To do so, it brings together all the innovations, trends, and expertise at the service of user industries. It offers a global approach for specific, sustainable, and responsible solutions to the performance issues of professionals in the sector: packaging, machines, logistics. This unique exhibition brings together the top decision-makers from 11 industrial sectors: Food, Beauty & Hygiene, Consumer Goods, Capital Goods, Beverages & Liquids, Distribution and e-commerce, Luxury goods, Pharmacy & Health, Services, Transport & Logistics, other multi-industries...

More information at www.all4pack.com

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