

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 issue 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.

TALKS PROGRAMME

ALL4PACK
CONFERENCES

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: Emmanuel LECHYPRE, presenter and journalist (BFM Business); Chantal de LAMOTTE, exhibition director at ALL4PACK EMBALLAGE PARIS; Fabrice PELTIER, expert consultant in eco-design (FABRICE PELTIER CREATION); François-Michel LAMBERT, Vice-Chairman of AIFREC, the learned society of circular economy researchers

Why should packaging, the world's 7th largest industrial sector, become a virtuous model for the circular economy? What are the main avenues for development in order to get materials and packaging back into the loop? Is the circular economy the only salvation for packaging? Doesn't reducing the amount of single-use packaging on the market mean dooming this industrial sector?

> 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.

> 12:30-13:00

[INTERNATIONAL CYCLE] CHALLENGES OF PACKAGING IN EUROPE: ETHICS, REGULATIONS AND SECTOR APPEAL

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

This panel discussion brings together the leaders of the main packaging institutions in France, Italy and Belgium to tackle the hottest topics in the sector. Discussions will revolve around the sectors' appeal and recruitment, ethical and environmental challenges, and conflicts between regulations and recycling in industry. Through the perspectives from each of the countries, the experts will share the strategies of their organisations to meet the growing demands of sustainability and innovation.

> 14:00-14:55

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

Speakers: Stéphane MERLET, Packaging and Packing Engineer (FLEURY MICHON) ; Camille LECOINTE, BEL Packaging Director Excellence Center; Fabrice PELTIER, expert consultant in eco-design (FABRICE PELTIER CREATION)

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?

> 15:00-15:55

CITEO TALK: TOGETHER, DIRECTION 100% SOLUTIONS FOR PLASTIC PACKAGING: THE EXAMPLE OF THE YOGHURT POT

> 16:00-16:55

PRIMARY, SECONDARY, SHIPPING AND TRANSPORT PACKAGING

Speakers: Ulrick PARFUM, Group Product Purchasing and Marketing director (RAJA France); Jean-Philippe GAUSSORGUES, Sales Director Southern Europe (PGS); Fabrice PELTIER, expert consultant in eco-design (FABRICE PELTIER CREATION)

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.

> 17:00-17:30

SIAL PARIS TALK: THE PLACE OF PACKAGING INNOVATION IN THE FOOD INDUSTRY

Speaker: Audrey ASHWORTH, Exhibition Director (SIAL Paris)

This talk highlights the major innovations of packaging, an essential lever to address the current issues of the food industry. Through discussions revolving around innovative materials, durability, and cutting edge technology, industry experts will share their experience and perspectives. One of the highlights of the talk will be the exclusive contribution from the winner of **SIAL Innovation** for the **Packaging Award**, who will present the winning solution and the trends that are revolutionising food packaging. A unique opportunity to discover the best practices and discuss the future of packaging.

> 10:30-11:25

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

Speakers: Véronique RIOTTON, French MP for the 1st constituency of Haute-Savoie; Géraldine POIVERT, Chair and co-founder ((RE)SET)

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

GEPIA TALK: HOW TO DELIVER ON ALL THE 3R CHALLENGES WITH A PACKAGING RESEARCH ACADEMIC CHAIR?

Contributions from the new 3R research academic chair from the Institut Agro Dijon and its partners.

> 12:30-13:00

[INTERNATIONAL CYCLE] SUSTAINABLE NEEDS VS. CUSTOMER EXPERIENCE

Speakers: Uwé MELICHAR, Vice President of the European Brand & Packaging Design Association (EPDA); Juozas Baranauskas, Packaging Designer (PINPROOF)

Packaging experts Juozas Baranauskas and Uwe Melichar discuss along the PPWR how mandatory guidelines and legal frameworks can get along with the functionality and aesthetics of packagings.

Carefully chosen cases illustrate that exciting packs and unboxing experiences does not have to be a contradiction to circular solutions. Even more sustainable packaging can enhance perception and underline the purpose of products and brands.

Real life examples show what's possible today, what's necessary for a bright tomorrow and where the red line of "greenwashing" runs...

> 14:00-14:55

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

Speakers: Benoît TAUSKY, Packaging manager Europe (ECOTONE); Shu ZHANG, CEO (RÉSEAU VRACET RÉEMPLOI) and Co-founder and CEO (PANDOBAC); Fabrice PELTIER, Expert consultant in eco-design (FABRICE PELTIER CREATION) and Aude BONGIOVANNI, Packaging Innovation manager (BEL)

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?

> 15:00-15:55

EMBALLAGES MAGAZINE: QR CODES, THE BIG BANG FOR TRACEABILITY

Speakers: Henri SAPORTA, Editor-in-Chief (Emballages Magazine); Laurent TONNELIER, CEO (mobiLead)

After 50 years of faithful service, the barcode is preparing to give way to the QR code on all FCMGs. The standardisation process for this innovative information, identification and traceability system, has been completed. A new interoperable standard is born! It now remains for it to be implemented over the course of several years in hundreds of billions of products. A colossal industrial, technical and marketing challenge. Emballages Magazine invites you to meet Laurent Tonnelier to discover the assets and promises of this revolutionary technology, in which the mobiLead CEO is an international expert.

A new information yardstick for manufacturers, retailers and consumers.

Shelf lives, use-by dates, allergens, withdrawals, recalls, multipacks, marketing, traceability: an unparalleled integration of features!

A matchless asset to guarantee consumer safety. A marketing tool of unbeatable power for brands.

> 16:00-16:55

CNE TALK: CIRCULARITY, RESPONSIBILITY AND INNOVATION, MOVING TOWARDS THE RIGHT PACKAGING

Speakers: Michel FONTAINE, Chairman (Conseil National de l'Emballage); Olivier LAROSE, Director of Sustainability France (Coca-Cola); Séverine PEREIRA, Senior Public Affairs Manager (Europen); Olivier PELLEGRINI, Customer Delivery Experience - Program Director (Amazon)

Innovation is at the heart of packaging development, and must be considered in the light of (European and domestic) packaging regulations.

The CNE's Right Packaging approach is part of a dynamic of societal innovation, whether it involves encouraging

consumers to adopt new usage practices (e.g. reuse) or new distribution methods (e.g. e-commerce), with strong innovation within the supply chain.

Best practices that make both environmental and economic sense will be highlighted.

> 17:00-17:30

ISSUES AROUND GLASS: DECARBONISATION AND RESOURCES

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

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

Wednesday 6 November 2024

> 11:00-11:30

METAL PACKAGING TALK: PARTNERS OF A CIRCULAR AND SUSTAINABLE ECONOMY

Speaker: Claudie MATHIEU, Chief Executive (SNFBM)

> 11:30-12:25

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

Speakers: Brice KAPELUSZ, CEO (RAJA France); Léa GOT, co-founder (HIPLI)

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.

> 12:30-13:00

[INTERNATIONAL CYCLE] EXTENDED PRODUCER RESPONSIBILITY FOR PACKAGING SUSTAINABILITY

Speakers: Fabio SCORZA, International Affairs (CONAI); Emmanuelle BAUTISTA, Publics Affairs Manager (CITEO); Thomas DE MEESTER, Public and Regulatory Affairs Manager (FOST PLUS)

Extended Producer Responsibility (EPR), through the collective organisation of packaging manufacturers, fillers and distributors, pursues the aim of achieving the target of packaging recycling. More than 25 years later, EPR organisations have also deployed several activities and tools to achieve these targets and incentivise packaging eco-design.

> 14:00-14:55

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

Speakers: Philippe MOREL, Marketing & Sales Director Europe (SLEEVE INTERNATIONAL); Fabrice PELTIER, Expert consultant in eco-design (FABRICE PELTIER CREATION); Agnès JACQUOT, CSR and Communications Director (Sources ALMA); Olivier LAROSE, Sustainable development director (COCA-COLA France)

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?

> 15:00-15:55

PÔLE EMBALLAGE BOIS TALK: WOOD PACKAGING, THE PACKAGING OF THE FUTURE: DEMONSTRATION BY EXAMPLE

Speakers: Denis LACROIX, Chief Industrial Officer (Groupe Lacroix); Olivier DE LAGAUSIE, Coordinator of Lightweight Packaging Unit (FNB); Christophe BENETON, CEO (SELVA Group); Jean-Philippe GAUSSORGUES, CEO (EPAL France); Hervé DROUIN, CEO (DROUIN SAS)

The consortium of three trade associations presents the range of packaging solutions (pallets, industrial packaging, wooden boxes, crates) and demonstrates its preparedness for all the challenges of the future (circular economy, reuse, resource stewardship, functionality, traceability and disposal).

> 16:00-16:55

ADEME REUSE OBSERVATORY: INSIGHTS AND NEXT STEPS

Speaker: Marianne GUIOT, packaging reuse engineer at the Observatoire du réemploi et de la réutilisation, EPR channels supervision department (ADEME)

For the first year, the Observatoire du réemploi et de la réutilisation (Reuse Observatory) has aggregated the 2023 data on packaging reuse based on declarations from all the household and professional packaging sectors. This

talk will provide an opportunity to decipher the figures, take stock of these initial results, and discuss the next steps for the coming years.

Thursday 7 November 2024

> 10:30-11:25

3RD PERIOD OF THE PACKAGING REVOLUTION: THE REUSE MANIFESTO

Speakers: SOPHIE NGUYEN, Reuse Development Director (CITEO); Fabrice PELTIER, Expert consultant in eco-design (FABRICE PELTIER CREATION)

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.

> 11:30-12:25

SECIMEP TALK: ECOFRIENDLY PACKAGING: CHALLENGES AND SOLUTIONS FOR LINES WITHOUT COMPROMISING ON PERFORMANCE

Speakers: Christophe MOULIN, Director and Chairman of SECIMEP (MARKEM-IMAJE); Grégoire DUVOT, Managing Director (IMA-ILAPAK); Michael MUELLER, Managing Director (ALPMA France); Thierry PRUD'HOMME, CEO (ETS PRUD'HOMME); Robert ROUSSEY, Managing Director (LINX France); Pierre THERVILLE, Subsidiary Director (CAMA Group)

Production line equipment suppliers are implementing new solutions to meet the challenges of eco-friendly packaging. Come and discover the comprehensive solutions deployed on the market, with experts from the primary, secondary and end of line filling and packing disciplines: from vertical bagging to horizontal bagging, sealing, but also packaging marking, labelling and airtightness solutions. You will be presented with concrete proposals and these experts will be on hand to answer all your questions. www.secimep.com.

> 12:30-13:00

[INTERNATIONAL CYCLE] PACKAGING IN AFRICA: OPPORTUNITIES AND CHALLENGES

Speakers: Mounir ALHOZ, Director of international network North Africa and sub-Saharan Africa Unit (Business France); Charles DIPLO, Executive Secretary of the Côte d'Ivoire Packaging Industries Association (APECI)

As Africa emerges as a strategic market for the packaging sector, French and European companies are asking themselves some crucial questions: what are the real opportunities? What difficulties might they encounter? How do they navigate a business environment that is sometimes perceived as risky?

This round table, moderated by Mounir Alhoz, Africa Coordinator at Business France, aims to provide an overview of packaging market trends in Africa. The speakers, Éric Echardour, Export Sales Manager for Africa at MECAPACK, and Charles Diplo, Director of the Côte d'Ivoire Packaging Industries Association (APECI), will share their practical experience and recommendations. They will discuss local issues, growth opportunities and strategies for operating successfully in this market of the future.

> 14:00-14:55

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

Speakers: Arnaud THIAUCOURT, Head of market intelligence and CRM in the packaging sector (ANTALIS France); Olivier MOEYERSOMS, CEO France (HYBRID SOFTWARE); Philippe COPEL, Director (SEA VISION France)

Artificial intelligence is quite the talk of the town. But in practice, where and how is it already employed in the packaging and filling machine sector? What can it bring to packaging design to improve the sustainability and recyclability of materials, or make the performance of industrial processes more efficient? What of data processing solutions and data cybersecurity?

> 15:00-15:55

CARTON ONDULÉ DE FRANCE: CORRUGATED CARDBOARD, ENVIRONMENTAL IMPACT AND PERFORMANCE

Speaker: Kareen DESBOUIS, Chief Executive (Carton Ondulé de France)

The right packaging is the response to a complex system of needs. Eliminating or modifying a packaging solution has impacts on the entire packaging system, but also on filling/packing lines, the logistics chain the organisation of companies and supply chains, through to the final users and consumers. Improving its durability must therefore be carefully thought out in this complex system, and the impacts of packaging, both positive and negative, extend far beyond its final disposal. It is the net sum of the impacts that should inform decision making. Considering these criteria, the combination of durability and performance of packaging becomes obvious.

> 16:00-16:30

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?

As of 21/10/24 – subject to change.

Free conferences open to all. Translation  and 



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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