Agenda

Monday 14th November

09:45 – 10:00 Hrs.

OPENING OF AIPIA WORLD CONGRESS/IT'S ALL ABOUT DATA

Speaker: Eef de Ferrante | Executive Director, *AIPIA*

Speaker: Tim Sykes | Brand Director, *Packaging Europe*

Location: Presentation Area I/Main Stage

Opening and welcome. Eef de Ferrante / AIPIA and Tim Sykes are welcoming you to the AIPIA World Congress.

10:00 – 10:15 Hrs.

GLOBAL FOOD WASTE AND THE ROLE OF TECHNOLOGY

Speaker: Angela Morgan | Director of Business Development, *APTAR*

★ **Key Note Speaker** ★

Location: Presentation Area I/Main Stage

Over 30% of food is wasted globally each year. This number is even more striking when you consider the large number of hungry people in the world. Additionally, global food waste has an enormous environmental impact as it is a huge source of greenhouse gas emissions and wasted natural resources. Packaging has always been a help in reducing food waste and now active and intelligent packaging technologies are offering new options to reduce food waste. Join this presentation to explore how some of the latest innovations in packaging technologies can mitigate this global problem.

10:00 – 10:15 Hrs.

GLOBAL FOOD WASTE AND THE ROLE OF TECHNOLOGY

Speaker: Angela Morgan | Director of Business Development, *APTAR*

★ **Key Note Speaker** ★

10:15 – 10:30 Hrs.

REINVENTING PACKAGING

Speaker: Anita Etrati | Strategy & Consulting Senior Manager Industry X, *Accenture*

★ **Key Note Speaker** ★

Location: Presentation Area I/Main Stage

Why smart, connected packaging offers breakthrough value, because next-gen packaging is helping drive 360° value. In this session, find out how a convergence of smart and connected technologies is transforming humble packaging into a new source of real value.

10:45 – 11:30 Hrs.

CONNECTED PACKAGING AND REDEFINING THE DATA FLOW

Speaker: Matthew Daniels | Artwork Innovation Manager, Global Marketing Services, *Unilever*

Speaker: Anita Etrati | Strategy & Consulting Senior Manager Industry X, *Accenture*

Speaker: Luiz Correa | Global Manager Supply Chain of the Future, *AB InBev*

Speaker: Farida Bensadoun | Global Packaging Innovation Engineer, *AB InBev*

Speaker: Eef de Ferrante | Executive Director, *AIPIA*

Speaker: Mark van Boxsel | Industry Architect Manufacturing (Industry4.0), *T-Systems*

Speaker: Frits van den Bos | Manager Innovatie, *GS1*

Speaker: Marcel van Rossum | Consultant, *Ex Johnson & Johnson*

Speaker: Dominique Guinard | VP Cloud & IoT, Founder of *EVRYTHNG*, *Digimarc*

Speaker: Tim Sykes | Brand Director, *Packaging Europe*

Location: Presentation Area I/Main Stage

An important panel discussion. AIPIA community will be asked to move this development forward.All along the value chain data can provide critical insights about your product, its journey and how consumers react to it. Smart Packaging opens a new dimension to the collection and delivery of data which can then be used to enable New Product Development, Provenance, Authentication, Supply Chain Security and Consumer Engagement. Data flows two ways, outwards to your suppliers, retailers and customers and internally to improve production, distribution and marketing. So being able to interpret this stream of data is vital. All stakeholders in the supply chain need to change their way of thinking about how to handle data, to ensure it is shared across all parts of the business.

At the AIPIA Congress you will learn how to harness the power of this data from experts in the Internet of Things/Internet of Packaging Thanks to Smart Packaging it has never been easier to collect data about CPGs and the people who buy them. This data flows both ways, outwards to suppliers, retailers and customers but also internally, to improve, NPD, production, distribution and marketing. So using these data effectively is a vital business function. However this means many companies need to change the way they share data across their business.

Come and listen to experts in the Internet of Things/Internet of Packaging and Digital Twins at the AIPIA World Congress and learn how to harness the power of data for your business.

11:30 – 12:00 Hrs.

DRIVING THE DIGITAL SUPPLY CHAIN

Speaker: Tessa Eastman | Connected Products Strategist, *Systech*

Location: Presentation Area I/Main Stage

Individual identities can enable the connected product. Connected Products enable a connected supply chain. What is a connected supply chain? Hear about specific examples where Systech has helped Fortune 500 companies create transparency across their supply chains. Allowing them to:

• Be more agile in supply chain planning and behaviors • Optimize processes

• Mitigate risk

• Meet regulations

• Protect customers

11:30 – 12:00 Hrs.

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CONSIGNMENT CHALLENGES IN HEALTHCARE

Speaker: Gery Pollet | CEO, *Blyott*

Location: Presentation Area II

Asset and inventory management is a challenge for many hospitals. But it can also be a challenge for their suppliers, who often store on-consignment goods in hospital storage rooms. During this presentation we'll explore a Bluetooth-based "smart packaging" solution which addresses these challenges and offers both hospital and suppliers real- time stock monitoring and valuable insights, e.g. on the rotation of their assets and consumables.

12:10 – 12:40 Hrs.

HOW CONNECTED PACKAGING CAN IMPROVE AGILITY IN A POST-PANDEMIC WORLD

Speaker: Antonio Belmontes | Connected Packaging Lead, *Jabil Packaging Solutions*

Location: Presentation Area I/Main Stage

The Covid-19 pandemic, growing geopolitical instability and rising inflation have all contributed to a consumer marketplace that exists in a constant state of flux. For consumer packaged goods brands, It's never been harder to forecast performance or riskier to introduce new products. But connected packaging, with point-of-use data mining inside the home, promises a solution for increasingly data-driven CPG's. The ability to truly understand consumer usage patterns in real-time will provide the most forward-thinking CPG's with the edge they need to win.

FRESHNESS SENSORS IN THE MARKET – REAL LIFE USE CASES

Speaker: Danny Hacohen | VP Business Development, *Evigence Sensors*

Location: Presentation Area II

The Future Of Food Is Fresh, Yet We Don't Have A Good Way To Measure And Monitor Freshness, we wish to revolutionize The Way People View Freshness On Trillions Of Perishable Products Globally, Optimizing The Use Of Products, Reducing Total Food Cost To Consumers, Reducing Food Waste, And Helping The Environment. Evigence Sensors is a freshness monitoring company, measuring freshness objectively, enabling shelf life extension, leading to waste reduction, Improving consumer perception of freshness, Simplifying store inventory management, Evigence Sensors will present 2 use cases showing the above challenges and solution.

12:40 – 12:50 Hrs.

AIPIA'S CALL FOR ACTION: SMART PACKAGING'S ROLE IN THE SUSTAINABILITY PUZZLE

Speaker: Guido Schmitz | Board Member, *AIPIA* • General Manager, *InnCreReal, LLC*

Location: Presentation Area I/Main Stage

Presentation details coming soon!

Lunch 12.40 - 13.40 Hrs.

BREAK FOR LUNCH AT THE AIPIA WORLD CONGRESS

Lunch 12.40 - 13.40 Hrs.

BREAK FOR LUNCH AT THE AIPIA WORLD CONGRESS

13:45 – 14:15 Hrs.

QR CODES THAT GO BEEP AT THE CHECKOUT

Speaker: Phil Archer | Director Web Solutions, *GS1*

Location: Presentation Area I/Main Stage

The barcode is 50 years old and looking forward to retirement. The QR code is set to replace it, but how can it do everything the exiting barcode does, include more information like serial numbers and expiry dates, go beep at the checkout and be the entry point for consumer interactivity? Come and see...

OPPORTUNITIES AND IMPACTS OF DIGITALIZATION ON PACKAGING SECURITY

Speaker: Guenther Galfe | Chief Business Development Officer, *Securikett*

Location: Presentation Area II

Securikett's concept of providing both smart labels as well as the suitable software solution "CODIKETT" is unique. We want to show how user-friendly and well thought out CODIKETT works.

Speaker: Guenther Galfe | Chief Business Development Officer, *Securikett*

Location: Presentation Area II

CASE STUDY: TRACKING BEER CRATES (WITH AXEL DIETZ)

SMART PACKAGING FOR INTELLIGENT LOGISTICS: BEVERAGE CASE (WITH HEDWIGE VERHERBRUGGHEN)

Speaker: Axel Dietz | Managing Director, *Trackware*

Speaker: Hedwige Verherbrugghen | Project Manager, *Pack4Food*

Location: Presentation Area III

The 'Smart Packaging for Intelligent logistics' project aims at increasing the supply chain efficiency with less waste, less energy consumption & less costs through creating an ecosystem with smart packaging technologies, available on the market today. Current Smart Packaging Technologies & Processes are used across the value chain and stakeholders in four different sectors (Food, Beverage, Health Care/Pharma & High Tech) to create an ecosystem. Expected Results: Qualified measuring technologies & applicable software to improve specific supply chains in the future.

Pack4Food leads the Beverage case, one of the 4 cases in the Smart Packaging project. This case is very interesting because of its future potential: re-usable technology for different types of re-usable packaging in Food & Beverage industry such as drinks, frozen or fresh vegetables, meat & fish, etc.

14:15 – 15:15 Hrs.

THE HALEON / GSK SMART PACKAGING CHALLENGE

Judge: Anu Gadhiraju | R&D Respiratory Category Packaging Manager, *GSK*

Moderator: Eef de Ferrante | Executive Director, *AIPIA*

Location: Presentation Area I/Main Stage

AIPIA is teaming up with HALEON / GSK to run an Active & Intelligent Packaging Challenge during the upcoming AIPIA World Congress. More and more major Brand Owners are recognizing that, with the rapid developments in today's digital era, recycling – food waste - and supply chain issues packaging has a unique opportunity to play a significant role in enabling and facilitating connected platforms and providing the consumer with increased engagement and increased confidence/loyalty towards products and offer more sustainable products and extension of shelf life. So HALEON / GSK is looking to integrate Active and Intelligent packaging (Smart Packaging) to enhance the consumer experience, provide traceability, enhance safety and/or security, as well as extending shelf-life or reducing waste. More information on this highly interactive session soon.

14:15 – 15:15 Hrs.

THE HALEON / GSK SMART PACKAGING CHALLENGE

Judge: Anu Gadhiraju | R&D Respiratory Category Packaging Manager, *GSK*

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15:15 – 15:45 Hrs.

HYBRID PRINTED ELECTRONICS - CREATING VALUE WITH SUSTAINABLE ELECTRONICS

Speaker: Corne Rentrop | Project Leader, *TNO*

Location: Presentation Area I/Main Stage

Printed electronics is seen as a key enabling technology for Smart packaging. The (printed) sensor functions, long range communication and optimized logistics can be used to determine environmental conditions of a single package. However, this will only be brought to industry if the package can be produced and used in a sustainable matter. The talk discuss properties, hurdles and solutions for sustainable electronics available at the Holst Centre.

SUSTAINABLE SMART ELECTRONIC LABELS FOR PACKAGE MONITORING

Speaker: Liisa Hakola | Senior Scientist, *VTT Technical Research Centre of Finland Ltd.*

Location: Presentation Area II

Presentation details coming soon!

THE ROLE OF IR TRACERS IN SECURING PACKAGING

Speaker: Vitaly Talyansky | Managing Partner, *Stardust Materials*

Location: Presentation Area III

The presentation will focus on various applications of covert IR tracers in securing and serialization of smart packaging to provide brands with anti-counterfeiting, anti-diversion, and sustainability verification capabilities.

15:50 – 16:20 Hrs.

TEMPERATURE SENSITIVE LABELS WITH IRREVERSIBLE COLOUR CHANGE

Speaker: Ondrej Panák | R&D Associate, *MyCol*

Location: Presentation Area I/Main Stage

Presentation introduces irreversible thermochromic labels that allow simple visual indication, if temperature gets over certain threshold. The temperature threshold can be adjusted according to needs from freezing to high temperatures. Labels change colour from white to coloured. Our unique technology enables customizable designs, variety of colour options and label material to select from.

15:50 – 16:20 Hrs.

TEMPERATURE SENSITIVE LABELS WITH IRREVERSIBLE COLOUR CHANGE

Speaker: Ondrej Panák | R&D Associate, *MyCol*

SMART PACKAGING PLUS AMBIENT IOT – ONE GIANT FIX FOR SUPPLY CHAINS

Speaker: Thaddeus Segura | VP of Data Products & Algorithms, *Wiliot*

Location: Presentation Area II

Smart packaging is a promise waiting for technology to make it the final word, not a buzzword. That technology is Ambient IoT, a reality which will sooner than later connect trillions of "things." That fully-scaled, Massive IoT will mean that everything can be internet- connected, making smart packaging truly smart. Wiliot's fundamental breakthrough – its stamp-sized IoT Pixels, actual programmable computers – will transform global supply chains, creating never-before-possible efficiencies that will reach deeply into industries ranging from food to pharma to apparel. Waste will be eliminated, safety will be assured, planetary sustainability will be achievable. Join us to discover how smart packaging – starting with the humble plastic create – can change just about everything.

HD MULTICODE: UP TO FOUR CODES IN ONE FOR BRAND PROTECTION, TRACK AND TRACE, PREVENT DIVERSION, AND PRODUCT DESCRIPTION OR DIRECTIONS FOR USE FOR CUSTOMERS

Speaker: Gary Parish | Managing Director, *HD Barcode LLC*

Location: Presentation Area III

Providing the most advanced 2D code in the world, HD Barcode can be provided as a HD MultiCode with up to four individual codes together to provide both manufacturers and consumers, public, and secure private information to:

- Provide brand protection to prevent anti-counterfeiting with or without the Internet
- Provide two different secure HD Barcodes to provide track and trace information; prevent diversion; identify other unique anti-counterfeit features on the label or container that only authorized readers can decode
- Allow consumers to read a public QR Code from their Smartphone for authentication
- An optional fourth code to provide directions for use or ingredients that can be read in any language on a Smartphone

16:30 – 17:00 Hrs.

LEARN HOW SMART PACKAGING IS USED TO DELIVER EFFECTIVE REUSE SYSTEMS

Speaker: Emily Rogers | Chief Operating Officer, *Reath Technology LTD*

Location: Presentation Area I/Main Stage

✔ Learn what a digital passport is and how it turns packaging into an asset
✔ See how Marks & Spencer used digital passports to save time and money on their reusable packing scheme
✔ Understand how to get started if you want to reduce your single-use packaging spend

NFC TECHNOLOGY FOR SMART PACKAGING... GOING BEYOND TRACEABILITY

Speaker: Philippe Horcholle | Technical Marketing Manager, *STMicroelectronics*

Location: Presentation Area II

Packaging solutions are primarily used to prevent product damage, but they are nowadays enhanced with new features enabling additional use cases. Using NFC technology is the key to making your packaging solutions smarter and traceable, and turning them into a way to engage with your consumers. Yet, overcoming the integration constraints and tailoring your NFC design to your use case require technical expertise, and you may not know where to start.

In this session at AIPIA World Congress, we will show you inspiring use cases and recent success stories enabled by NFC. We will present you our ST25Connect program, which helps companies implement and deploy their NFC projects from the start to the end, ensuring their success.

SMART PACKAGING AT SCALE – HOW TO STRUCTURE YOUR COMPANY TO DELIVER SMART PACKAGING IN ALL PRODUCTS (ROUNDTABLE DISCUSSION)

Speaker: Robson Lisboa | CEO, *Midiacode*

Location: Presentation Area III

Up to now, smart packaging projects were implemented in pilot projects, experiments and expensive initiatives. From now on, we've got the time to really implement smart packaging at scale, in all products of your brand, as a standard. But, how to do that at an affordable price? And how to do that without letting your marketing and packaging team get crazy with endless work? Join this conversation and start a new moment of your smart packaging strategy.

Speaker: Robson Lisboa | CEO, *Midiacode*

Location: Presentation Area III

17:00 – 17:15 Hrs.

THE EVOLUTION OF AR IN CONNECTED PACKAGING

Speaker: Martin Stahel | Sales Director, *Zappar*

★ **Key Note Speaker** ★

Location: Presentation Area I/Main Stage

We have been discussing AR's role in connected packaging for many years and in this talk Martin will look at how the solution has evolved both in terms of what the tech can deliver and how brands are using AR to generate commercial value. Make sure your smart device is charged and handy as this will be an interactive presentation!

17:15 – 18:30 Hrs.

THE HALEON / GSK SMART PACKAGING CHALLENGE OUTCOME

Judge: Anu Gadhiraju | R&D Respiratory Category Packaging Manager, *GSK*

Moderator: Eef de Ferrante | Executive Director, *AIPIA*

Location: Presentation Area I/Main Stage

The outcome of the Haleon / GSK Smart Packaging Challenge with Anu Gadhiraju and Eef De Ferrante. Followed by networking with all our excellent attendees.

Tuesday 15th November

09:45 – 10.30 Hrs.

CIRCULARITY, DATA AND IDENTIFICATION…. WHAT'S AHEAD OF US

Speaker: Frits van den Bos | Manager Innovatie, *GS1*

Speaker: Jan Merckx | Sustainability Lead, *GS1 Netherlands*

Location: Presentation Area I/Main Stage

The EU is working towards a circular economy by 2050. Digitalization will be key enabler for all stakeholders involved. Discuss with Frits van den Bos and Jan Merckx what the impact will be and how we can work together to make this work.

Session breakdown:

Introduction GS1

What's happening in Europe: Green Deal, Digital Agenda

Discussion about upcoming opportunities

Digital Product Passport + film Achim over Cirpass

Discussion - where are you standing?

Round Up

10:35 - 11:05 Hrs.

THE DIGITAL PRODUCT PASSPORT IS COMING SOON. IS YOUR COMPANY READY?

Speaker: Monica Gross | Ecosystem Engagement Manager Food & Beverage, *Avery Dennison*

Speaker: Noam Assael | Director Business Ventures, *Avery Dennison*

Location: Presentation Area I/Main Stage

The Digital Product Passport (DPP) is designed to make it easier to repair or recycle products and track substances of concern along the supply chain. According to the European Commission proposal, all regulated products sold in Europe will need to have a DPP within the next couple of years.

In our presentation we will discuss:

✔ What a connected digital item-level product is

✔ How digitization of the supply chain can provide the transparency, circularity, & provenance needed to comply with DPP

✔ How your organization can prepare for this new regulation

✔ Which tools and methods need to be implemented in your organization

✔ Benefits DPP could bring to consumers beyond the information currently found on your website

✔ Which challenges we have to solve to make DPP happen

✔ How collaboration across the supply chain could help

11:10 – 11:40 Hrs.

THE RECYCLE CHAIN IS A VALUE CHAIN

Speaker: Johan Kerver | CEO, *FiliGrade Sustainable Watermarks b.v.*

Location: Presentation Area I/Main Stage

What does the packaging market need to enable large scale recycling? A sustainable, reliable, simple and cheap technology for sorting is key to recycling. This enables high-value fractions based on criteria like: Food/Non-food, single-/multilayer, toxic/non-toxic, and more.

This new sorting technology delivers a profit to every stake-holder in the value-chain. Sustainability and simplicity imply: no need for extra ink for print-purposes, efficient embedding of sorting-key dots into plastics and easy reading with limited computer power. Using straight-forward, single-purpose digital watermark technology, all value-chain participants can harvest the added value coming from fast-growing market demand for recycled materials.

11:10 – 11:40 Hrs.

THERMORESPONSIVE MATERIALS ENABLING BATTERY-FREE, NFC/RFID TEMPERATURE-MONITORING LABELS

Speaker: Pichaya Pattanasattayavong | Professor, *Vidyasirimedhi Institute of Science and Technology*

Location: Presentation Area II

Smart labels that can detect a critical temperature threshold are in demand for tracking temperature-sensitive goods in modern logistics. The visual temperature indicators are widely used, but they require manual inspection of individual tags. In contrast, RF-based devices require a power supply (data loggers), thus not suitable for item-level tracking. Some temperature-sensing passive NFC/RFID tags are available; however, they can only report the temperature when communicating with an RF interrogator. Our team has developed a new sensor component based on thermoresponsive materials that can be integrated with conventional passive NFC/RFID labels.

The sensor operates continuously based on the physical reactions of the thermoresponsive materials, eliminating the need of an external power source. Crucially, the status of the sensor is specifically engineered to be irreversible: once a temperature threshold is exceeded, both the visual appearance (color) and the electrical state of the sensor are irreversibly changed. Essentially, this allows the sensor to store 1-bit memory of the thermal history (within limit vs limit exceeded) and can output both visual and digital indicating signals. The sensor's properties enable the realization of smart temperature-monitoring, battery-less labels for item-level tracking of temperature-sensitive goods such as pharmaceutical and cosmetic products.

11:45 – 12:15 Hrs.

PANEL DISCUSSION: HOW DIGITAL PRODUCT PASSPORTS AND TRACEABILITY TECHNOLOGY POWER SUSTAINABLE VALUE CHAINS

Speaker: Kim Albertsen | Manager Traceability Lead Nordics Industry X, *Accenture*

Speaker: Jan Merckx | Sustainability Lead, *GS1 Netherlands*

Speaker: Per Christian Myklebost | CPO, *Kezzler*

Speaker: Johan Borg | CTO, *Kezzler*

Moderator: John Beerens | CSO, *Kezzler*

Location: Presentation Area I/Main Stage

Building sustainable value chains require end-to-end visibility across the supply chain. How can this transparency be achieved and shared? Traceability technology underpins this visibility and insight – enabling the circular economy, meeting consumer demands, and achieving regulatory compliance.

An example of the regulatory shift is the European Union's digital product passport (DPP) initiative. Designed to support sustainability and circular goals, DPPs will be required to sell products in specific categories (starting with apparel and textiles) within the European Union.

In this panel discussion, you will learn more about who DPPs will affect in the future, the critical elements to consider when choosing a traceability platform, the importance of interoperability and technology standards, and the benefits of end-to-end traceability beyond regulatory compliance in creating sustainable value chains.

USE OF BLOCKCHAIN WITH NFC TECHNOLOGY TO PROTECT BRANDS FROM COUNTERFEITED PRODUCTS AND ENHANCE CUSTOMER EXPERIENCE

Speaker: David Geisser | Founder & CEO, *collectID AG*

Location: Presentation Area II

Almost 2 trillion dollars worth of products are counterfeited every year, generating not only monetary losses but also reputational damage for brands. Additionally, brands often lack important first-party data about their customer and target group, since many products are sold via a retailer. Storytelling and sharing emotions became more difficult in times when online shopping increased, and a global pandemic thwarted customers from shopping in-store. With the introduction of digital worlds like the Metaverse, many brands want to tap into this market opportunity but often do not know where to start or how to participate. Finally, there is a crucial missing link between the physical product and the digital landscape we are surrounded by.

collectID solves these problems by combining encrypted, smartphone-ready NFC tags with secure, immutable NFTs (non-fungible tokens) to guarantee – 100% – a product's authenticity with just a single tap on the smartphone. Each product is equipped with a unique and encrypted NFC tag. This tag and its unique identity are then assigned to its owner, tokenized, and stored on the blockchain, providing a customer-centric end-to-end solution for brands, products, and customers. With our technology, we reduce the scalability and the financial incentive to produce counterfeits and allow brands to operate fully transparently by storing information on the blockchain. By combining hardware and software, we create a unique communication channel for brands, allowing for new types of storytelling and one-of-a-kind "phygital" user experiences.

12:15 – 12:45 Hrs.

CONNECTED VALUE CHAINS

Speaker: Joseph Lambert | VP Digital Solutions, *Sealed Air*

Location: Presentation Area I/Main Stage

How digital connected packaging drives efficiency down to the package level.

12:15 – 12:45 Hrs.

CONNECTED VALUE CHAINS

Speaker: Joseph Lambert | VP Digital Solutions, *Sealed Air*

Lunch 12.45 - 13.45 Hrs.

BREAK FOR LUNCH AT THE AIPIA WORLD CONGRESS

13:45 – 14:15 Hrs.

HOW CAN A DIGITAL SOLUTION HELP CREATE A CIRCULAR ECONOMY IN PACKAGING?

Speaker: Iryna Garkushyna | Director of Global Strategic Innovations, *Avery Dennison*

Speaker: Noam Assael | Director Business Ventures, *Avery Dennison*

Location: Presentation Area III

Avery Dennison will demonstrate how digital triggers and a connected product cloud atma.io, can enable the circularity of primary and secondary packaging by assigning unique digital IDs, providing end-to-end transparency by tracking, storing, and managing all the events associated with each individual product.

Join us on a journey from source to consumer and beyond.

13:45 – 14:15 Hrs.

HOW CAN A DIGITAL SOLUTION HELP CREATE A CIRCULAR ECONOMY IN PACKAGING?

Speaker: Iryna Garkushyna | Director of Global Strategic Innovations, *Avery Dennison*

Speaker: Noam Assael | Director Business Ventures, *Avery Dennison*

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14:20 – 14:50 Hrs.

THE RESULTS OF PACKAGING SERIALIZATION IN BOTH COMPLIANCE AND NON-COMPLIANCE RELATED ENVIRONMENTS

Speaker: Ron Volpe | Chief Commercial Officer, *PSQR*

Location: Presentation Area I

Packaging, even smart packaging, needs a place for its data to go. At PSQR, we track over 20 billion items each year by ingesting data from all along the supply chain to create a granular view of the product and packaging journey. Our EPCIS based supply chain event repository enables interoperability across supply chain nodes and partners, from raw materials to end of life cycle management, in both serialized and non-serialized environments. Our customers use this capability to ensure a seamless flow of product, packaging, and information that provides competitive advantage across their businesses.

14:20 – 14:50 Hrs.

A NEW ERA OF SMART, CONNECTED PACKAGING: DRIVING CONSUMER ENGAGEMENT AND INCREMENTAL PURCHASES

Speaker: Adhithi Aji | Founder & President, *Adrich*

Location: Presentation Area II

Smart, connected packaging enabled by Internet of Things and AI is now allowing packaging to go beyond its traditional role it used to play. In the new era where packaging is livestreaming usage data from consumer's homes, brands are utilizing packaging as a mechanism to obtain deeper consumer insights, engage consumers at point-of-use, and drive more loyalty and repeat purchases.

Speaker: Adhithi Aji | Founder & President, *Adrich*

Location: Presentation Area II

15:00 – 15:30 Hrs.

UNLEASHING THE POWER OF YOUR PRODUCTS TO BUILD CONSUMER TRUST IN YOUR BRAND PROMISE – FROM CONTEXTUAL CONSUMER ENGAGEMENT TO DATA-DRIVEN BRAND INTEGRITY

Speaker: Paul Glynn | Account Director, Europe, *Digimarc*

Location: Presentation Area I/Main Stage

Distrust is society's default emotion, according to Edelman's latest Trust Barometer survey. For brands in the consumer goods industry –which produces 4.5 trillion products every year – trust is paramount.

Imagine the trust new parents place in diapers for a newborn. The Pampers promise: Safety for your baby. Breaking trust can affect a brand's bottom line. Brands actively earn trust by providing personal and personally valuable experiences at each stage of the customer journey.

Connected packaging, through product digitization, is disrupting the way brands and consumers connect. Digitized products deliver real-time data intelligence allowing brands to meet consumers' demands for contextual, personalized experiences. With the reckoning in digital advertising and the backlash against greenwashing, savvy brands are leaning into product digitization, but they're asking, how do we get started?

In this session, we will explore:

✔ Product digitization; selecting the right option for your brand
✔ Future-proofing your solution; why global standards like GS1 Digital Link matter
✔ Beyond consumer engagement, protecting your brand with multi-factor authentication and covert digital watermarks

NFC-ENABLED PRODUCT PACKAGING: EXPERIMENT FOR CONSUMER PERCEPTION AND TECHNOLOGY ACCEPTANCE

Speaker: Justina Karpavice | PhD Fellow, *Aarhus University*

Location: Presentation Area II

Despite all the significant capabilities of NFC, the technology is still not widely accepted by consumers, retailers or manufacturers. Various challenges related to technological feasibility, customer acceptance, and economic benefit for the business model hinder NFC technology from being widely applied to the packaging industry. As a result, the main aim of this research is to carry out the experiment to examine the peculiarities of the user interaction of NFC-enabled packaging that could lead to more comprehensive insights regarding potential implementation obstacles, consumer perception, and technology acceptance.

Event Closes @ 15:30 Hrs.

THE AIPIA WORLD CONGRESS EVENT CLOSES

Event Closes @ 15:30 Hrs.

THE AIPIA WORLD CONGRESS EVENT CLOSES