



## **Call For Expert**

### **Organizer:**

NürnbergMesse China Co., Ltd.

### **Supporter:**

China Light Industry Machinery Association

### **Co - organizer:**

Printing and Printing Equipment Industries Association of China

### **International Cooperation:**

World Packaging Organization  
 European Packaging Institutes Consortium  
 German Packaging Institute  
 Netherlands Packaging Center  
 Czech Packaging Institute  
 Packaging Valley Germany  
 VVL e.V.  
 STi-Group  
 Berndt +Partner GmbH

PAK-ID, organized by NürnbergMesse China Co., Ltd. and co-organized by China Light Industry Machinery Association and Printing Equipment Industries Association of China, is a sub-brand of the world-renowned packaging show Fachpack by NürnbergMesse Group. PAK-ID is committed to establishing professional technology platforms, to building bridges between Sino-Europe markets, and to creating more opportunities for business cooperation worldwide.

### **Time**

16 May, 2019 9:00-17:00 Plenary Session  
 17 May, 2019 9:00-17:00 Subject Sessions ( 2 Parallel Sessions)

### **Venue**

Shanghai World Expo Exhibition & Convention Center I SWEECC  
 No.850 Bocheng Rd. Pudong New District, Shanghai  
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### **Fields of delegates**

- Food manufacturers
- Beverage manufacturers
- Medicine producers
- Cosmetics brands
- New packing material
- Packing container and design
- Intelligent / automatic packaging technique and equipment
- Printing equipment
- Print & label
- Software & IT Solutions
- Media and institute

- Market Trends
- Sustainability
- Digital Transformation

### **Topics you may refer to:**

#### **I. The session of Market Trends**

- The changing packaging market - Shaping the future
- Ocean Littering - How to stop the leakage of plastic packaging
- E-commerce growth and the analysis of consumer behavior
- New marketing technologies, get upper hand of digital marketing
- Decode food market trend in the new retail era

#### **II. Sustainability of Corporate Packaging Session**

- Sustainability design as integrate part of product development
- PCR-Post Consumer Recyclates - What needs to be done to meet the requirements of food safety
- Retail initiative to collect and identify packaging through IOT
- Challenges and solution strategies for circular economy
- When to recycle plastic packaging and when not to! Insights from the CEFLEX projects
- Design for recycling guidelines
- Sustainability strategies of global FMCG companies
- Fighting food waste through intelligent packaging

#### **III. Digital Transformation Session**

- Using packaging as the largest media asset to deliver consumer experiences
- Traceability and one-one customer engagement
- Taking augmented reality to the next level for smart packaging
- “Drink and Add” - A case study from Coca-Cola for fully integrated communication campaign
- Embracing the consumers, how the brand uses digital to enable powerful experiences
- The Power of Pack as Media

This moment is also the future. NürnbergMesse China Co., Ltd. sincerely invites you to join us as a speaker to spread the packaging wisdom of the current era and Industry 4.0 process, to explore cutting-edge technology research and hot topics, and to promote the upgrading of the packaging industry together with global experts.

**SMART BEYOND APPEARANCE**  
智能始于技术 创意溢于颜表

**If you would like to join PAK-iD as a speaker,**

**please send the following information to us:**

- Speaker Information
  - Name
  - Company or institution name
  - Position
  - Profile (No more than 150 words)

- Presentation Information
  - Topic
  - Presentation abstract (No more than 150 words)

\* The above information must be both in Chinese and English

**\*Once the above information is confirmed by the organizer, every speaker will have 30-40 minutes to share your unique insights and professional opinions with other speakers and delegates.**

**Contact Us:**

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