**Packplus Agenda 2021**

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| Time (Hrs) | **Packplus , 9-10-11 December, Pragati Madan, New Delhi** |
| Theme: | **PACKAGING FOR “NEW NORMAL” TIMES**  **VISUALISING PACKAGING FOR Y2025**  **From full life cycle to digital transformation for automation, connectivity, traceability demands of modern e-commerce** |
|  | **Day- 1 (Thursday, 9th December 2021)** |
| 11:15-11:30 | **Industry Keynote Address** |
| 11:30-12:30 | **Inaugural Panel Discussion: Envisioning 2025– Overcoming the challenges of food packaging – Designing for full life cycle and sustainability.**  What will food and the materials used to package will look like in 2025? What role will sustainability play? Will consumers be driven by convenience or are they looking for experiences – or will they want to make a statement with their consumption choices? Will the need for packaging dramatically decrease as consumers are drawn to package-free shops? Hear from the panel of experts on how to tackle these design challenges and gain insights into how smart packaging solutions can deliver more value to customers and consumers.   * Plastic strategies for future - challenges & opportunities * Recycling, Plastic Waste Management & EPR * Implications for the food packaging value chain * Innovation and trends in food packaging * How technology innovation can help businesses, Government and communities shift to an inclusive circular economy faster and more efficiently? * Increase investments in effective integrated solid waste management systems and infrastructure * Strengthen governmental policies, regulations, and commitments for a circular plastics economy * Rethink current delivery models and invest in innovation, pilots, and demonstration projects * Sustainable or green packaging alternatives * The use of biomaterials including agri-food wastes for packaging application. |
| 12:30-13:30 | **Panel Discussion: Digitisation, Automation & Connectivity: Unlocking the value of digital transformation in packaging industry.**  The packaging industry is also undergoing a profound transformation, with brand owners shaking its value chain. Digital trends are changing the dynamics in the packaging value chain. Automation continues to bring benefits to all areas of value chain. In this session, you will hear how full traceability, digitalization and new approaches to inspection & packaging can support adherence to regulatory requirements and timely delivery of product.  **Session Highlights:**   * Collaborative Robots (Cobots) * Robots without protective barriers * Artificial Intelligence * Diverse robotic laws and standards across the world * Automatic methods to release defect free products * How digital transformation is influencing product packaging. |
| **13:30-14:30** | **Lunch Break and Networking** |
| 14:30-15:30 | **Panel Discussion: Riding the wave – Responding to ecommerce surge in a sustainable way**  Growth of e-commerce has been hugely speeded up due to pandemic, which led to the customer shopping behaviour switched from in person to online. More packaging used and hence more waste generated. how the e-tailer managed the increased packaging waste and what the rest of value chain can do to support.  Session Highlight:   * Impact of increased paper consumption and waste on environment * Energy/ carbon footprint, chemical and water load on environment |
| 15:30-16:30 | **Panel Discussion: Closing the loop through better design: The Future of Flexible Packaging.**  The growing demand for sustainable production has seen the flexible packaging industry turn towards the circular economy to deliver environmental improvements without compromising on the functionality of its products – but developing the necessary solutions has not been so straight forward.   * Sustainability of flexible plastic packaging * Is flexible plastic packaging recycling a possibility? * Innovation for the sustainability of flexible plastic packaging * Guidelines for flexible packaging in circular economy * Understand/Map flexible packaging market |
| **16:30** | **End of Day 1 Conference** |
|  | **Day-2 (Friday, 10th December 2021)** |
| **11:00 -11:45** | **Panel Discussion: Digital Printing: A packaging revolution**  In this session of Digital Print for Packaging, leading brand owners will discuss the changing landscape of packaging, and how digital printing is providing new opportunities to leave a lasting impression on consumers.   * New digital Printing technologies boost packaging benefits * How digital printing disrupting the packaging industry * Trends and prediction for 2022 to 2025 * Cost effectiveness for long runs for large volume FMCG products? * Is digital printing more sustainable |
| **11:45-12:15** | **Fire Side Chat: The Pharma Perspective – Decoding the importance of packaging in protecting the temperature sensitive shipment and meeting sustainability goals while balancing the cost.**  Whilst ordinary consumer packaging protects and informs, pharma packaging goes further. It protects – but to a far greater extent. It informs – but its communication is crucial. A miss-stated quantity can make a medicine at best ineffective and at worst lethal. This session addresses numerous challenges pharma packaging industry faces in protecting temperature-sensitive products and how can they be dealt with? In addition to the growing number of temperature-sensitive products, what are the trends driving the need for temperature controlled packaging?   * Packaging for the geriatric patients * Controlled dosage packaging * Other specialised packaging for pharma industry * Safety in packaging |
| **12:15-13:00** | **Rap Up Power Panel Discussion: Decoding Anti-Counterfeiting and Temper Proofing: End-to-End Traceability.**  Counterfeiting and piracy are still rising as a threat to society and the economy. Counterfeit or pirated goods are common throughout the world and across all sectors of the industry. The amount sold by street corner counterfeiters and all other physical markets combined would soon overtake counterfeits in the digital world. Brands are losing hundreds of billions of dollars per year to fake or pirated content online. Brandjackers know that by imitating goods, they can make easy money. There is a high need for anti-counterfeiting services in India. This is because of brand imitation, where the counterfeiter tries to copy the name, look, feel, and image of another brand which is very much in the public consciousness because of its popularity and services.  This session will explore the evolution of traceability and its nuances and explain why the latest phase of traceability is not just about tracking products and components throughout the supply chain but also optimising productivity, quality and brand reputation within the manufacturing operation by tying product to process parameters.  **Session Highlights:**   * Discuss counterfeit problems in India and propose ways to combat the same * Empowering and protecting consumers * Need of increasing Budgets for conducting anti-counterfeiting investigations in brands marketing budgets. |
| 13**:00** | **End of Conference** |
| 13:00-14:00 | **Lunch Break and Networking** |