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**Reimagining Packaging:**

Smarter, Greener, Consumer-Centric

**June 13th, 2024**

Autocluster Exhibition Centre, Pimpri, Pune

AGENDA

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| **10:00 AM Onwards** | **Registration** |
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| **10:30 AM - 11:15 AM** | **Welcome & Inaugural – PackVision Summit 2024** |
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| **11:15 AM - 11:30 AM** | **OPENING ADDRESS –****TALK - I****Challenges faced by the Indian Packaging Industry**Examining key issues like raw material costs, technological gaps, infrastructure bottlenecks, and changing consumer demands (including sustainability preferences) impacting packaging businesses.  |
| **11:30 AM - 11:50 AM** | **TALK - II****Elevate and Optimize Packaging for MSMEs & Startups with HP Indigo** |
| **12:00 PM - 01:00 PM** | **PANEL DISCUSSION - I****Profitability Meets Sustainability - A Delicate Balance**This panel explores the concept of achieving profitability while maintaining sustainable practices in packaging. Experts will discuss strategies to balance cost and eco-friendliness, identify affordable sustainable options, and analyze consumer preferences towards sustainable packaging. The session will also explore future-proof business models that prioritize both profitability and sustainability.* **Achieving Profitability in a Sustainable Packaging Ecosystem:** Exploring strategies to balance cost-effectiveness with eco-friendly practices.
* **Affordable Sustainable Packaging Options:** Identifying cost-effective sustainable materials and production techniques.
* **Consumer Preferences and Sustainable Packaging:** Understanding consumer attitudes towards sustainable packaging and its impact on buying decisions.
* **The Future of Sustainable Packaging Business Models:** Discussing innovative business models that promote profitability and sustainability.
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| **01:00 PM - 02:00 PM** | **Networking Lunch & Visit to exhibition stands** |
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| **02:00 PM - 03:00 PM** | **PANEL DISCUSSION - II****Unwrapping the Growth: Enhancing Customer Experience through Innovative Packaging**This panel explores how packaging can evolve to meet changing customer preferences for connected, interactive, and inclusive experiences. Experts will discuss trends in active and intelligent packaging technologies, inclusive design principles, e-commerce optimization strategies, and digital brand enhancement through packaging.* **Active and Intelligent Packaging Technologies:** Exploring RFID, NFC, QR codes, time-temperature indicators, anti-microbial films, and smart trackers for supply chain visibility, product protection, and consumer engagement.
* **Inclusive Design for Accessibility:** Designing packaging for diverse abilities, ages, and cultural needs.
* **On-Package Digital Experiences:** Leveraging smartphone apps, digital watermarks, and other technologies for enhanced branding.
* **E-commerce Packaging Strategies:** Optimizing packaging for direct-to-consumer shipping and unboxing experiences.
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| **03:00 PM - 04:00 PM** | **PANEL DISCUSSION - III****Food Grade Packaging: Ensuring Safety and Compliance**This panel delves into the critical role of packaging in ensuring food safety and regulatory compliance within the F&B industry. Experts will discuss packaging innovations that enhance product protection, explore challenges in last-mile distribution, and share insights on meeting stringent food safety standards.* **Packaging Design for Food Safety:** Exploring design features that minimize the risk of contamination, improve ease of use, and promote proper handling and storage of food products.
* **Regulatory Compliance and Food Contact Materials:** Understanding FSSAI, FDA rules on safe packaging materials.
* **Packaging for Emerging Food Trends:** Meeting needs of plant-based, clean-label, and functional food products.
* **Last Mile:** Maintaining product integrity during transportation and delivery to the end consumer.
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| **04:00 PM Onwards** | **Key Takeaways of the Day & Thank You** |
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| **End of Day - Visit to exhibition stands** |
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