

Conference Agenda

Theme – Unboxing Possibilities – Succeeding at the Packaging Evolution

Day One – 22nd August 2024

10:00 Hrs	Conference Registration & Exhibition Inauguration
11:00-11:15 Hrs	Conference Inauguration & Lamp Lighting
11:15-11:20 Hrs	Welcome Note by Umang Gupta, Country General Manager, RX India
11:20-11:40 Hrs	Opening Keynote
11:40-12:20Hrs	<p>Panel Discussion – Packaging for Food – Traverse through honest labelling and transparency</p> <p>While the product is always the consumers' focus, it is important to create packaging that meets the government set regulations and standards for safety. Making sure your raw materials are sourced in a sustainable way will reduce more than just your organisation's carbon footprint. In today's time, packaging goes beyond the role of just a cover for the final product. From protection to adding value, packaging does it all.</p> <ul style="list-style-type: none">• Bureau of Indian Standards – from raw materials to the recyclability of packaging• Protection during transit to ensure the product reaches consumers in top condition• FSSAI - Food Safety and Standards for Packaging and Labelling• Protection of food - temperature sensitivity, transparency when it comes to disclosure of materials used, exploring reusable/edible packaging – is it a viable option for all types of food packaging, is plastic the only sturdy raw material for packaging?• Implementation of nanotechnology in food packaging to develop intelligent packaging which gives – enhanced shelf life, better barrier properties and improved thermal stability
12:20-13:00 Hrs	<p>Panel Discussion – The ultimate unboxing experience – Cracking your customer base</p> <p>While designing packaging for a new product, or re-working on packaging for your existing best sellers – the most important part apart from the visuals has got to be the functionality – the user-friendliness. Focusing on convenience, you can make sure to tap into your consumers' excitement for your product – since they don't have to wrestle with a package with several difficult to open layers. Simple and easy packaging is less time consuming, adds less to the dispose piles for your customers as well as saves money.</p> <ul style="list-style-type: none">• Personalisation and customisation• Experiential packaging – creating an immersive buying process• Going beyond the protective nature of packaging• Difference in packaging for B2B and D2C• Creating the right impression – using the right materials, the visuals to build a solid consumer base• Aesthetic appeal and legible information – the right combination of beautification as well as making sure your information does not get lost• Purchase decisions and brand loyalty
13:00-14:00 Hrs	Networking Lunch
14:00 – 14:45 Hrs	<p>Panel Discussion – Green packaging vs green washing – Packaging industry at the cusp of transformation</p> <p>Sustainability is an ever-growing concern among the businesses and consumers alike. Packaging designers and developers are increasingly incorporating sustainable design principles in their work to address the dynamic need for a sustainable change in the</p>

	<p>industry. From using alternative raw materials to creating packaging that can be reused after the fact – sustainability can be achieved through several steps on the organisations’ end. The ever-aware consumers of today demand a cleaner greener functioning and transparency from the businesses.</p> <ul style="list-style-type: none"> • Green packaging vs green washing – the actual facts regarding transparency • Alternative materials – using papers instead of plastic, bio-degradable packing peanuts and many more • Returnable packaging – zepto offers return of paper bags to encourage reuse, exploring more options for the packaging end of the Indian economy • Minimalistic packaging design – adding minimum aspects to packaging makes sure it is easy to recycle packaging and there is minimum disposal • The move away from plastics gaining momentum
<p>14:45-15:30 Hrs</p>	<p>Panel Discussion – Riding the AI revolution in Packaging from 2024 to 2042</p> <p>Packaging industry is standing at the forefront of a revolution – the AI revolution which has incredible potential. In its transformative state – AI will take the packaging industry through growth waves never seen before, redefining packaging and all its aspects. Tapping into the technology boom is the fastest way for businesses to take their packaging game next level. From real time tracking to safe access of the product – AI is opening innumerable avenues for the Indian economy to thrive. Advancements in Automation, Robots, IIOT and AI, allows you to overcome these challenges in commercial industry, including packaging. Beating the average human intelligence and speed, robotics and AI have taken the packaging industry by storm. It is a game changer for the packaging economy as it provides flexibility, connectivity, accurate data, analysis, and insights on more flexible packaging processes.</p> <ul style="list-style-type: none"> • Tapping into the 3D printing packaging wave • Manufacturing excellence through AI • High performance over a smaller footprint • AI for a sustainability and OEE improvement • More flexibility in terms of product customization with adaptive machinery • Lowering the risk of packaging errors • Increased product information – QR codes, smart labelling • Smart packaging and active packaging - what percentage of the industry is utilising these in real time
<p>15:30 Hrs</p>	<p>End of Day-1 Conference</p>