



KNOW HOW BALTIC: PACKAGING FOR SUSTAINABLE BUSINESS

12 OCTOBER | RIGA | LATVIA

For the first time in the Baltic states, experts of the packaging industry will talk about the role and impact to the business...



WHO ARE WE?

Publishing House Dianas bizness is the leading business newspaper in Latvia.

Stora Enso Packaging Solutions is a global producer of corrugated packaging and a supplier of packaging machines and systems.

Tetra Pak is the world's leading food processing and packaging solutions company working closely with our customers and suppliers to provide safe food.

WHY PACKAGING?

Nowadays packaging is **more than just a way** to deliver a product to the customer and keep it fresh for much longer. A proper packaging is the first visual impression of a brand, it's also a **guarantee of product quality**. It works as a company's business card and shows attitude towards the customers.

It's a **great challenge** for any company to reach and influence customers' decisions through packaging. Companies also need to consider the financial aspects of packaging and **best possible solutions**. Business development and sustainability are also important factors.



**WEDNESDAY
12 OCTOBER
RISEBA
Architecture and Media Centre
H2O 6**

THE GOALS OF THE EVENT:

1. To talk about **the packaging impact and role** in successful business development in local and international market;
2. To look at the **packaging as a type of media** – what information we are able to pass through the packaging to consumer?;
3. To find out what kind of packaging works in **different market segmentation**;
4. To look at newest **global trends** in packaging industry – the future perspectives and potential.

MINTEL



"Food and drink packaging is fascinating for me. It is the most powerful tool that producers have to protect, advertise, promote or perhaps even destroy their product and brand.. "

Regina Maiseviciute Haydon,
Food & Drink Analyst,
Mintel (UK)



"For me packaging is my professional lifestyle where first idea of packaging is born in customer's expectations."

Maija Liepa,
Product manager Baltics
Stora Enso Packaging (Latvia)

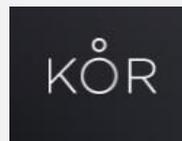
WHY SHOULD YOU ATTEND?

More than 100 participants!
Representatives from food and beverage production companies from **Baltic States** – CEOs and marketing directors.



"Packaging is my deepest passion and something that I obsess perhaps a little too unhealthy about! I believe in order to design effective, relevant and of course beautiful packaging"

Greg Clark,
Art director Koor Agency (Estonia)

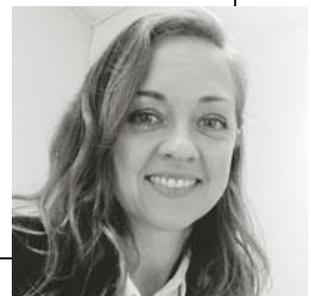


"What is associated with the concept of the packaging? On the one hand, negative associations, risk of nature pollution. On the other hand, convenience. Also additional safety for food, the opportunity to store it longer, which reduces wastage and, in turn, is good for the environment. [..]"

Pēteris Strautiņš
Macro Analyst at DNB

"Packaging is really a quiet sales man, building up consumer expectations of an experience, which will hopefully be remembered and, when successfully fulfilled, repeated. Getting to work with this mix of science and arts, keeping the needs of the consumer in the center, is very satisfactory to me."

Anna Larsson
Tetra Pak
Consumer
Intelligence Manager



Programme

Moderator – Mindaugas Pasvenskas (Pack-age, Lithuania)

9:00 – 9:30	Registration. Morning coffee	
9:30 – 9:45	Welcome words	Björn Thunström , Stora Enso Packaging Solutions division (Sweden) Representative of Tetra Pak, Ltd.
9:45 – 10:15	Take it easy and carry on! The economic situation of Europe today; What will happen next? Life outside Europe – big promises and risks	Pēteris Strautiņš , Macro Analyst of DNB Nord Banka (Latvia)
10:15 – 10:45	New consumerism in changing economy	Anna Larsson , Tetra Pak Consumer Intelligence Manager. (Sweden)
10:45 – 11:15	Why “ok” is never enough - going from generic to engaging solutions by understanding the consumer and using careful and considered design thinking.	Greg Clark , Art Director at Koor Agency (Estonia)
11:15 – 11:45	Creating consumer experiences through packaging	Regina Maiseviciute Haydon , Food, Drink and Packaging, Mintel (UK)
11:45 – 12:15	How to be in the spotlight with your products in social media.	Taavi Tammperre , Social Fly OÜ and Social Media Wisdom Ltd. (Estonia)
12:15 – 13:00	Lunch!	
13:00 – 14:00	Viewpoint on the future of packaging, with a packaging innovation perspective	Björn Thunström , Senior Vice President, Marketing & Innovation, Stora Enso Packaging Solutions division (Sweden)
14:00 – 14:30	Packaging as an important added value element	Sandra Muižniece – Brasava , Head of Technology Transfer Office, LLU PTF Associated Profesor (Latvia)
14:30 – 15:00	Sustainability as added value to your business.	Lina Kristoffersen Wiles , Tetra Pak Nordics Environment Manager Denmark & Norway
15:00 – 15:15	Coffee	
15:15 – 15:45	Packaging Roadmap	Maija Liepa , Product manager in Baltics, Stora Enso Packaging, Ltd (Latvia)
15:45 – 16:15	Experience Story	Normunds Staņēvičs , Chairman of the Board of Rīgas Piena Kombināts (Latvia)
16:15 – 16:45	Experience Story	Maija Rozenfelde , Graphic/Packaging Designer, owner and creative director at Foreign Embassy
16:45 - 17:00	Closing remarks	

SPEAKERS

Pēteris Strautiņš

Macro Analyst at DNB

Since 2012 he is one of the most quoted employee of the sector of banks in the media. While working at the bank P. Strautiņš has provided economic advice to policy-makers, for example, he has participated in the "Energy Strategy 2030" development, as well as worked in the National Economic Council. Before entering to the banking system, P. Strautiņš was a columnist in a newspaper Diena analysing the economic processes in Latvia and world, Latvian integration in the European Union, international policy.

Anna Larsson

Tetra Pak Consumer Intelligence Manager.

Being the voice of the consumer, probably best explains what Anna Larsson does in her work at Tetra Pak. In the global Consumer Intelligence team, she is involved in everything from early innovation projects to package validation activities – with consumer package research constantly being a central piece. [..]

Greg Clark

Art director at Koor Agency

An English art director based in Tallinn, Estonia who has spent the last 3 years working for Estonian packaging design specialists Koor. Before coming to Estonia Greg worked for various agencies and clients in the UK with a focus on branding and packaging design in FMCG markets.

Regina Haydon

Food, Drink and Packaging Analyst at Mintel

Regina is an Analyst with a dedicated field of focus on Poland and Eastern Europe. She joined Mintel in 2013 and her areas of expertise include tracking new innovation, consumer trends and market development activity in the food & drink and packaging market.

Taavi Tammperre

Social Media expert and owner of Social Fly OÜ Social Media Wisdom Ltd.

He has taught social media marketing to over thousand people and done social media campaigns in over 30+ countries. He also teaches social media marketing at the Estonian Business School.

Björn Thunström,

Senior Vice President, Marketing & Innovation at Stora Enso.

Dr. Björn Thunström is Senior Vice President, Marketing & Innovation in Stora Enso's Division Packaging Solutions. Björn leads a global team of marketing managers, innovation experts as well as and product management professionals in Finland, Sweden, the Baltics, Poland and Russia. Björn is leading Stora Enso's initiative with Viewpoints on the future of packaging, including the Online packaging viewpoint [..]Björn has an M.Sc. in Industrial Engineering & Management, and a Ph.D. in Corporate Strategy.

Maija Liepa

Product manager Baltics Stora Enso Packaging

Maija works for Stora Enso Packaging Ltd. as Product manager Baltics from the beginning of 2016. Till taking new position she has been in a B2B sales manager in Latvia for last 12 years. In current position she has responsibilities of leading team of 9 design professionals in Baltic team. Has been evolved in different projects in both roles: as a founder of new systems and as a leading member of the team, as well as a project team member.

