

# INNOVATIVE PACKAGING 2010

## BUSINESS SEMINAR & MATCH MAKING 17<sup>TH</sup> AND 18<sup>TH</sup> OF NOVEMBER

*SWEDISH PACKAGING INDUSTRY AND DUTCH & BELGIAN FOOD &  
BEVERAGE SECTORS*

**INVITATION TO PARTICIPATE**



# INNOVATIVE PACKAGING 2010 IS ARRANGED BY THE SWEDISH TRADE COUNCIL AND CO-HOSTED BY TETRA PAK & SCA BENELUX



**Swedish Trade Council** – Founded in 1972 the Swedish Trade Council serves the Swedish Government and Swedish business. STC makes it easier for Swedish companies to grow internationally by providing all services required to establish a company and its products, services or ideas in new markets. ([www.swedishtrade.se](http://www.swedishtrade.se))



**TetraPak** – Food packaging offering consumer convenience, easy opening, optimal shelf life and the ability to give a brand maximum exposure. They protect brands, protect products, and protect the environment. ([www.tetrapak.com](http://www.tetrapak.com))



**SCA** – Packaging solutions for consumer and point-of-sale packaging, shelf-ready packaging, customized protective packaging and transport packaging made from corrugated board . ([www.sca.com](http://www.sca.com))

\* Not confirmed as participants

# OBJECTIVE

## The overall objectives of the business seminar and match making event:

- Create a forum to strengthen the commercial relations between the food & beverage sectors in the Netherlands and Belgium and the Swedish packaging industry
- Provide Dutch and Belgian food & beverage manufacturers with an efficient way to be presented to the latest of Swedish innovations within the packaging industry. One day – several presentations.
- Provide Swedish packaging companies with the possibility to present their solutions directly to a handpicked audience consisting of relevant decision-makers from the food & beverage manufacturers

**Innovative Packaging 2010 creates a natural and efficient business forum specifically between the food & beverage and the packaging industry of the Netherlands, Belgium and Sweden**

# BENEFITS FOR PARTICIPATING DUTCH AND BELGIAN FOOD & BEVERAGE MANUFACTURERS

- **Innovative** - Swedish packaging companies are at the forefront when it comes to innovative packaging products and solutions
- **Strong tradition and experience** - Sweden has a strong tradition of commercial packaging rooted in its timber industry with companies such as Tetra Pak and SCA as well as great experience and knowledge in the entire material chain generating high quality packaging solutions for any type of demand
- **Influence over interesting sectors** - Food & Beverage manufacturers get the opportunity to direct STC's efforts in Sweden to interesting sectors
- **One day , many suppliers** - Innovative Packaging 2010 gives an opportunity for Dutch and Belgian food & beverage manufacturers to meet with Swedish packaging companies that are potential partners – one day, many suppliers

# PRELIMINARY PROGRAM – BELGIUM, 17 November 2010

Place: SCA Innovation center, Brussels

<u>Time</u>	<u>Activity</u>
10.00 – 11.00	Welcome and practical preparations
11.00 – 12.30	Seminars and presentations of branch experts and top level management Trends and innovations within packaging <ul style="list-style-type: none"> <li>• Key note speakers (Belgian, Swedish)</li> </ul>
12.30 – 13.30	Business lunch <ul style="list-style-type: none"> <li>• Exchange business experiences and network in an informal environment</li> </ul>
13.30 – 15.00	B2B presentations with representatives from Swedish packaging companies <ul style="list-style-type: none"> <li>• Direct company presentations by the Swedish companies to key representatives from national food &amp; beverage manufacturers</li> </ul>
15.00 – 17.00	Individual business meetings



# PRELIMINARY PROGRAM – THE NETHERLANDS, 18 November 2010

Place: TetraPak Benelux, Moerdijk

<u>Time</u>	<u>Activity</u>
10.00 – 11.00	Welcome and practical preparations
11.00 – 12.30	Seminars and presentations of branch experts and top level management Trends and innovations within packaging <ul style="list-style-type: none"> <li>• Key note speakers (Dutch, Swedish)</li> </ul>
12.30 – 13.30	Business lunch <ul style="list-style-type: none"> <li>• Exchange business experiences and network in an informal environment</li> </ul>
13.30 – 15.00	B2B presentations with representatives from Swedish packaging companies <ul style="list-style-type: none"> <li>• Direct company presentations by the Swedish companies to key representatives from national food &amp; beverage manufacturers</li> </ul>
15.00 – 17.00	Individual business meetings



## EXAMPLES OF SWEDISH FOOD PACKAGING COMPANIES THAT WILL BE INVITED\*



**StoraEnso** – One of the world's leading producers of packaging boards and papers. Packages for both dry and liquid food among other areas. ([www.storaenso.com](http://www.storaenso.com))



**Rexam** – Innovative packaging solutions, from beverage cans and lipstick cases to pharmaceutical devices and industrial components. ([www.rexam.com](http://www.rexam.com))



**Emballator** – Plastic and metal caps, cans, buckets, bottles and other packages for the food industry as well as other industries. ([www.emballator.se](http://www.emballator.se))

\* Not confirmed as participants

# REGISTRATION FORM

WE WOULD LIKE TO REGISTER FOR PARTICIPATION AT INNOVATIVE PACKAGING 2010

Date(s) of participation:

- 17 November, Brussels, Belgium
- 18 November, Moerdijk, the Netherlands

PLEASE RETURN REGISTRATION FORM  
**NO LATER THAN AUGUST 31 TO:**

[johan.almqvist@swedishtrade.se](mailto:johan.almqvist@swedishtrade.se)

or

send by fax +31 70 363 27 22

Company name: \_\_\_\_\_

Participant(s):

Name: \_\_\_\_\_

Function: \_\_\_\_\_

E-mail: \_\_\_\_\_

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Name: \_\_\_\_\_

Function: \_\_\_\_\_

E-mail: \_\_\_\_\_

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Name: \_\_\_\_\_

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