

# PROGRAMME LUXE PACK

## Monday September 30<sup>th</sup>

**11.30am – 12.15pm**

### 20 EMERGING TRENDS FOR THE 2020 CONSUMER

How luxury brands need to be for the people of tomorrow...

By Emma CHIU, Global Director, JWT Intelligence, **J. WALTER THOMPSON WORLDWIDE**

**12.30 pm – 1.00 pm**

### ENERGY-EFFICIENT CONTAINER PRODUCTION FOR COSMETICS

By Wolfgang EIHUSEN, CEO, NOVAPAX

**1.30pm – 2.15pm**

### SMART PACKAGING

Round table moderated by Jeb GLEASN ALLURED, Editor in chief, **GLOBAL COSMETIC INDUSTRY/ PERFUMER & FLAVORIST**

In the presence of **HEINZ, NXP, PARAGON and SPARFLEX**

**2.30pm – 3.15pm**

### BEAUTY & LOGIC

#### Ross LOVEGROVE, Designer

And Juan MANTILLA, Head of Design, **KIKO COSMETICS**

**3.30pm – 4.00pm**

### JOELLE MARDINIAN: SOCIAL MEDIA BRAND ACTIVATION IN THE MIDDLE EAST

Joelle MARDINIAN, Beauty Expert, Celebrity, Entrepreneur  
Interviewed by Christine K.SCHOTT, President, **American Influencer Association** & Co-founder, **The Beauty Influencers**

**4.00pm – 4.45pm**

### THE ART OF ORIENTAL PERFUMERY IS NOW INSPIRING THE WORLD

What can be its impact on the global consumer experience, and on the art of packaging?

Round table moderated by Elie PAPIERNIK, CEO, **CENTDEGRES** and Gaëlle DORE, Managing Director, **CENTDEGRES DUBAI**

Abdulla AJMAL, Deputy Managing Director, **AJMAL Parfums**

Patricia KHOURY, Head of Concept Creation & Development Beauty, **CHALHOUB GROUP**

Mohammad SHAKEEL RAHMAN, Manager Private label - Perfumes & Fragrances, **BOUTIQAAT BEAUTÉ & PRODUITS ACCESSOIRES**

Ian CROMPTON, Regional Director, Fine Fragrance, IMEA & ASIA, **FIRMENICH DUBAI**

**4.45pm – 5.15 pm**

### TO BE UNIQUE IS OUT, BEING CREATIVE IS THE NEW ME!

Personalisation, vector of appropriation

Igor GADREAUD, Development Director and Thierry LIM, Sales Director France, **MIMAKI EUROPE**

## Tuesday October 1<sup>st</sup>

**9.30am – 11.00am**

### PRINT & BRAND REVOLUTION LAB: THE CREATIVE LAB OF INNOVATIVE PRINTING

Round table moderated by Enrico BARBOGLIO, CEO and Valentina CARNEVALI, **BRAND REVOLUTION LAB** Project Manager, **STRATEGO GROUP**

In the presence of brands representatives from **MERCEDES BENZ, CANTINA GULFI, JERI'S FARM, TWININGS**

**11.15am – 12.00 pm**

### THE EXPERIENTIAL TRANSFORMATION OF LUXURY GOODS

By Florine EPPE BEAULOYE, Editor in chief, **LUXE DIGITAL**

**12.30pm – 1.00pm**

### SMART PACKAGING AND PRINTED ELECTRONICS

By Victor ABERGEL, Vice-President, **MGI DIGITAL TECHNOLOGY**

**1.15pm – 2.00pm**

### FRÜHSTÜCK: THE MOST

Workshop presented by Quentin HIRSINGER, Founder & President and Judith GOYAUD – SCHILTZ, Director Paris, **MATÉRIO**

**2.15pm – 3.15pm**

### DESIGNING FOR THE NEW NORMAL

Round table moderated by Marc ROSEN, CEO **MARC ROSEN ASSOCIATES**

With Camille TENDREL, Global Product Director, **BY KILLIAN**

Miranda GORDON, Vice-President, **MANE** Marketing – Fine Fragrance

Jeremy LINDLEY, Global Design Director, **DIAGEO**

Elisabeth CARRE, President, **NOSE ABOUT PARIS**

## SUSTAINABLE DEVELOPMENT SESSION

**03:30 pm – 04:15 pm**

### PACKAGING INNOVATION - WHAT ARE BRANDS EXPECTING FROM THEIR SUPPLIERS TODAY?

Moderated by Diana VERDE NIETO, Founder and Director, **POSITIVE LUXURY** and **BUTTERFLY MARK**

Sandrine SOMMER, CSR & Sustainable Development Director, **GUERLAIN**

Anne ENGER, Packaging development and eco-design, **THE ABSOLUT COMPANY**

Géraldine VALLEJO, Sustainability Programme Director, **KERING GROUP**

Olivier WENDEN, Executive Director, **Foundation Prince Albert II de Monaco**

**04:15 pm – 05:00 pm**

### PACKAGING INNOVATION - IS RE-USABLE PACKAGING THE SOLUTION?

Moderated by Diana VERDE NIETO, Founder and Director, **POSITIVE LUXURY** and **BUTTERFLY MARK**

Sandrine NOEL, Senior Corporate Environment Manager, **LOUIS VUITTON**

Sarah VOWLES, Sustainability and Communications Specialist, **IWC Schaffhausen**

Uwe MELICHAR, Partner, European Brand and Packaging Design Association

**5.30pm**

### LUXE PACK in green AWARDS CEREMONY

## Wednesday October 2<sup>nd</sup>

**10.00am – 10.45am**

### E-COMMERCE PACKAGING

Round table moderated by Alissa DEMOREST, Editor in chief, **FORMES DE LUXE**

In the presence of **ALBEA, CENTURY BOX** and **PAPTIC**

**11.00am – 11.45am**

### CHINESE DIGITALLY SAVVY YOUNG CONSUMERS...

By Daniel LANGER, CEO, **EQUITE**

**12.00PM – 12.30PM**

### PERSONALIZATION, A KEY CUSTOMER EXPERIENCE COMPONENT!

By François ROD, Executive Director, APAC & Global Key Accounts, **GRAVOTECH GROUP**

**1.30pm – 2.15pm**

### WHAT INNOVATIVE MATERIALS CAN OR WILL PACKAGING TAKE OVER?

Materials and solutions for a renewable future  
By Henna PAAKONEN-ALVIM, VP Innovations **STORA ENSO**, Consumer Board division