

intelliPACK Presents:

Smart Packaging and Smart Retail

One-Day Course for Managers

Course Overview:

This one day course provides an overview of smart packaging and smart retail for those that have an interest to learn about the area. It provides an overview of mainly materials focused, smart packaging solutions, which exchanges information and interactions through a package with consumers and the entire value chain.

The course will review the value chain from production to recovery. It will feature the key applications that brand owners, retailers and packaging companies require for the exploding for the smart packaging and retail global market. While the course is non-technical we will touch on the key technologies involved. Case studies and use cases will be made available for participants and interactive discussions will focus on exploring the needs and opportunities of the participants for smart packaging and smart retail solutions.

What you will learn:

- Definitions of active and intelligent solutions and the eco-system involved in the delivering on such solutions.
- The major shifts in consumer and market trends that impact the future of FMCG product marketing and retail.
- Key applications throughout the value chain from production to recovery such as inventory management, tracking, cold chain monitoring, interaction with the consumer at the point of decision and sale just to mention a few.
- What are key technologies involved such as smart materials, printable and flexible electronics, interactive software solutions.
- Who are the key players in active and intelligent packaging and smart retail
- Specific case studies and application examples.
- Solutions that you may consider for development and implementation in your business.
- Lessons learned from brand owners, packaging companies, smart retail.

By the end of the course you will be able to identify different applications, strategies to add value throughout the value chain, increase your sales and reduce your costs.

Who should attend:

- All product manufacturers with a focus on food & beverage, personal care, healthcare, pharmaceuticals and others.
- Brand agencies, packaging manufacturers, material suppliers and packaging equipment, machinery and systems.
- Consultants and analysts.

- Technology companies interested in developing better insights into the various applications and markets.
- Government organizations wishing to gain better insights of the technologies and applications.
- Academic and research organizations plan to develop solutions for this market.

Course Schedule & Outline - For Production Purposes:

8:30 – 9:00	Arrival and on-site registrations
9:00 – 10:00	<p>Introductions, Overview, Definitions</p> <ul style="list-style-type: none"> • About PAC, CPEIA, IntelliPACK • Definitions • Key drivers for smart packing • Eco-system of tech users, tech suppliers and other key stakeholder based on the mind map – discussion of roles
10:00 – 10:15	BREAK
10:15 – 11:00	<p>Key consumer, market trends and how you can take advantage of these opportunities:</p> <ul style="list-style-type: none"> • Use of smart phones • Changing role of retail • More social data sources • More choices in products • More customized needs • Interaction needed between the brands and consumers • What brands can learn about their consumers
11:00 – 12:00	<p>Applications by Product Life Cycle – packaging and retail solutions</p> <ul style="list-style-type: none"> • From production to store • At store • At home • Recycling <p>What are the benefits?</p>
12:00 – 13:00	<u>Lunch</u>
13:00 – 14:00	<p>Active packaging solutions, what problems do they solve and what benefits they provide:</p> <ul style="list-style-type: none"> • Moisture management • Freshness management • ETC,.
14:00 – 15:00	<p>Intelligent Packaging & Retail Solutions, what problems do they solve and what benefits they provide:</p> <ul style="list-style-type: none"> • Pharma packaging • Brand protection • Time temperature • Inventory management solutions • Interactive displays at the point of sales • Interactive packaging at the point of sales

15:00 – 15:15	BREAK
15:15 – 16:00	Case Studies, Business Cases, Benefits, ROI
16:00 – 16:20	Lessons Learnt by Brands, Packaging Companies
16:20 to 16:30	Course Conclusions, Course Evaluations