

Excursion day

| December 3

Excursions to industrial enterprises

10:00 – 16:00

Technical tours:

- **SIBUR PolyLab** - Innovative Research Center
- Recycling enterprise for polymers **Recyclen** and **Gran Garo** plant for the production of equipment for polymer processing
- **SOEMZ** - the leading company in the production of environmentally friendly packaging from pulp cardboard

Day 1 | December 4

Analytical session «Packaging 360»

8:30 – 9:30

Registration. Welcome coffee

9:30 – 11:15

Session topics:

- Government regulation and legislative changes: impact on the packaging industry.
- Extended producer responsibility (EPR): current requirements and prospects
- Global trends in packaging development. New reality and international experience
- Development of consumer markets. Changing packaging and adaptation to new requirements
- Russian packaging market: statistics, trends, new niches
- Influence of consumer trends on the perception of packaging

Invited speakers:

Anton Alikhanov – Minister of Industry and Trade of the Russian Federation
Alexander Kozlov – Minister of Natural Resources and Environment of the Russian Federation
Svetlana Radionova – Head of the Federal Service for Supervision of Natural Resources
Denis Butsaev – General Director of the Russian Ecological Operator PPC
Fedor Virin – Data Insight Partner
Vladimir Chuikov – President of the National Confederation of Packaging Manufacturers (NKPak), Chairman of the Board of Directors of the State Enterprise Gotek
Dalia Safiullina – Head of the Business Unit for the Transition to a Circular Economy KEPT
Rimma Churina – Client Relations Director, GfK Consumer Panel
Alexey Antipin – General Director of UniServiceCapital

11:15 – 11:30

Break

Plenary session of market leaders «Packaging in modern production: from development to processing»

11:30 – 12:30

BLOCK "DEVELOPMENT OF PACKAGING SOLUTIONS"

Session Topics:

- Finding the Optimal Balance between Economic Efficiency,
- Technological Requirements and Consumer Demand in FMCG Packaging
- Developing Strategies for the Implementation of Eco-Friendly Packaging without Compromising Business Profitability
- New Projects: Developing Effective Strategies in Conditions of Limited Resources and Opportunities
- Assessing the Potential and Prospects for Implementing Solutions from Russian Suppliers and Suppliers from Friendly Countries

Moderator: Evgeniya Sedova – Director of Research and Development, Unilever Rus

Invited speakers:

Maria Dmitrieva – Head of Ready-to-Eat Food, Yandex Lavka
Maksim Surov – Director of Packaging Solutions, Health & Nutrition (ex. Danone)
Sergey Popov – Leading Expert in Packaging Procurement
Oleg Gubanov – Director of R&D, Neopolis
Sergey Kirkin – Director of Business Development, Progress JSC

12:30 – 13:30

BLOCK «PACKAGING PROCESSES IN PRODUCTION»

Session topics:

- Analysis of opportunities and limitations in the integration of new packaging solutions on existing equipment
- Implementation of modern approaches to optimization of packaging processes
- Assessment of the potential and prospects for the implementation of solutions from Russian suppliers and suppliers from friendly countries
- Import substitution. Digital solutions for organizing packaging processes in modern realities
- The future of labeling. Problems and solutions
- New approaches to organizing packaging lines: automation, robotization

Invited speakers:

Egor Seryukov – Director of Production for Ready-to-Eat Food, Yandex Lavka

Vladimir Druzhkov – General Director of Kama LLC

Svetlana Danilina – Vice President of Public Relations, Taurus-Phoenix

Elena Krupina – Head of Private Label Brand Development, Lenta LLC

Valery Taberko – Director of Production Automation, Savushkin Product OJSC

Evgeny Subbotin – Director of Purchasing, Logistics and Supplies, Cherkizovo Group of Companies

Alexander Pirogov – Director of the Plant, Russian Standard Vodka LLC

13:30 – 14:30

Lunch

Track «Polymer packaging»

Session Topics:

- Market for production and consumption of flexible and rigid polymer packaging: key statistics, trends, forecasts
- Import substitution algorithms: experience of successful companies
- Foreign economic activity: new rules of the game. Peculiarities of interaction with new markets for the supply of materials and components
- Consumer preferences and retail requirements
- Changes in packaging requirements due to the development of sales in the Ecom channel

Moderator: Mikhail Katsevman – President of the Union of Plastics Processors

Invited speakers:

Artur Smirnov – Head of the Chemical Industry Department of the Ministry of Industry and Trade of the Russian Federation

Pavel Sapogov – Head of the warehouse innovation group at Wildberries

Dmitry Makarkin – Director of Innovation and Sustainable Development at the Chernogolovka Group

Natalya Sommer – Quality Director at the Magnit retail

Luchesa Nabatova – General Director of AO GEORG POLYMER

Elena Maltseva – Head of industry marketing in the Packaging segment at SIBUR

Alexey Eberil – CEO of Beta-Silicon LLC

Track «Paper, cardboard and corrugated cardboard packaging»

Session Topics:

- The market for production and consumption of packaging made of paper, cardboard and corrugated cardboard: key statistics, trends, forecasts
- Foreign economic activity: new rules of the game. Features of interaction with new markets for the supply of materials and components
- Consumer preferences and retail requirements
- Import substitution algorithms: the experience of successful companies
- Consumer preferences and retail requirements

Moderator: Yuri Alpeyev – Chairman of the expert council of NKPak

Invited speakers:

Mikhail Senatorov – Senior Vice President of the Double V group of companies

Denis Kondratyev – General Director of the CSA

Alexander Stupakov – Deputy General Director – Director of the Corrugated Division of the UK GP Gotek

14:30 – 17:15

RosUpack Summit Gala Reception and Banquet

17:45 – 21:00

Informal communication. Performance of a musical group

Track «Ecology and Packaging»

Track «Branding and Positioning»

9:00 –
10:00

Registration. Welcome coffee

10:00 –
11:00

Seminar «Extended Producer Responsibility (EPR) in the Packaging Industry: Current Requirements and Development Prospects»

Moderator: Elena Semiletova – First Deputy Chairperson of the Council for the Development of the Circular Economy and Ecology of the Chamber of Commerce and Industry of the Russian Federation

Invited speaker:

Denis Butsaev – General Director of the Russian Ecological Operator

11:15 –
13:00

Session «Sustainable packaging in Russia: Who is to blame and what to do?»

Session Topics:

- The concepts of sustainability, environmental friendliness, recyclability: understanding the terms?
- How to choose packaging that will be sustainable within our country's infrastructure? Cases and expert opinions.
- Experience of transitioning to sustainable packaging: insights from manufacturers, marketplaces, and retail.
- Is it necessary to tell consumers and partners about the transition to sustainable packaging and how? Can this be a unique advantage?

Moderator: Daria Sviridenko – Head of Sustainable Development, ECR Russia

Invited speakers:

Anna Popova – Head of the Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing

Elena Vishnyakova – Deputy General Director, EcoLine Group

Eduard Kostenko – Head of Sustainable Development, Magnit chain of stores

Anna Garkusha – Co-Director of Association Razdelny Sbor, Head of the “What to Buy” Department
FMCG - companies

Master class on branding and positioning

Session topics:

- Strategic thinking of business in times of instability. New strategies in FMCG
- Design strategies in packaging. Real experience
- Consumer psychology. Practice of applying skills
- Brand architecture. How to manage brand portfolios?

Moderator: Andrey Kozhanov – Managing partner Higher School of Branding

Invited speakers:

Yulia Semakova – Managing partner Russianbeutycode

Mila Burlakova – Marketing and communications director IPSOS

Maxim Makashev - General director of TD “Brothers Cheburashkiny”

Victor Kitaev - Creative director of FMCG, DDVB agency

Alexander Demenko – Marketing director of the Molvest group of companies

Alexey Murazanov – Managing partner, head of the marketing and communications department of the consulting company PSYCHEA®

10:00 –

13:00