

8th Pro Carton Congress
25th and 26th November 2009

Wednesday, 25th November 2009

- 13:00 h Doors open / registration of participants
- 14:00 h **Welcome**
Stéphane Thiollier (Pro Carton) and Peter Strahlendorf (New Business Verlag)
- 14:10 h **Aspects: promoting brand values with sustainable packaging.**
Jürgen Bihler (Mueller-Bihler & Bihler)
- 14:30 h **Corporate Responsibility (CR). Five CR-types can be differentiated. Attitudes influence concrete buying decisions. What are the implications for the manufacturers of branded goods and retailers?**
Regina Schmidt (Roland Berger Strategy Consultants)
- 15:15 h **New study: FMCG packaging and sustainability in correlation to CR-segmentation of the German population. From 'Responsible, family-oriented consumers' to 'Critical consumers' – how decisions are made.**
Thomas Bachl (GfK SE, Division Panel Services Deutschland)
- 16:00 h Coffee break, networking, information booths
- 16:30 h **Leading brands to success at the POS. Clear design, clear consumer benefits.**
Dr. Uwe Lebok (Konzept & Analyse)
- 17:15 h **Discussion panel: sustainability in the value chain of FMCG packaging. Obstacles, elimination versus generation of values, synergies, perspectives.**
Roland Rex (WEIG Karton), Stephan Bestehorn (rlc | packaging group),
Regina Schmidt (Roland Berger Strategy Consultants),
Thomas Bachl (GfK SE, Division Panel Services Deutschland)
- 17:45 h End of presentations
- 19:30 h **"The Night of Packaging"**
Evening event at the Hotel InterContinental
with Pro Carton / ECMA Carton Awards 2009 ceremony.

Thursday, 26th November 2009

- 09:00 h **Promoting brand values with sustainable packaging: a preliminary summary.**
Jürgen Bihler (Mueller-Bihler & Bihler)
- 09:10 h **Pro Carton / ECMA Carton-Award 2009. Case Story A.**
- 09:35 h **Pro Carton / ECMA Carton-Award 2009. Case Story B.**
- 10:00 h **Pro Carton / ECMA Carton-Award 2009. Case Story C.**
- 10:30 h Coffee break, networking, information booths
- 11:00 h **Get inspired! Design is not just about making things look pretty – design is about creative problem-solving, integrity and the courage to be different.**
Dr. Alexander Schubert (The Brand Union)
- 11:45 h **GOODBRANDS. Why only sustainable brands will be successful after the crisis and the role of packaging.**
Achim Feige (Brand:Trust)
- 12:30 h Lunch, networking, information booths
- 13:30 h **Paperboard. Making sustainable packaging good business. (Presentation in English)**
Riikka Joukio (M-real)
- 14:00 h **Carbon Footprinting and Cartons. (Presentation in English)**
Jennifer Buhaenko (Pro Carton)
- 14:30 h **Fit for the Future. Europe's paperboard industry in 2020. (Presentation in English)**
Stéphane Thiollier (Pro Carton)
- 15:00 h **Indicators for evaluating the future viability of companies, business models and products. Sustainability at the level of concrete action and implementation.**
Prof. Dr. Wolfgang Wimmer (ECODESIGN company)
- 15:45 h **Summary and closing remarks**
Stéphane Thiollier (Pro Carton) and Peter Strahlendorf (New Business Verlag)
- 16:00 h End of congress