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PROGRAMME 2019

Tuesday, 29 January 2019

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13:00 – 16:30

HOW MUCH DOES IT COST TO SAVE FOOD

CONTENT:

- «AS IS» BLOCK – What we're really losing when we throw away food
- «TO BE» BLOCK – Economic benefits of food preservation
- «FOOD SAVERS» BLOCK – Food activism
- DISCUSSION & PRESS CONFERENCE - Discussion and press conference

Organizers: Food and Agriculture Organization of the United Nations (FAO), OOO Messe Düsseldorf Moscow

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11:00 – 14:00

PACKAGING – BEST PRACTICE FOR BRANDS AND RETAILERS

Organizer: The Global Association for Marketing at Retail - POPAI Russia

14:00 – 16:00

PACKAGING AND LABELING REGULATION: MANDATORY STANDARDS AND LABELING REQUIREMENTS, IDENTIFICATION AND TRACEABILITY, COMMUNICATION WITH THE CONSUMER

Organizers: «Packaging» Technical Committee No. 223 of the Federal Agency for Technical Regulation and Metrology of the Russian Federation (Rosstandart), OOO Messe Düsseldorf Moscow



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13:00 – 17:00

PACKING 4.0: HOW TO MAKE YOUR CUSTOMERS HAPPY

Organizers: The Association of Russian Branding Agencies (ARBA), Depot WPF branding agency

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13:00- 16:00

WILL PACKAGING SAVE OR RUIN THE ENVIRONMENT?

Packaging waste in Russia: Prevent - Reduce - Recycle.

Organizers: National Packaging Confederation (NCPack), VDMA – Food Processing and Packaging Machinery Association, OOO Messe Düsseldorf Moscow



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Thursday, 31 January 2019

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11:00 – 15:00

THE DAY OF DIGITAL INNOVATIONS IN PACKAGING AND LABELS

Organizers: Publish Magazine, OOO Messe Düsseldorf Moscow

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11:00 – 13:00

PACKAGING TECHNOLOGIES IN THE BEVERAGE INDUSTRY

Organizers: OOO Messe Düsseldorf Moscow, Messe Düsseldorf GmbH

Friday, 01 February 2019

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11:00 – 14:00

PACKAGING INDUSTRY EDUCATIONAL AND STAFF TRAINING ISSUES

Organizers: Tara i Upakovka (Package & Packaging) Magazine, K.G. Razumovsky Moscow State University of Technologies and Management, OOO Messe Düsseldorf Moscow