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INNOVATIONPARC 2020 BUSINESS PROGRAMME

28 – 31 January 2020

INNOVATIONPARC ZONE 1

28 JANUARY / TUESDAY

FROM FOOD LOSS TO CIRCULAR ECONOMY

13:00 – 15:00

FROM FOOD LOSS TO CIRCULAR ECONOMY

Myriam Annette, food loss expert, Food and Agriculture Organisation of the United Nations

CIRCULAR ECONOMY NATIONAL STRATEGY

Meeuwes Brouwer, Agricultural Counsellor of the Embassy of the Kingdom of the Netherlands in the Russian Federation

HOW SCIENCE AND INNOVATIONS HELP REDUCE FOOD LOSS ALONG THE ENTIRE AGRI-FOOD CHAIN

Josianne Cloutier, post-harvest loss expert, University of Wageningen (the Netherlands)

CLOSED-LOOP ECONOMY AS ILLUSTRATED BY PAPER PACKAGING FOR AGRICULTURAL SEGMENT

Anna Sycheva, Sustainability Manager, OptiCom

APPLICATION OF CIRCULAR ECONOMY PRINCIPLES IN RUSSIA: FROM PACKAGING TO PACKAGING – AS ILLUSTRATED BY TETRA PAK PACKAGING RECYCLING

Olga Ivanova, Circular Economy Manager, Tetra Pak Russia, Belarus, and Central Asian countries

FIGHT AGAINST FOOD LOSS

Vasily Fokin, Sustainability Manager, DANONE Russia and CIS

ROLE OF SHARING SERVICES IN CIRCULAR ECONOMY

Anton Gubnitsyn, CEO, TIAR Centre

STRENGTHENING SHORT FOOD SUPPLY CHAINS

Maxim Chizhov, Development Director, iFARM

HOW TO SAVE FOOD AND EARN

Rudolf An, founder of EATME service selling leftover food from restaurants



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FEED THE BABY MAMMOTH PROJECT

Margarita Lupunchuk, CEO, Yuman Research & Production Centre

HOW TO REDUCE LOSSES WITH THE HELP OF EDUCATIONAL PROJECTS

Galina Gracheva, Editor-in-Chief, Natur Produkt Project

Organiser: FAO Liaison Office with the Russian Federation as part of the Save Food global initiative

29 JANUARY / WEDNESDAY

INNOVATION CORNER — WHAT ARE CONSUMERS PREPARED TO OVERPAY FOR IN 2020?

12:00 – 17:00

Moderator: Anna Lukanina, President, RBCA (Russian Branding Companies Association), Managing Partner at Depot branding agency, member of the Board of Directors, GLBA (Global Local Branding Alliance)

12:00 – 12:45

GLOBAL PACKAGING TRENDS 2020: INNOVATIONS AND NEW APPROACHES TO DESIGN

Valeria Repina, Creative Director, Repina branding

12:45 – 13:30

PREDICTABILITY – CONSUMER TREND OR ADDED VALUE?

Garry Rutberg, Director of Development and Communications, Depot branding agency

13:30 – 14:15

REBRANDING OF BARNAUL DAIRY PLANT

Anna Sobyana, CEO, A.STUDIO

14:15 – 15:00

INNOVATIONS VS CONSERVATISM: WHAT WORKS IN BRANDING?

Andrey Gornov, CEO, Getbrand, member of the Board, RBCA

15:00 – 15:45

CONNECTION BETWEEN INNOVATIVE PRODUCTS AND PACKAGING

Maya Arutyunyan, Project Director, Brandson Branding Agency (Total identity group)

15:45 – 16:30

BRANDING OF NEW CATEGORIES AS ILLUSTRATED BY BONDUELLE CASE. FEASIBLE



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OR TOO HARD?

Sergey Trushevsky, Partner and Art Director, Clèver Branding

Organiser: Russian Branding Companies Association – RBCA, Depot branding agency

30 JANUARY / THURSDAY

THE DAY OF DIGITAL INNOVATIONS IN PACKAGING AND LABELS

11:00 – 16:00

Moderator: Igor Terentyev, Editor-in-Chief, Publish magazine

11:00

Opening speech

Igor Terentyev, Publish

11:10

UNIQUE LABEL AND PACKAGING SOLUTIONS – LONG-RUN AND SHORT-RUN PRODUCTION

Pyotr Lavrov, azimuthprint

11:30

HOLISTIC SOLUTION: FROM DIGITAL HP INDIGO PRINTING TO MAKING PACKAGES

Mikhail Kuvshinov, Development Director, NISSA Centre

11:50

HOW TO SELL AT A HIGHER PRICE WITH THE HELP OF PACKAGING?

Alexander Markov, MDMprint printing house

12:10

KONICA MINOLTA's NEW SOLUTIONS FOR THE PACKAGING AND LABEL MARKET

Aleksey Lukyanchuk, Senior Product Manager, Konica Minolta Russia

12:30

WORKSHOP. PAPER CUP MAGIC

Vyacheslav Shmakov, infograph.pro Design Studio

12:50

NOVELTY OF TECHNOLOGIES BRINGS SUCCESS!

Igor Klepinin, Director, Dammi printing house; Pyotr Bulatov, Chief Designer, Dammi



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13:10

**SPOT 3D UV COATING FOR PACKAGING. INSTALLATION CASE: DUPLO DUSENSE
DDC-810 SENSORY COATER**

Konstantin Sharikov, Development Director, NISSA Distribution
Laszlo Kellner, International Sales Manager, Duplo International

13:30

**GMP LAMINATORS AND LAMINATING FILMS FOR PACKAGING THERMAL LAMINATION.
NOVELTY PRODUCTS OF 2020**

Irina Dzatieva, Laminator Department Manager, Russcom Group

**PLOTTER CUTTING AS A COST-EFFECTIVE AND PRACTICAL LABEL AND STICKER
PRODUCTION TECHNIQUES USING NEW PLOTTER GRAPHTEC CE7000-40 WITH
AUTOMATIC FEEDER F-MARK2**

Danil Doroshev, Senior Sales Manager, Russcom Group

14:00

DIGITAL POSTPRINTING PROCESSING IN PACKAGING

Dmitry Vinogradov, Head of Equipment Department, OktoPrint Service

14:20

**AGILE MANUFACTURING WITH HIGHCON – DIGITAL CUTTING AND MECHANICAL
CREASING**

Ruslan Konovalov, Equipment Sales Manager, SignArt

14:40

SATIN FINISH FROM KURZ FOR VARIOUS DIGITAL PRINTING MARKET NEEDS

Alexandra Malyshkina, Senior Manager, Foil Department, DoubleV Group

15:00

**Round table discussions – topical issues of label and packaging market digital
transformation**

Organisers: Publish magazine and Messe Düsseldorf Moscow



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31 JANUARY / FRIDAY

5th RESEARCH-TO-PRACTICE CONFERENCE. PACKAGING INDUSTRY STAFF TRAINING ISSUES

11:00 – 16:00

Opening statement by Director of UPAKOVKA 2020: E. Antonova / M. Mandel

Greetings by President of National Packaging Confederation, Chairman of the Board, GOTEK Group V. A Chuykov / A.G. Boyko

Greetings by Professor A.E. Popovich, Ed. D, Director, Institute of System Automation, Information Technologies, and Business of K.G. Razumovsky Moscow State University of Technologies and Management (First Cossack University)

Organisation and running of Clockwork Orange international student competition. Presentation of the 25th jubilee competition.

I.N. Smirenniy, Editor-in-Chief, Tara i Upakovka (Package & Packaging) magazine

M.V. Senatorov. CEO, Double V Group

TRAINING OF SPECIALISTS FOR PACKAGING INDUSTRY AT TEKHOLOGIYA I DIZAYN UPAKOVKI (PACKAGING TECHNOLOGY AND DESIGN) EDUCATION/RESEARCH AND EXHIBITION CENTRE affiliated with A. N. KOSYGIN MOSCOW STATE UNIVERSITY OF DESIGN AND TECHNOLOGY

V.V. Kukharskiy, Director, Tekhnologiya i Dizayn Upakovki (Packaging Technology and Design) Education/Research and Exhibition Centre affiliated with A. N. Kosygin Moscow State University of Design and Technology

CURRENT TRENDS IN PACKAGING DESIGNER TRAINING. EXPERIENCE OF HIGHER SCHOOL OF PRINTING AND MANAGEMENT

O.A. Budnikova, Cand.Sc., Associate Professor, HSP and M ;

GEORG POLYMER, JSC: IS THERE ANY NEED FOR PACKAGING SPECIALISTS?

L.B. Nabatova, CEO, Georg Polymer, JSC

GAINING PRIMARY SKILLS AND EXPERIENCE IN THE AREA OF PACKAGING PRODUCTION BY STUDENTS OF K.G. RAZUMOVSKY MOSCOW STATE UNIVERSITY OF TECHNOLOGIES AND MANAGEMENT (FIRST COSSACK UNIVERSITY)

I.A. Medvedev, Director of RT Engineering, LLC, a separate subdivision in Moscow, M. E.



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Chernov, D. Sc. Eng., Professor, K.G. Razumovsky Moscow State University of Technologies and Management (First Cossack University)

PROJECT TEACHING OF STUDENTS, DEGREE COURSE 29.03.03 AT K.G. RAZUMOVSKY MOSCOW STATE UNIVERSITY OF TECHNOLOGIES AND MANAGEMENT (FIRST COSSACK UNIVERSITY) AS PACKAGING INDUSTRY SPECIALIST TRAINING STAGE

Yu.A. Filinskaya, associate professor, M.E. Chernov, D.Sc.Eng., Professor at K.G. Razumovsky Moscow State University of Technologies and Management (First Cossack University)

TRACK RECORD OF GRADUATE QUALIFICATION WORK BY STUDENTS OF MOSCOW STATE UNIVERSITY OF FOOD PRODUCTION AT THE PREMISES OF CORE FACILITY CENTRE 'INNOVATIVE PACKAGING SOLUTIONS AND RECYCLING TECHNOLOGY'. STARTUP PROJECTS.

I.A. Kirsh, D. Chem., professor, Director, Core Facility Centre 'Innovative Packaging Solutions and Recycling Technology', MSUFP

MAJOR ISSUE OF RUSSIA'S PACKAGING INDUSTRY STAFF TRAINING – CREATING A NEW APPROACH TO THE EDUCATIONAL PROCESS

N.F. Efremov, D. Chem., professor, Higher School of Printing and Media Industry of Moscow Polytech

MID-LEVEL PACKAGING SPECIALIST TRAINING IN LINE WITH CURRENT REQUIREMENTS

L.V. Terekhova, teacher at I. Fedorov Publishing and Printing College, O.L. Mirgorodskaya, lecturer, head of Industrial Equipment and Packaging Department, I. Fedorov Publishing and Printing College

CAN PACKAGING BECOME THE DRIVER THAT WILL BE ABLE TO PUSH RF ECONOMY TO THE LEVEL OF WORLD'S MAJOR ECONOMIES AND WHAT IS NEEDED TO ACHIEVE THAT?

V.A. Kulakov, CEO, Upak Engineering, LLC, Chairman of the Board of Directors, UPAK Group.

Organisers: Tara i Upakovka (Package & Packaging) magazine, K.G. Razumovsky Moscow State University of Technologies and Management, Tekhnologiya i Dizayn Upakovki (Packaging Technology and Design) Education/Research and Exhibition Centre affiliated with A. N. Kosygin Moscow State University of Design and Technology