

PRESS RELEASE



SMART PACKAGING VIRTUAL SUMMIT CONNECTING INDUSTRY PROFESSIONALS

AMI is bringing back the [Smart Packaging](#) event in a new format, as a virtual summit, which takes place on 27-29 July 2021. This unique online event provides a platform for professionals from the whole supply chain, to connect and review the latest developments and solutions in active and intelligent packaging technologies to benefit the whole industry and consumers.

The virtual summit delivers a three-day program of expert presentations, including live Q&A sessions, allowing attendees to interact, engage and be a part of the discussion.

Smart Packaging virtual summit brings together some of the most influential brands in the industry including **Nestle** and **Kellogg's** to give an in-depth view on sustainable packaging. **AIM** along with **P&G**, **Mondi** and **Plarebel** will discuss their pioneering digital watermarks project HolyGrail 2.0 for smart packaging recycling in the EU. **AB InBev** will talk about the hurdles FMCG companies face when trying to create and implement smart packaging. **Loop** will present examples of existing brand partners and reusable packaging innovations. **Tetrapak** will explain how to level-up the consumer engagement activities with real-time data insights. **Takeda and Accent.world** will focus on the importance of smart packaging in pharmaceuticals. **Colgate Palmolive** to give an overview trends and developments in the e-commerce packaging market.

"The pandemic has accelerated existing packaging megatrends and added a fresh impetus for innovation. Smart packaging in particular is growing significantly. We will witness more developments in smarter materials that will prolong shelf life and reduce packaging weight. Also, a boost in the use of IoT and AI is adding value for consumers, optimising operations, and maximising data collection. The virtual summit will provide the ideal environment to discuss the packaging needs and expectations of brand owners and consumers, as well as exploring the evolution and disruption of the packaging ecosystem." - comments Pranita Nangia, Senior Conference Producer working on this event.

Smart Packaging also features a Start-Up Innovation Showcase, where up and coming companies have an opportunity to deliver their pitch on innovative concept, product, or technology related to the smart packaging space in front of the prestigious selection committee.

In addition to the comprehensive three-day agenda, the platform also hosts a virtual exhibition area, allowing all attendees to explore and interact with the packaging industry and its key players showcasing their products. During the designated networking sessions professionals can connect via private meetings, scheduled with their chosen contacts. For more information on attending the Smart Packaging virtual summit please visit www.ami.ltd/event-smart.

About AMI

AMI is the leading provider of information, market intelligence and conferences for the global plastics industry. Our business is underpinned by our talented staff and our unique databases. Our Consultants, Researchers, Writers and Event Organisers include many of the most respected experts in their fields. We can help you grow your business by identifying exciting market opportunities, new customers and innovative technologies from our intimate understanding of the global plastics processing industry, knowledge of how the markets have changed and where they are heading.

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