

European Paper & Packaging Strategy Conference 2018**TopLine Power[®] – Smart packaging and digitalization****Frankfurt am Main, August 30, 2018**

After years of focusing on standard business, many companies in the paper & packaging industry currently shift their focus towards smart packaging, consistent commercialization of their value-add and digitalization in sales, marketing and pricing.

This shift poses new challenges to traditional business models and requires paper & packaging companies to rethink their product and service portfolio, sales strategy and pricing models.

The European Paper & Packaging Strategy Conference 2018 offers you the opportunity to find out how industry leaders approach smart packaging and digitalization:

- **Stefan Kunzmann**, Sales, Marketing & Innovation Director Central Europe at DS Smith, on **Smart corrugated packaging**
- **Jose Redondo**, Global Pricing Excellence Leader at O-I, on **Value Selling, the O-I example**
- **Eric Schmid**, Vice President Commercial Management at Tetra Pak International SA, on **Smart packaging at Tetra Pak**
- **Dr. Daniel Bornemann**, Partner & Head of Global Paper & Packaging Practice at Simon-Kucher & Partners, on **Smart packaging and digitalization**
- **Mark-Daniel Rentschler**, Senior Director at Simon-Kucher & Partners, on **Monetizing innovation**

Simon-Kucher & Partners is the leading consultancy in marketing, sales, digitalization and pricing and has implemented successful top line growth initiatives at many paper & packaging companies in recent years.

We look forward to meeting you at the European Paper & Packaging Strategy Conference 2018 in Frankfurt!

Speakers**Stefan Kunzmann**

Sales, Marketing & Innovation
Director Central Europe
DS Smith

**Jose Redondo**

Global Pricing Excellence
Leader
O-I

**Eric Schmid**

VP Commercial Management
Tetra Pak International SA

**Dr. Daniel Bornemann**

Partner
Simon-Kucher & Partners

**Mark-Daniel Rentschler**

Senior Director
Simon-Kucher & Partners

Simon-Kucher & Partners

Our focus is on TopLine Power[®]. Founded in 1985, Simon-Kucher & Partners has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. The firm has over 1,100 employees in 35 offices worldwide. Find out more at www.simon-kucher.com

Global Paper & Packaging Practice, Bonn Office

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Program

European Paper & Packaging Strategy Conference 2018

TopLine Power[®] – Smart packaging and digitalization

Frankfurt am Main, August 30, 2018

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| 10:00 – 10:30 | Registration and welcome coffee |
| 10:30 – 10:45 | Welcome and introduction Dr. Daniel Bornemann |
| 10:45 – 11:15 | Smart packaging: Trends and commercialization Dr. Daniel Bornemann |
| 11:15 – 12:00 | Smart packaging at Tetra Pak Eric Schmid |
| 12:00 – 13:00 | Networking lunch break |
| 13:00 – 13:45 | Value selling, the O-I example Jose Redondo |
| 13:45 – 14:30 | Smart corrugated packaging Stefan Kunzmann |
| 14:30 – 15:00 | Networking coffee break |
| 15:00 – 15:45 | Monetizing innovation Mark-Daniel Rentschler |
| 15:45 – 16:15 | Panel discussion – Smart packaging and digitalization All |
| 16:15 – 16:30 | Wrap-up and outlook: Smart packaging and digitalization Dr. Daniel Bornemann |
| 16:30 – 18:00 | Networking reception with drinks and snacks |

Registration

Please register by August 3, 2018.

To register online go to www.simon-kucher.com/PaperPackaging, or e-mail your contact details to Charlotte Blixt via paperpackaging@simon-kucher.com. If you require hotel accommodations, please book directly at the hotel via the following [link](#) or call the Sheraton Reservation department at +49 69 6977 2402 to take advantage of our special rates. Space is limited, so register as soon as possible to secure your place at the conference.

Venue

Sheraton Frankfurt Airport Hotel, Hugo-Eckener-Ring 15, 60549 Frankfurt, Tel. +49 69 69770, www.sheratonfrankfurtairport.com