

**European Paper & Packaging Strategy Conference 2018****TopLine Power<sup>®</sup> – 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**
- **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**
- **Wolfgang Johann Mitschke**, Senior Director and Chief Technology Officer at Simon-Kucher & Partners, on **Digitized Pricing: How to use AI and ML to improve profitability**

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

**Wolfgang Johann Mitschke**

Senior Director  
Simon-Kucher & Partners

**Simon-Kucher & Partners**

Our focus is on TopLine Power<sup>®</sup>. 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 37 offices worldwide. Find out more at [www.simon-kucher.com](http://www.simon-kucher.com)

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## Program

### European Paper & Packaging Strategy Conference 2018

# TopLine Power<sup>®</sup> – Smart packaging and digitalization

Frankfurt am Main, August 30, 2018

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10:00 – 10:30	<b>Registration and welcome coffee</b>
10:30 – 10:45	<b>Welcome and introduction</b> Dr. Daniel Bornemann
10:45 – 11:15	<b>Smart packaging: Trends and commercialization</b> Dr. Daniel Bornemann
11:15 – 12:00	<b>Smart packaging at Tetra Pak</b> Eric Schmid
12:00 – 13:00	<b>Networking lunch break</b>
13:00 – 13:45	<b>Value selling</b> Jose Redondo
13:45 – 14:30	<b>Smart corrugated packaging</b> Stefan Kunzmann
14:30 – 15:00	<b>Networking coffee break</b>
15:00 – 15:30	<b>Monetizing innovation</b> Mark-Daniel Rentschler
15:30 – 16:00	<b>Digitized Pricing: How to use AI and ML to improve profitability</b> Wolfgang Johann Mitschke
16:00 – 16:30	<b>Panel discussion – Smart packaging and digitalization</b> All
16:30 – 16:45	<b>Wrap-up and outlook: Smart packaging and digitalization</b> Dr. Daniel Bornemann
16:45 – 18:00	<b>Networking reception with drinks and snacks</b>

### Registration

**Please register by August 3, 2018.**

To register online go to [www.simon-kucher.com/PaperPackaging](http://www.simon-kucher.com/PaperPackaging), or e-mail your contact details to Charlotte Blixt via [paperpackaging@simon-kucher.com](mailto: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](http://www.sheratonfrankfurtairport.com)