

Labelexpo 2023  
11–14 September

Brussels Expo  
Stand 5A31

**CONNECTING.  
TOGETHER.**

PROGRAM



We look forward to hosting you at **Labelexpo Europe 2023** for our special event called **Connecting. Together.**

We've got an exciting stand for you, including live demos of our latest sustainable and digital packaging innovations along with interactive table talks and an exclusive, locally sourced, locally inspired food and drink experience throughout the day.

# EVENT HIGHLIGHTS

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## **Eat and drink local**

Immerse yourself in Belgium with our locally sourced, locally inspired food and drinks.

Where: Corner Cafe  
When: All day (Happy Hour from 16:30)

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## **Join our Table Talks!**

Discuss emerging sustainability trends, tools and regulations in our interactive table talks (10-minute presentations followed by Q&As).

Where: Center table  
When: See schedule for times

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## **Explore EcoDesign in action**

Select label and packaging pairings that advance sustainability.

Where: Center table  
When: All day

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## **Reduce, reuse, recycle**

See how brands use material innovations to empower sustainable packaging.

Where: Sustainability display  
When: All day

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## **Discover the future of linerless**

Interact with our live demonstration of linerless label conversion.

Where: Linerless display  
When: All day

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## **Premium Solutions**

Discover compelling brand stories through sustainable, premium materials.

Where: Premium display  
When: All day

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## **Discover atma.io — our connected product cloud**

Watch our demo and see how a digital twin for every product provides unparalleled, end-to-end transparency.

Where: Corner Cafe  
When: All day

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# MON / 11

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# TUE / 12

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08:15

**Press Breakfast**

**Let's connect!**

Speakers from Avery Dennison: Steve Flannery, Senior Vice President and General Manager; Alena Maran, Director Marketing Strategy & Sustainability; Wayne Middleton, Senior Linerless Segment Lead; and Luuk Zonneveld, Product Manager Premium Solutions

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09:30 **Doors open**

**Doors open**

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10:00

**Presentation**

**Discover how traceability can empower your business opportunities**

Speakers: Dr. Vlad Sljapic, Group Chief Commercial Officer (Graphimecc) and Kamila Kocia, Market Development Manager — atma.io (Avery Dennison)  
Location: Automation Arena, stand 11C17

**Table Talk**

**The Packaging and Packaging Waste Regulation (PPWR), explained**

Speaker: Alena Maran, Director Marketing Strategy & Sustainability (Avery Dennison)

**Presentation**

**Discover how traceability can empower your business opportunities**

Speakers: Dr. Vlad Sljapic, Group Chief Commercial Officer (Graphimecc) and Kamila Kocia, Market Development Manager — atma.io (Avery Dennison)  
Location: Automation Arena, stand 11C17

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12:00

**Table Talk**

**How EcoDesign can help you create more sustainable packaging**

Speaker: Mariya Nedelcheva, Marketing Manager Film Solutions (Avery Dennison)

**Table Talk**

**Chemicals Strategy for Sustainability (CSS): what is it and how does it affect you?**

Speaker: Emilie Bartolini, Government Affairs Manager (Avery Dennison)

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14:00

**Table Talk**

**How carbon footprinting can help you measure environmental impact**

Speaker: Rob Groen in 't Wout, Marketing Director Paper & Film Solutions (Avery Dennison)

**Table Talk**

**How EcoDesign can help you create more sustainable packaging**

Speaker: Mariya Nedelcheva, Marketing Manager Film Solutions (Avery Dennison)

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16:00

**Table Talk**

**Digital Product Passport (DPP): what is it and what is the opportunity for you?**

Speaker: Kamila Kocia, Market Development Manager — atma.io (Avery Dennison)

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**Digital Product Passport (DPP): what is it and what is the opportunity for you?**

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17:30

**Doors close**

**Doors close**

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“  
I'm very excited to be back at Labelexpo this year and look forward to **Connecting. Together.** If you're going to be at the show, please stop by and say hello — we would love to see you!  
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**Steve Flannery**

Senior Vice President and General Manager, Materials Group EMENA at Avery Dennison

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**Note:** All our Table Talk sessions take place at the center table of Avery Dennison stand 5A31.

**No need to register — just show up, join the talk and let's connect!**

[label.averydennison.com/labelexpo](http://label.averydennison.com/labelexpo)

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# WED / 13

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# THUR / 14

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09:30	<b>Doors open</b>	<b>Doors open</b>
10:00	<p><b>Table Talk</b> <b>The Packaging and Packaging Waste Regulation (PPWR), explained</b> Speaker: Alena Maran, Director Marketing Strategy &amp; Sustainability (Avery Dennison)</p> <p><b>Presentation</b> <b>Discover how traceability can empower your business opportunities</b> Speakers: Dr. Vlad Sljapic, Group Chief Commercial Officer (Graphimecc) and Kamila Kocia, Market Development Manager — atma.io (Avery Dennison) Location: Automation Arena, stand 11C17</p>	<p><b>Table Talk</b> <b>How EcoDesign can help you create more sustainable packaging</b> Speaker: Rob Groen in 't Wout, Marketing Director Paper &amp; Film Solutions (Avery Dennison)</p> <p><b>Presentation</b> <b>Discover how traceability can empower your business opportunities</b> Speakers: Dr. Vlad Sljapic, Group Chief Commercial Officer (Graphimecc) and Kamila Kocia, Market Development Manager — atma.io (Avery Dennison) Location: Automation Arena, stand 11C17</p>
11:50	<p><b>Label Academy Masterclass</b> <b>Sustainable labels and packaging: self-adhesive labels and the circular economy</b> Speakers: Alena Maran, Director Marketing Strategy &amp; Sustainability and Wayne Middleton, Senior Linerless Segment Lead (Avery Dennison) Location: Hall 11</p>	
12:00	<p><b>Table Talk</b> <b>How carbon footprinting can help you measure environmental impact</b> Speaker: Anisha Pillai, Sustainability Lead (Avery Dennison)</p>	<p><b>Table Talk</b> <b>How carbon footprinting can help you measure environmental impact</b> Speaker: Anisha Pillai, Sustainability Lead (Avery Dennison)</p>
14:00	<p><b>Table Talk</b> <b>How EcoDesign can help you create more sustainable packaging</b> Speaker: Rob Groen in 't Wout, Marketing Director Paper &amp; Film Solutions (Avery Dennison)</p>	<p><b>Table Talk</b> <b>Digital Product Passport (DPP): what is it and what is the opportunity for you?</b> Speaker: Kamila Kocia, Market Development Manager — atma.io (Avery Dennison)</p>
16:00	<p><b>Table Talk</b> <b>Chemicals Strategy for Sustainability (CSS): what is it and how does it affect you?</b> Speaker: Alena Maran, Director Marketing Strategy &amp; Sustainability (Avery Dennison)</p>	<b>Doors close</b>
17:30	<b>Doors close</b>	

“  
At Labelexpo, we will be unveiling the next step of our innovation journey.”

**Noel Kasmi**  
Vice President of Marketing Labels and Packaging Materials EMENA at Avery Dennison

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