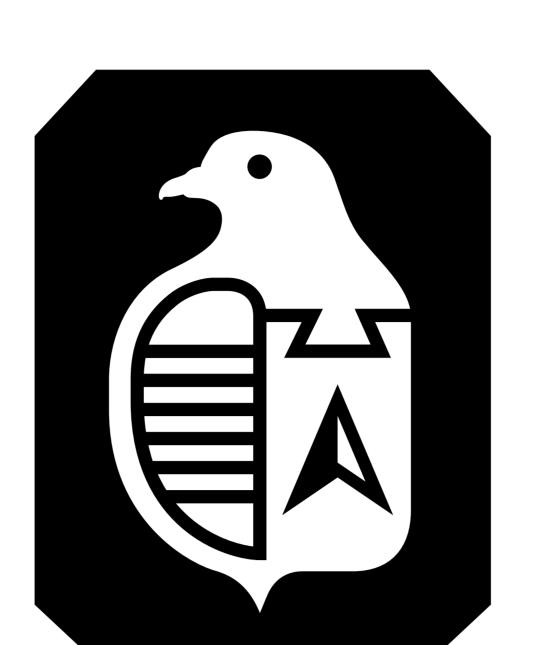


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DRIVING PACKAGING EXCELLENCE FOR LUXURY MARKETS

WEDNESDAY 25 JANUARY

09:25 - 09:30

Opening of the Packaging Première Talks with James Cropper Tricia Hartmann, Luxury Packaging Global Lead, James Cropper

09:30 - 10:00

KEYNOTE: Interview with Josh Brooks, PPW Events Director **Maud Funaro,** Chief Transformation Officer, **PRINTEMPS**

10:00 - 11:00

The big questions for luxury decision-makers in 2023

Moderator: Alain Caradeuc, Co-President, Imprim'Luxe

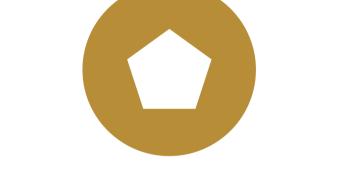
Maria Grazia Solimene, VP Luxury, Capgemini Invent

Gérard Laizé, President and founder, Designer's Election

Alain Quillet, Senior Advisor and Consultant, ABAQAB & President, Comité Montaigne

12:00-12:45

Introduction to Packaging Design with AI — in collaboration with:

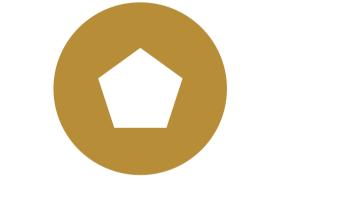


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Evelio Mattos, Host, **Packaging Design Unboxd Podcast** & Creative Director, **IDPdirect.com**

13:30 - 14:00

Luxury: the challenges of packaging, or the art of amplifying the consumer experience – in collaboration with:



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Sébastien Ehret, CEO, Servaire & Co

14:15 - 15:15

THURSDAY 26 JANUARY

09:45 - 10:10

'Visit the future of packaging' challenge with ESEPAC and ESP

Supported by The Estée Lauder Companies

Marc Lechanoine, SVP Global Creative Design & Packaging Innovation, The Estée Lauder Companies

10:15 - 10:45

The codes of luxury: valuable scientific knowledge for shaping perceptions through design

Gordy Pleyers, Professor of Neuromarketing at the University of Louvain and Coordinator of the scientific organization, Mind Insights

10:45 - 11:15

Embellished paper as an expression of luxury

Aurore Amouroux, Print manufacturing consultant, A.A Conseil

Christophe Balaresque, President, Aidoma

11:30 - 11:50

Curiosity is not a negative trait

Quentin Hirsinger, CEO, matériO' SAS

13:00 - 13:45

The five essences of the book Luxury & Digital

Eric Briones, Managing Director, Journal du Luxe

Eric will sign his book at the end of his talk

13:45 — 14:15

Authenticating authenticity

Chris Joscelyne, Marketing Manager, Butterfly Cannon

14:30 - 15:15

Debate between experts, no brand positioning

Alexandre D'Orsetti, CEO, Sculpteo

