Event: **The Art of Packaging**

Date: April 17, 2009

Venue: Prague Exhibition Centre (PVA Letnany)

**Program**

Exhibition FOR3P will be opened at 9:00.

**9:00 Registration**

**Breakfast tea, coffee**

**9:30 Opening**

*Filip Jirout, SCA Packaging CR and President of the SYBA Packaging Association*

*Milan Hovorka, Deputy Minister of Industry and Trade CR*

*Jan Lucas van Hoorn, Ambassador of the Kingdom of the Netherlands*

**9:45 “Building a better Brand Identity”**

**'5 steps to consider before you design your packaging.'**

*Douglas Kaufman, Cocoon*

**10:15** **Design for better brand awareness, better functionality, better sales and costs**

*Vedrana Ajdin, Flex/Cocoon*

**10:45 The importance of innovative packaging design for private labels**

*Hugo van den Bos, Koeweiden Postma*

**11:15** **Multilocal Packaging**

*Marcel Verhaaf, UNITY GDG*

**11:45 Lunch. Informal Czech-Dutch matchmaking in packaging**

**12:30 Graphic design for packaging**

*Jakub Hájek, graphic designer and member of the Czech Union of professional designers*

**13:00 The economy of packaging**

*Michael Nieuwesteeg, the Netherlands Packaging Centre* *(NVC)*

**13:30 New developments in Accessible Design for Packaging’**

*Ger Standhardt, the Netherlands Packaging Centre* (*NVC)*

**14:00 Mattoni Bottle Design**

*Jan Čapek*, *designer and member of the Czech Union of professional designers*

**14:30 End of the Conference**