

WEIG Kartonforum 2018

Megatrend: No plastic!
Chance for a sustainable future.

Conference programme 18 April 2018

Presentation: Roland Rex, WEIG-Karton

10:00 am **Welcoming Address**
Moritz J. Weig

Clean River Project
Paddling and photography for clean rivers and oceans
Stephan Horch, Founder Clean River Project e.V.
www.cleanriverproject.de

Ethics as the new USP for brands, communication, and packaging.
What is currently driving the ethics debate and sustainability in society and economy?
Christian Thunig, Managing Partner INNOFACT AG Market Research and former Editor in Chief absatzwirtschaft – Magazine for Marketing
www.innofact-marktforschung.de

The EU plastics strategy and other regulatory activities
Klaus Windhagen, Managing Director, Verband Deutscher Papierfabriken e.V. (VDP, The German Pulp and Paper Association)
www.vdp-online.de

12:30 am **Business Lunch and Networking**
at the Mercure Hotel

1.45 pm **Self-experiment: Life without plastic – is it possible?**
Simone Zippel, Climate Protection Manager

Driven by Care – innovative product and process development at WEIG
Dr. Boris Rotter, Head of Technology, WEIG-Karton
www.weig-karton.de

Focus: Digital

The new WEIG customer portal

Leila Kaddatz, IT, WEIG Group

www.weig.de

Summary and outlook

Roland Rex, Head of Customer Focus and Business Development, WEIG-Karton

3.45 pm End of conference

Subject to modification.

Presentation with simultaneous translation german-english.