

**At Marca by BolognaFiere, two conferences on Packaging with Nomisma and IED
Sustainability and innovation in design during times of war and raw materials crises**

Bologna, 12 April 2022 – Marca by BolognaFiere 2022 is notable for its heightened attention to the **packaging** sector, to which it has dedicated **two important conferences**, both hosted in the **Packaging Lab Area** (Hall 26, stand C134).

The programme begins at 4pm on **Tuesday 12 April** with an appointment on the topic of ***The role of sustainability in the light of new evolving scenarios. Sustainability in the context of the Ukraine conflict and the crisis in the raw materials market***, organised by **Nomisma**, in collaboration with **Spinlife**, as part of the Mass Consumer Goods Packaging Observatory.

Taking part in the debate will be **Silvia Zucconi**, Head of Market Intelligence at Nomisma, **Alessandro Manzardo**, founding partner of Spinlife, a spin-off of the University of Padua on strategic environmental management and sustainability management, **Massimiliano Sussarello**, National Category Manager of Grocery Near Food at Conad, **Stanislao Fabbrino**, President and CEO of Fruttage, **Guido Robustelli**, South-East Europe Sales Director of O-I, and **Francesco Priora**, Sustainability Director Iberia & South Europe at Tetra Pak.

This meeting will be followed at 2 pm on **Wednesday 13 April** by the round table on ***Innovation in packaging design. Technologies, branding and sustainability in the packaging supply chain***, organized by **IED - Istituto Europeo di Design** (European Design Institute) and linked to the “Innovation in packaging design” course at the Institute’s Postgraduate School.

Product and process innovation in the packaging supply chain will be analysed, from design to distribution, with a focus on sustainability and digitalisation.

The conference, which will be chaired by **Carlo Branzaglia**, Scientific Coordinator of IED’s Postgraduate School, will include talks by particularly authoritative speakers. **Fabrizio Bernasconi**, Founder and CEO of RBA Design, will talk about “Design as a tool for branding and project facilitation”, while **Antonio Iacchetti**, Scientific Consultant of I-label, will bring his own company experience, talking about “I-labels: intelligent labels for sustainable packaging”. **Fabrizio Volpe**, Sales Manager of SEDA Group, will focus on “Innovation and sustainability in the industrial production of packaging” and the contribution of **Fausto Merli**, Technical Product Manager of Oleificio Zucchi, will focus on “Packaging in the product value chain”.

At the end of the round table, ADI - the Association of Industrial Design will confer the “**ADI Packaging Design Award**”.

The conference **programme** can be found at this link:

<https://www.marca.bolognafiere.it/eventi/programma-eventi-2022/11604.html>

All of the information about the 2022 edition can be found at: www.marca.bolognafiere.it.

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