



BILLERUDKORSNÄS



PACKAGING IMPACT
DESIGN AWARD
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Programme
PIDA Germany 2017
Thursday 9 November



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09:00	Registration
09:30	Introduction Jörg Storneke, Business Development Director
10:00	And eternally lures the ... outer! The packaging plays a central role in building a brand and in the communication mix Hannes Schmidt, BOAR Gin®
10:45	Student presentations
11:30	Brand strategy and brand development in the digital age/Content Strategy Professor Klemens Skibicki
12:00	Lunch break
12:45	Student presentations
13:15	The new folding-codes, Origami techniques for design, science and industry Kristina Wissling, Industrial Origami
14:00	Student presentations
14:30	Coffee break
15:00	Award ceremony
15.45	Networking

JURY

Sven von Känel - Primavera
Thomas Reissig - Verdesoft (Chairman of the jury)
Nina Hornung - Pack n' Design
Sabin Bara - Ricola
Veit Eberhardt - Edelmann
Klaus Viergutz - MPS
Andreas Schabert - Brandpack
Maren Krieg- Stabilo
Stephan Bestehorn - rlc
Sandra Tennemann - Packaging Circus
Tom Sefrin - Roche Pharma
Laura Haberkorn - Look&Like
Jörg Storneke - BillerudKorsnäs
Lena Dahlberg - BillerudKorsnäs