



BILLERUDKORSNÄS



PACKAGING IMPACT  
DESIGN AWARD  
BILLERUDKORSNÄS

Programme  
PIDA Germany 2017  
Thursday 9 November



---

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

---

#### 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 Besthorn - rlc  
Sandra Tennemann - Packaging Circus  
Tom Sefrin - Roche Pharma  
Laura Haberkorn - Look&Like  
Jörg Storneke - BillerudKorsnäs  
Lena Dahlberg - BillerudKorsnäs