



**BILLERUDKORSNÄS**



**PACKAGING IMPACT  
DESIGN AWARD  
BILLERUDKORSNÄS**

Programme  
PIDA France 2018  
Thursday 21 June



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| <b>14:00</b> | <b>Registration opens</b>  |
| <b>14:10</b> | <b>Opening</b><br>Joël Dubois, Moderator   |
| <b>14:15</b> | <b>Welcome &amp; Introduction</b><br>Christophe Delrive and Joël Dubois                        |
| <b>14:30</b> | <b>Luxury Packaging for digital commerce</b><br>Vincent Villeger, Creative Consultant Director |
| <b>15:00</b> | <b>Coffee break</b>  |
| <b>15:15</b> | <b>Student presentations PIDA France part 1</b>  |
| <b>15:45</b> | <b>How brands can play with the wow effect pack</b><br>Caroline Moulin, Founder Nao Design     |
| <b>16:05</b> | <b>Student presentations PIDA France part 2</b>  |
| <b>16:30</b> | <b>Break</b>   |
| <b>16:40</b> | <b>Award Ceremony - Chairman of the Jury</b><br>Jean-Louis Azizollah, Founder JLA and Partners |
| <b>17:00</b> | <b>End of program</b>  |

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## **JURY**

Jean-Louis Azizollah - Founder JLA and Partners

Jean-Marie Duvigneau - Sales Director PRIMAL

Nicolas Salah - Founder INELIA

Vincent Villeger - Luxury Packaging Creative

Caroline Moulin - Founder NAO Design

Klaus Gruber - Founder KDesign

Wouter Wiels - Founder Rives de la Beauté – Intuid

Aurélie Lebas - Sales Director Thibault Bergeron

Christoffer Windal - BillerudKorsnäs

Christophe Delrive - BillerudKorsnäs