

PACKFORUM

WHERE PACKAGING IDEAS REALLY BUZZ



June 16-17, 2010 - Paris, France
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WINGS of CHANGE

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POULTRY PACKAGING TAKES FLIGHT

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 **Sealed Air**
CRYOVAC[®]
Food Packaging Systems

Find out about the most current and potential developments in today's challenging poultry market at our special event, intended to help you to maximise profits. Attend expert presentations and roundtables, cutting-edge seminars, packaging workshops and more.

POULTRY PACKAGING TAKES FLIGHT

Sealed Air Cryovac presents Wings of Change, an exclusive event for retail, food service and food processing executives in the poultry business.

Today, the European poultry industry's main challenge is improving the bottom line. While worldwide poultry consumption is expected to increase in the coming years, production costs are also predicted to rise. Moreover, global competition and the recession have put strong pressure on European poultry prices.

Wings of Change gives participants the tools they need to succeed in this difficult market. The event examines the latest food processing, retail, consumer and food service trends, and demonstrates how to boost profits using the latest Cryovac® packaging solutions.

Sealed Air Cryovac has been a leader in poultry packaging and marketing for more than 30 years, offering solutions that address market needs and create new business opportunities.

Preliminary agenda

June 16: Seminars

8:30-9:30 **Registration and coffee**

9:30-9:50 **Welcome and introduction**
Boosting poultry's bottom line: the importance of packaging in today's challenging environment
Luc Sauban, Marketing Manager Case Ready, Sealed Air Cryovac (Europe)

9:50-10:50 **Setting the scene**

- European poultry navigating the crisis: challenges and opportunities in today's global market
Nan-Dirk Mulder, Associate Director Commodities, Feed and Animal Protein, Rabobank (Netherlands)
- A global distributor's perspective on the latest retail trends in poultry
Bart Blomme, Head of Meat Management, METRO Cash & Carry International
- Promoting poultry: consumer perceptions and expectations
Speaker to be confirmed

10:50-11:10 **Competitive landscape**
Brazilian poultry industry: best practices and strategies for international expansion
Speaker to be confirmed

11:10-11:30 **Q&A**

11:30-12:00 **Coffee break**

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June 16: Seminars (cont.)

12:00-13:20 **How to make the poultry industry more profitable through innovative packaging**

Differentiate to become a retail 'must': the added value of packaging

- Packaging: influencing the fresh poultry retail offer and addressing rising food trends in the UK
Mike Roberts, Poultry Group Technical Director, VION Food (United Kingdom)
- Setting further processed products apart on the shelf
Amadori (Italy)
- The power of branding: how a processor raised its retail profile
Norbert Dupsi, Commercial Director, Hercsi (Hungary)

Explore new food service opportunities

- Poultry's unlimited potential in added-value meal solutions
2 Sisters Food Group (United Kingdom)

13:20-14:20 **Lunch**

14:20-16:00 **Roadshow**

Packaging in action: equipment and system demonstrations in the exhibition hall

16:00-16:40 **Corporate responsibility roundtable**

Despite the tough economic situation, corporate responsibility issues such as animal welfare, food safety, food waste and sustainability remain important to the poultry business. The roundtable will include **Alexandrine Pingel, Director R&D, Gastronomer; Viv Allen, Senior Research Fellow, University of Bristol**; a major retailer; and a Sealed Air Cryovac sustainability expert.

These experts will discuss the following questions:

1. What are the main challenges at each stage of production and distribution?
2. What trends will shape the future?
3. How can corporate responsibility achievements be measured and communicated?

16:40-17:00 **How to increase savings with packaging**

Illustrating automation benefits using shrink bags for whole birds
Jon De Roeck, Marketing Manager, Sealed Air Cryovac (Europe)

17:00-17:40 **The power of merchandising**

Diversify self-service with packaging

- Spotlight on case-ready poultry offers tailored to several European markets
Sealed Air Cryovac

Improve product promotion on store shelves

- How to increase pack attractiveness through innovative chilled cabinets and lights
Carole Baujard, Strategic Marketing Manager, EPTA Group
Chris Russell, European Sales Director, Nualight

17:40-18:10 **Q&A**

18:10-19:00 **Return to the hotel**

20:00-23:00 **Sealed Air Cryovac invites you to a special evening**

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June 17: Workshops and expert demonstrations

8:30-9:00 **Welcome and coffee**

9:00-9:30 Latest developments in poultry process automation and cost control
Marel/Stork Food Systems (Europe)

9:30-10:00 Packaging and sustainability in the fresh protein industry
Ronald Cotterman, Executive Director Sustainability, Sealed Air (Global)

10:00-10:20 Packaging and design: how to make your products stand out from the crowd
Sam Clough, Createam3D, Sealed Air Cryovac (Europe)

10:20-11:00 **Coffee break**

11:00-11:30 Food safety and communication: poultry industry challenges and opportunities, presented by a leading public relations agency
i&e

11:30-12:00 What's new in cook-from-raw and ready-to-cook poultry product packaging
Sidi Chouikhi, Technical Director Ready Meals, Sealed Air (Global)

12:00-14:00 **Lunch**

Option 1: Face-to-face meetings with Sealed Air Cryovac experts

12:00-17:00 Consult our specialists on one or more of the following topics:

- Gain insight into poultry codes of practice
- Discover Createam 3D
- Pack your own products

Option 2: Supermarket store tour

14:00-17:00 Visit real French supermarkets to check out current poultry packaging trends

POULTRY PACKAGING TAKES FLIGHT

Please send your completed registration form by June 7, 2010, to:

Corine Ravanel - Sealed Air S.A.S.

BP 9
53 rue St. Denis
28234 Epernon
France

Fax: +33 (0)2 37 18 98 29

Email: corine.ravanel@sealedair.com

You can also register online at www.packforumeurope.com.

Please use capital letters and complete all fields.

Delegate information

Title: Ms Mr

First name: Last name:

Job title: Company:

Address:

City: Postal code: Country:

Email: Phone:

Mobile phone: Fax:

VAT #:

Your Sealed Air Cryovac contact:

Do you understand spoken English? Yes No

Poultry areas of interest:

- Fresh/raw Further processed products Retail Food service Automation Sustainability Food safety Intercompany trading
 Other :

I will attend

- | | |
|--|---|
| <input type="checkbox"/> June 16 (8:30-18:30) | Seminars (including lunch) |
| <input type="checkbox"/> June 16 (20:00-23:00) | Sealed Air Cryovac invites you to a special evening |
| <input type="checkbox"/> June 17 (9:00-12:00) | Technical workshops and expert demonstrations |
| <input type="checkbox"/> June 17 (12:00-14:00) | Lunch |
| <input type="checkbox"/> June 17 (14:00-17:00) | Store tour |
| <input type="checkbox"/> June 17 (12:00-17:00) | Face-to-face meetings with Sealed Air Cryovac experts |

Registration fee

- Early bird rate (before May 24): €300 (for French participants: €358.80 including VAT)
 Regular rate (May 24-June 7): €500 (for French participants: €598 including VAT)

Price is per delegate and includes transportation between the recommended hotel, restaurant and Packforum®; seminars; binders; lunch on both days; and dinner on June 16. Excludes travel and accommodation.

Payment options Registration is only valid once payment has been received.

Credit card: Visa Eurocard MasterCard American Express

Number: Expiry date:

I authorise Sealed Air S.A.S. to charge € the credit card designated above.

Name on the card:

Date: Signature:

I am sending a cheque for € payable to Sealed Air S.A.S. with my registration form.

Additional information

Directions to the event and information on the recommended hotel will be sent with your registration confirmation. Due to limited space, we will only be able to accommodate a maximum of two delegates per company on a first come, first served basis.

Cancellations

Refunds will only be granted until June 7. After June 7, substitute delegates may attend if written notice is received before the event. If you wish to cancel your registration or change the name of the delegate attending, please contact Corine Ravanel by fax +33 (0)2 37 18 98 29, or email, corine.ravanel@sealedair.com.

I have read and agree to the cancellation policy.

Date: Signature: