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PRESS RELEASE

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REGISTRATION OPEN FOR THE SHAPING THE FUTURE WITH PACKAGING 2025 CONFERENCE

Intergraf and FTA Europe, in partnership with Smithers, are pleased to invite professionals from the European packaging and printing sector to register for the Shaping the Future with Packaging conference, taking place on 10 & 11 April in Brussels, Belgium, at the Sheraton Hotel Brussels Airport.

This conference will bring together industry leaders and innovators to discuss key trends, challenges, and possibilities in the evolving world of packaging. It will provide networking opportunities to foster connections in a relaxed and informal atmosphere.

Attendees of the event can expect a comprehensive exploration of various facets of the packaging industry. These include market insights into the European packaging sector by Smithers, EU policies such as the Packaging and Packaging Waste Regulation, and the role of artificial intelligence in packaging innovation. Additionally, the event will feature case studies highlighting sustainable practices by packaging printers and brand owners, as well as insights into label market trends and an overview of the US packaging market. The conference aims to explore the evolving needs of customers, the shift towards personalization, and cost implications for the industry.

Participants will receive the **European Packaging Market Report** by Smithers, a comprehensive analysis of market trends and data, included in the conference package.

Speakers are to be announced soon!

Registration can be accessed [here](#).

Want to sponsor this event? For more details on sponsorship packages, click [here](#) or reach out to Sergejs Mikaeljans at smikaeljans@intergraf.eu for more information.

Register [here](#) now and join the conversation on the future of packaging. Keep an eye on our [website](#) to see all the programme and speaker updates.

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SHAPING THE FUTURE WITH PACKAGING

10-11 April 2025, in Brussels



– ENDS –

Notes to editor

The **European graphical sector** is made up of some 100,000 printing companies (95% SMEs), which employ 600,000 people, and generate a combined turnover of €80 billion (EU27 + UK, Switzerland, Norway and Iceland).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 14 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe's printing industry, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

Contact **Sergejs Mikaeljans**, Communications & Events Officer, for more information: smikaeljans@intergraf.eu