

# PACKFORUM

WHERE PACKAGING IDEAS REALLY BUZZ

SEPTEMBER 11-12, 2013  
PACKFORUM®, PARIS, FRANCE

## PRIME POULTRY 2013

> AN EXCLUSIVE EVENT  
SPOTLIGHTING SUSTAINABLE  
SOLUTIONS THAT ENHANCE  
POULTRY PROTECTION AT EVERY  
STAGE OF THE PRODUCTION  
PROCESS FROM FARM TO FORK



 **Sealed Air**

**CRYOVAC**

**Diversey**



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An exclusive event  
spotlighting sustainable  
solutions that enhance  
poultry protection at every  
stage of the production  
process from farm to fork

Please send your completed registration form by August 23, 2013, to:

**Carla Russomanno**  
Sealed Air S.r.l.  
Via Trento 7  
I-20017 Passirana di Rho, (MI) Italy

Fax: +39 02 9332 613  
Email: [carla.russomanno@sealedair.com](mailto:carla.russomanno@sealedair.com)  
You can also register online at [www.packforumeurope.com](http://www.packforumeurope.com)

## Delegate information

Please use capital letters and complete all fields

Title:  Mrs  Ms  Mr

First name:  Last name:

Job title:  Company:

Address:

City:  Postal code:  Country:

Phone:  Email:

Mobile phone:  Fax:

VAT #:

Your Sealed Air contact:

Do you understand spoken English?  Yes  No

## Topics of interest

- |  |  |  |
|--|--|--|
| <input type="radio"/> Poultry Processing     | <input type="radio"/> Packaging Design       | <input type="radio"/> Food Safety          |
| <input type="radio"/> Retail Packaging       | <input type="radio"/> Operational Efficiency | <input type="radio"/> Shelf-life Extension |
| <input type="radio"/> Food Service Packaging | <input type="radio"/> Food Waste Prevention  | <input type="radio"/> Branding             |

## I will attend

### September 11

- Interactive Seminars (Food Safety, Operational Efficiency)
- Roadshow I
- Networking Dinner

### September 12

- Interactive Seminar (Shelf-life Extension, Brand Building)
- Roadshow II
- Meet the Experts, Hands-on Demo
- Store visits : 14.00 - 17.00

## Registration fee

- Early bird rate (until Aug 14) €300 (for French participants: €358.80 including VAT)
- Regular rate (as of Aug 14) €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 September 11. The price excludes travel, accommodation, transportation from airport to Packforum® or to hotel upon arrival and to airport or hotel upon departure.

## Payment options

Registration is only valid once payment has been received.

Credit card:  Visa  Eurocard  Mastercard

We do not accept American Express.

Number:  Expiry date:

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

Name on the card:  Date:  Signature:

I am sending a cheque for €  payable to 'Sealed Air S.A.S.' and sent to Carla Russomanno with this registration form at Sealed Air S.r.l., Via Trento 7, I-20017 Passirana di Rho, (MI) Italy

## Additional information

The event will be held in English. Translations may be available if more than 10 delegates who speak the same language do not understand English. Directions to the event and information on the recommended hotel will be sent with your registration confirmation.

## Conditions

In the course of the event, pictures or videos ("Images") can be made as deemed appropriate by and/or on behalf of Sealed Air. As a result, I understand and agree that, should I appear on such Images, Sealed Air is authorised to the fullest possible extent to make any business use of such Image by means of any appropriate communication support.

## Cancellations

Refunds will only be granted until September 2. After September 2, 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 Carla Russomanno by fax, +39 02 9332 613, or email, [carla.russomanno@sealedair.com](mailto:carla.russomanno@sealedair.com).

I have read the cancellation policy and agree with the terms and conditions.

Date:  Signature:

# PRIME POULTRY 2013

Today, consumers increasingly demand quality poultry products that are prepared with the utmost attention to hygiene at every stage of the production process. Prime Poultry 2013 sheds new light on the challenges and trends facing the rapidly evolving poultry industry with special insights on food safety, shelf-life extension, operational efficiency and brand building.

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SEPTEMBER 11, 2013

9.00 > 10.30	Registration and coffee	
10.30 > 10.40	Welcome and introduction	<b>Pascal Porhel</b> , Sealed Air, Poultry Sector and Case-Ready Offer Manager
10.40 > 11.00	Introducing Sealed Air: Our Vision, Mission and Values	<b>Luca Cerani</b> , Sealed Air, VP, Portfolio and Business Development - Europe
11.00 > 11.20	Overview of today's global and European poultry market and future trends	<b>Nan Dirk Mulder</b> , Rabobank Netherlands, Associate Director, Commodities, Feed and Animal Protein
11.20 > 11.40	A look at poultry packaging trends in major European retail chains	<b>Ken Deasy</b> , Sealed Air, Market Intelligence Manager
11.40 > 12.00	Global Poultry Market: needs screening per region and packaging answers	<b>Christophe Gottar</b> , Sealed Air, Executive Director, Global Poultry Sector
12.00 > 12.30	Challenges & opportunities for the Poultry industry towards 2050	<b>Philip J. Wilkinson</b> , OBE, 2 Sisters Food Group, Executive Director
12.30 > 13.45	Lunch	
13.45 > 14.05	Packaging and Sustainability	<b>Ed Roberts</b> , Sealed Air, Sustainability Director
<b>Explore the hottest topics in food safety and operational efficiency</b>		
<b>FOOD SAFETY</b>		
14.05 > 14.25	How farm-to fork hygiene solutions can contribute to reducing costs and increasing final product quality	<b>Hein Timmerman</b> , Sealed Air, Global Sector Expert Processed Food Hygiene Solutions
14.25 > 14.45	Listeria and campylobacter control: a result of system approach and good hygiene practices	<b>Dr. Karen Middleton</b> , Sealed Air, Sector Specialist, UK and Ireland Processed Food Team
14.45 > 15.05	Meaning of food safety: request and expectations from retailer and "Cash & Carry" point of view	<b>Marie Garnier</b> , Head of QA METRO Cash & Carry France
<b>OPERATIONAL EFFICIENCY</b>		
15.05 > 15.25	Latest developments in poultry process, automation and cost control	<b>Mathieu van Dongen</b> , Marel Netherlands, Sales Manager
15.25 > 15.45	Russian poultry market overview: Whole Bird packaging in Shrinkable	<b>Ramil Mukhametshin</b> , Chelny-Broiler Russia, Production Manager
15.45 > 16.05	Packaging value for food safety and food waste reduction	<b>Malgorzata Leszczynska</b> , Polish National Poultry Board (KRD)
16.05 > 16.20	Cryovac® Darfresh® on Tray: a revolutionary innovation delivering a whole range of benefits and extending the opportunities of vacuum-skin packaging	<b>Pascal Metais</b> , Sealed Air, Business Development Manager
16.20 > 16.30	Break	
16.30 > 18.00	Roadshow (6 demos) <ul style="list-style-type: none"> <li>• Diversey™ EnduroPower™: discover superior cleaning combined with ultimate efficiency</li> <li>• SecureCheck: microbiological risk assessment</li> <li>• UV Light for Belt disinfection</li> <li>• Full automation for Whole Bird packaging in Shrinkable bags from shackle-line to end-of-line</li> <li>• Marel TrayTrack system in action</li> <li>• Mondini Tray Sealer and Cryovac® Darfresh® on Tray</li> </ul>	
18.00	Transfer by bus from Packforum® to hotel	
19.30	Transfer by bus from hotel to restaurant: meet with experts and industry professionals over dinner and drinks	

**Explore the hottest topics in shelf-life extension and brand building**

SEPTEMBER 12, 2013

<b>SHELF-LIFE EXTENSION</b>		
8.30 > 8.50	Predictive shelf life linked to packaging solutions	<b>Lene Meinert</b> , DMRI Denmark, Senior Consultant
8.50 > 9.10	Amadori success story: Cryovac® Darfresh® Flex/Flex+	<b>Simone Zucchetti</b> , Head of R&D; <b>Marco Magnaghi</b> , Business Innovations manager, Amadori, Italy
9.10 > 9.30	Live experience of MAP solutions in whole bird for shelf life extension	<b>Jacques Popot</b> , LDC Group, R&D Director
9.30 > 9.45	Q&A session	
9.45 > 10.45	Roadshow (4 demos) <ul style="list-style-type: none"> <li>• Cryovac® Darfresh® Flex/Flex+ for single portion with automatic loading</li> <li>• Cryovac® Mirabella® for skin-on portions / SlicePak® for skin-on and skinless portions</li> <li>• CRYOVAC® BDF® system for increased operational efficiency as a result of shelf-life extension and brand building</li> <li>• Packaging solution for smoked and processed meat and poultry</li> </ul>	
10.45 > 11.00	Break	
<b>BRAND BUILDING</b>		
11.00 > 11.20	Leveraging consumer insights and innovative packaging to build poultry brands	<b>John W. Bartelme</b> , Perdue USA, Former Chief Marketing Officer
11.20 > 11.40	Successful introduction of a new poultry convenience segment with Cryovac® Oven Ease®	<b>Juan Diego Valdivieso</b> , Pronaca Ecuador, Value added Business Manager
11.40 > 12.00	Halal Brand Equity TM - How to keep two promises?	<b>Koen De Praetere</b> , Belgium, Halal Consulting Services
12.00 > 13.00	Roadshow (4 demos) <ul style="list-style-type: none"> <li>• Adding value and convenience: Cryovac® Oven Ease® Rollstock demo and tasting</li> <li>• Cryovac® Sealappeal® PWF Ovenable solution for Whole Bird / Cryovac® Sealappeal® PSF Case-Ready solution (with protrusion)</li> <li>• Poultry merchandising using Cre8 simulations</li> <li>• Focus on innovation on the shelf via Supermarket tour</li> </ul>	
13.00 > 13.15	Q&A and Wrap up; <b>14.30 &gt; 17.00</b> Retail Store tour or <b>14.30 &gt; 17.00</b> Meet the experts	
13.15 > 14.00	Lunch	
14.30 > 16.00	SES Working session for CIS participants followed by the Store tour	<b>16.30 &gt; 18.00</b>

PACKFORUM® Located just outside Paris, France, Packforum® is a one-stop shop for packaging expertise and year-round demonstrations. Newly renovated, Packforum® features a state-of-the-art preparation and demo kitchen, fully equipped packaging facility, supermarket and cafeteria for up to 150 delegates.