



EVENT PROGRAM

Full program

TUESDAY 8th JUNE

11,00 a.m.
DIOTALLEVI 1
Conference room

Inaugural Conference:

**PACKOLOGY THE RECOVERY EXHIBITION
SETTINGS, INFORMATION AND INTERNATIONAL PERSPECTIVES
UCIMA preview of 2009 balance data and of the Italian production fresh 2010
projections**

Organized by: Rimini Fiera and UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

- *Lorenzo Cagnoni*, Rimini Fiera President
- *Giovanni Caffarelli*, UCIMA President – Italian Packaging Machinery Manufacturers Association
- *Gianfranco Fabi*, Radio 24 Director
- *Charles D. Yuska*, PMMI President – Packaging Machinery Manufacturers Institute, USA
- *Vasco Errani*, President Emilia - Romagna Region Government

02,00 p.m.
Workshop Area
Exhibition Hall C3

Workshop:

**TECHNOLOGY AT THE SERVICE OF TRACEABILITY:
GUIDELINES FOR THE SUCCESSFUL IMPLEMENTATION OF AN
AUTOMATIC IDENTIFICATION SYSTEM**

Organized by: Carlo Cattaneo University – LIUC

- *Federico Pigni*, Senior researcher Lab#ID, Carlo Cattaneo University – LIUC

02:30 p.m.
DIOTALLEVI 2
Conference room

Round Table:

**PACKAGING TECHNOLOGIES IN THE MANUFACTURER - CUSTOMER VALUE
CHAIN**

Organized by: Rimini Fiera and UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

- *Giovanni Caffarelli*, UCIMA President – Italian Packaging Machinery Manufacturers Association
- *Remo Girardini*, Production Operations Director - GLAXOSMITHKLINE Manufacturing
- *Roy van Heesen*, Global Supply Chain Packaging Technology Manager – UNILEVER
- *Giuliano Poletti*, LEGACOOP President
- *Daniele Tirelli*, POPAI Italia President - The Global Association for Marketing at Retail



WEDNESDAY 9th JUNE

10,00 a.m.
RAVEZZI 1 Conference
room

Conference

INCREASINGLY PROTECTIVE PACKAGING FOR INCREASINGLY NATURAL PRODUCTS

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

Consumer and market requirements and food technology trends

- *Patrizia Fava*, Lecturer of Technology and Food Packaging – Department of Agricultural and Food Science, University of Modena and Reggio – Emilia

The development of applied technology for food packaging machinery

- *Andrea Ferrari*, Sales Manager HFFS – ILAPAK GROUP

The packaging challenge: technical innovation and “discretion”

- *Luca Nanetti*, Marketing Manager Business Unit Closures & Containers – SACMI IMOLA SC

New applications: multilayer barrier plastic lids

- *Valeria Viganò*, Senior Engineer – SEALED AIR – CRYOVAC

10,00 a.m.
Workshop Area
Exhibition Hall C3

Workshop

CONTROLLING PLANT EFFICIENCY

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

OEE: from calculating the efficiency of machinery to the analysis of stops. Integrated solutions with company management systems

- *Angelo Dellafoglia*, Product Manager SIMATIC IT Italia – SIEMENS

An integrated solution to increase production, reduce costs and improve quality of products

- *Marco Portioli*, ACM Software - ROCKWELL AUTOMATION

Scientific Automation

- *Stefano Monti*, Technical Department Manager - BECKHOFF

Moderator: Adriano Sala – UCIMA

11,00 a.m.
RED ROOM

Technical lesson

ENERGY SAVINGS WITH LINEAR LINMOT MOTORS

Organized by: Pamoco

- *Ernst Blumer*, LINMOT NTI

12,00 a.m.
Workshop Area
Exhibition Hall C3

Technical lesson

AFTER-SALES EFFICIENCY DEPENDS ON THE USE OF CORRECT METHODS

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Maintenance services are often seen from the perspective of costs both by users and manufacturers of packaging systems. This seminar aims to provide methodologies and tools to transform maintenance services into centres of profit by correcting and improving system reliability.



13,00 p.m.
Workshop Area
Exhibition Hall C3

Technical lesson

USING PACKAGING LINE SIMULATION

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

The design of packaging lines is a crucial issue for both users and manufacturers of equipment. Increasingly, market uncertainty makes it difficult to determine optimal production parameters, production costs and line typologies. Simulation tools enable the design of production lines to meet different market scenarios, simplifying the complexity of the decisions of users and equipment manufacturers.

02,00 p.m.
Workshop Area
Exhibition Hall C3

Workshop

MECHATRONICS SIMULATION

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

100% mechatronics simulation
- *Roberto Loce*, Commercial Engineer Precision Motion Control Anorad
ROCKWELL AUTOMATION
Simulation as monitoring of engineering processes
- *Nicola Giuliani* - ELAU SYSTEMS ITALIA
Approach to modelled mechatronics development
- *Lorenzo Passaglia*, Technical Manager - B&R AUTOMATION
- *Aldo Caraceto*, Application Engineer - THE MATHWORKS

Moderator: Adriano Sala – UCIMA

2,30 p.m.
RAVEZZI 1 Conference
room

Conference

PACKAGING'S ECOLOGICAL COMPATIBILITY

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

Automation as an opportunity and resource sustainability
- *Riccardo Cavanna*, Ceo - CAVANNA PACKAGING GROUP
The role of bioplastics in the design of eco-friendly packaging
- *Alessandro Ferlito*, Sales Director - NOVAMONT
Environmental sustainability of packaging from production to post-consumption: the response of Tetra Pak
- *Sergio Guastella*, Supply Chain Director - TETRA PAK ITALIA
Eco-friendly packaging ... YES WE CAN - Solutions in modified atmosphere and only
- *Andrea Sentimenti*, Marketing Director - GRUPPO FABBRI

Moderator: *Daniele Tirelli*, POPAI Italia President - The Global Association for Marketing at Retail

03,30 p.m.
Workshop Area
Exhibition Hall C3

Workshop

TRACEABILITY: A CONTROLLED PRODUCTION CHAIN

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Traceability: a tool to conquer global competition
- *Claudio Sinatra*, Auto Ident Product Manager – SICK
Identification and traceability in the packaging world
Francesco Piunti, Product Manager Vision – DATALOGIC AUTOMATION
Solutions and new technology for traceability in the pharmaceutical production process
- *Angelo Dellafoglia*, Product Manager SIMATIC IT Italia – SIEMENS

Moderator: *Paolo Capelli* - UCIMA

THURSDAY 10th JUNE

10,00 a.m.
DIOTALLEVI 2
Conference room

Conference

INDUSTRIAL AUTOMATION CHALLENGES: LIAM, MEDEIA AND OTHER CONNECTED RESEARCH ACTIVITIES

Organized by: CRIT Research – Innovation and Technological Brokerage

- *Marco Baracchi* - CRIT Research™
- *Antonio Valentini* - O3neida Europe
- *Martijn Rooker* - Profactor GmbH
- *Marco Colla* - SUPSI - University of Applied Sciences Switzerland italian
- *Alois Zoitl* - TUW - Technische Universität Wie
- *Ingo Hegny* - UW - Technische Universität Wien
- *Luca Ferrarini* - Politecnico di Milano
- *Giorgio Tarozzi* - IMA Spa
- *Luca Gentili* - University of Bologna
- *Marcello Pallicciari* - University of Università di Modena - Reggio Emilia

10,00 a.m.
Workshop Area
Exhibition Hall C3

Workshop

ENERGY SAVING IN PLANTS

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Speakers:

Energy efficiency in Motion Control

- *Nino Guidetti*, Industry End User Sales Manager - SCHNEIDER ELECTRIC
- *Massimo Danieli* - CARLSBERG ITALIA

Solution for energy saving in a production line

- *Massimo Consonni*, Marketing and Sales Manager Branche – SIEMENS

A new platform to integrate energy efficiency and production needs in a single solution – a success story: Carlsberg Italia

- *Piero Pederzani*, Sales Engineer - B&R AUTOMATION

Moderator: *Paolo Capelli* – UCIMA

10,30 a.m.
RAVEZZI 1 Conference
room

Conference

HMI IN PACKAGING PLANTS, INNOVATIONS IN HUMAN-MACHINE INTERACTION

Organized by: Automazione Industriale – Il Sole 24 Ore

The degree of usability and the engineering of user interfaces: current and future design scenarios

- *Massimiliano Cassinelli*, Technical Consultant - AUTOMAZIONE INDUSTRIALE

Technological aspects and issues in the creation of a HMI for a packaging system

- *Roberto Motta*, Local Business Leader IA - ROCKWELL AUTOMATION
- *Davide Travaglia*, Commercial Engineering Visualisation – ROCKWELL AUTOMATION
- *Gianluca Meduri*, Marketing Manager HMI Control & Signalling – SCHNEIDER ELECTRIC
- *Michele Falcone*, Sales Manager Packaging Industry Sector Drive Technologies MP - SIEMENS ITALIA

The HMI from the OEM's perspective: problematic issues for implementation and innovative solutions for Integration

- *Franco Bellome*, Automation Division Manager - EUTRO LOG



The HMI from the end user's perspective: how the HMI contributes to the optimal functioning and maintenance of the system

- *Luca Durante*, Area Manager Electrical and Software - CAVANNA GROUP

12,00 a.m.
Workshop Area
Exhibition Hall C3

Technical lesson

MATERIALS COMING INTO CONTACT WITH PRODUCTS: REGULATIONS

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

The use of materials suitable for contact with food which can be used at the same time for the construction of food systems poses a problem for manufacturers. This seminar aims to explain the European and American legal framework within which designers have to make their choices

13,00 a.m.
Workshop Area
Exhibition Hall C3

Technical lesson

THE REGULATION SCENARIO FOR EXPORTING TO RUSSIA AND IRAN

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Globalisation is an unquestionable fact but not all countries are part of the WTO and have a legislation that permits international trade; nevertheless, some of these countries (namely Russia, CIS and Iran) still represent an attractive market full of opportunities for manufacturers of packaging machinery. This seminar aims to provide a complete picture of legislation and certification requirements for operating in these markets.

02,00 p.m.
Workshop Area
Exhibition Hall C3

Workshop

SAFETY STANDARDS: SOME NEW FEATURES OF THE NEW MACHINERY DIRECTIVE

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Directive 2006/42/EC: safety regulations applied to partly completed machinery
- *Davide Morten*, Sales & Marketing Manager - ROBATECH

Solutions addressing the New Machinery Directive: which safety level to apply and relative design of the system, integrated construction and stand alone
- *Pierluca Bruna*, Safety Product Manager - SCHNEIDER ELECTRIC

EN 13849: pneumatics in control systems linked to safety
- *Fabio Bottarelli*, Product Certification Manager – CAMOZZI

Moderator: *Paolo Capelli* – UCIMA

03,30 p.m.
Workshop Area
Exhibition Hall C3

Workshop

INDUSTRIAL NETWORKING

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association

Sercos III as a single machine fieldbus
- *Antonio Marra*, Head of Application Dep. – ELAU SYSTEMS ITALIA

Ethernet/IP: a single solution for communication for all machine automation needs from the simplest machinery to extended process systems
- *Roberto Motta*, Local Business Leader IA – Italian Region – ROCKWELL AUTOMATION

Increase in machine productivity thanks to the use of industrial Ethernet and open safety protocols
- *Stefan Schoenegger*, BU Open Automation Technology – B&R AUTOMATION

Moderator: *Adriano Sala* – UCIMA



03,30 p.m.
UCIMA Area Exhibition
Hall C5/A5

Award

IPTA - INTERNATIONAL PACKAGING TECHNOLOGY AWARD

Organized by: UCIMA - Italian Packaging Machinery Manufacturers Association and ICE – National Institute for Foreign Trade

Speakers:

- *Giovanni Caffarelli*, UCIMA President – Italian Packaging Machinery Manufacturers Association
- *Nick Wilson*, Vice Chairman PMMI – Packaging Machinery Manufacturers Institute, USA
- *Annunziata Landi*, ICE - National Institute for Foreign Trade

FRIDAY 11th JUNE

10,00 a.m.
DIOTALLEVI 2
Conference room

Conference

PACKAGING FRESH FOOD & BEVERAGE

Organized by: PRO - Packaging Retail Observatory

- Welcome and introduction to works.
- *Luisa Torri*, University of Gastronomic Science – Pollenzo Researcher and Scientific Panel of PRO Observatory
- PRO Observatory: surveys' results and project's aim.
- *Francesca Mostardini*, Global packaging manager - PACK CO srl and Scientific Panel of PRO Observatory
- Trends in food packaging: technological innovations for fresh food packaging between present and future
- *Luisa Torri*, University of Gastronomic Science – Pollenzo Researcher and Scientific Panel of PRO Observatory
- Safe Green Packaging for fresh food: the importance of chemical safety and eco-sustainability of packaging for foods more often eaten in the day
- *Francesca Mostardini*, Global packaging manager - PACK CO SRL and Scientific Panel of PRO Observatory
- The innovation in fresh food packaging: focus on modified atmosphere
- *Luigi Garavaglia*, R&D Director – Sirap Group
- Matteo Brazzoli, R&D Project Manager – SIRAP GROUP and PRO Observatory team
- Flexographic print solutions and technologies for fresh food packaging
- *Andrea Sentimenti*, Marketing Director – GRUPPO FABBRI and PRO Observatory team
- The importance of controls in MAP for fresh food*
- *Simona Colli*, Chief executive PBI-DANSENSOR ITALIA and PRO Observatory team

10,30 a.m.
NERI 1 – Spostato in
SALA DIOTALLEVI 1
Conference room

Conference

ECOLOGY, ECONOMY AND EFFICIENCY MEET THE FINAL CONSUMER

Packaging innovation via design and process technology

Organized by: Packaging Observer - On line magazine dedicated to packaging

How can innovation be accomplished more efficiently? Conditions that are critical to success

- *Giulio Ghisolfi*, Packaging System Integrator – IDEALPACK – ITALY

How to finance innovation? Public and private financing methods to support innovation and new business projects

- *Federico Cappa* – Synergy Business e Finanza – Italy





Design and process innovation for international development of the food sector
 - *Gabriele Zecca* – Synergy Business e Finanza – Italy

Innovation in the food, beverage, detergent and durable goods industries

FOOD:

Food service packaging: such as innovation focusing on ergonomics, cost reduction, design and sustainability?

- *Catia Toffanin*, – AIR FOOD– ITALY

L'innovazione nel baby food fra processing e packaging

- *Massimo Zonca* - H. J. HEINZ PLASMON, Italia

BEVERAGE:

At the end of their life cycle, PET bottles create an added value and are used as communication tools in retail trade. Mister PET case history

- *Maurizio Mariani* – France

Carbon Footprint analysis and measurement in packaging sector

Stefano Santamato, key customer manager food & beverage - DNV Italia

DETERGENT

Innovation from Bosque Verde with the use of detergent through water soluble packaging

- *Vicente Mira Lazaro* – SFP – Spain

NON FOOD

Unieuro innovates in warehousing, transport, distribution and delivery with a RPP- Returnable Protective Packaging for finished goods that reduces damages and CO2 emissions

- *Luigi La Vista* – UNIEURO – Italy

Operational advice focusing on creativity

- *Marco Luzzini*, processing & packaging innovation advisor – DELTA TEAM - Italy

Moderator: *Luca M. De Nardo*, Director of www.packagingobserver.com