

# KEYNOTES SESSIONS JUNE 9

UTC	LANG	COMPANY / TITLE
13:30	English	<b>UPM Raflatac</b> Traditional Chinese elements in wine label design.
14:30	English	<b>Pentawards</b> PACK TO THE FUTURE
15:30	English	<b>Sense Catch</b> A multidisciplinary perspective to consumer psychology, behavioural design and customers' behavior analysis to manage and understand the post-Covid consume.
16:30	English	<b>Moondesk</b> The future of retail - <b>Panel discussion:</b> Carlos Trad (Google Director of Global Strategy, former BCG Partner), Aldo Gonzalez Rhein Chile (CEO & board member), Felipe Rossel (Global Marketing Director Trivento / Viña Concha y Toro S.A.) Host: Gonzalo Yáñez (CEO MoonDesk)

# JUNE 10

UTC	LANG	COMPANY / TITLE
13:30	English	<b>YG Branding &amp; Design Experts</b> Storytelling is the secret weapon high performers are using in their modern approach to sales and marketing
14:30	English	<b>Wine Intelligence</b> Wine consumption behaviour during and post COVID-19 in UK, USA, Australia, Japan, China and South Korea
15:30	English	<b>UPM Raflatac</b> Vignobles Despagne - Bordeaux : "Cultivate a terroir of traditions with audacity"
16:30	English	<b>Discussion Panel</b> (to be confirmed)

# WEBINAR SESSIONS JUNE 9

UTC	LANG	COMPANY / TITLE
02:00	Chinese	<b>UPM Raflatac</b> Leading in sustainable labeling
03:00	Chinese	<b>Kurz</b> Sustainable Embellishment by KURZ
04:00	Chinese	<b>UPM Raflatac</b> Labeling trends in Europe and Americas
06:00	English	<b>Kurz</b> DEU by Steinemann - Digital Label Embellishment
06:30	Italian	<b>Amorim</b> Impatto delle chiusure sulla qualità dei vini in cantina.
07:15	Italian	<b>Amorim</b> La Sostenibilità nel Packaging del vino
07:30	English	<b>Kurz</b> Brand Protection with NFC Labels by KURZ
08:00	English	<b>Apholos</b> Design - METAL, A SOLID STATEMENT
08:30	English	<b>UPM Raflatac</b> Leading in sustainable labeling
09:00	Italian	<b>Eurostampa</b> Wine Shape: when the bottle becomes the symbol.
09:30	English	<b>Amorim</b> The R&D apply to wine stoppers.
10:00	English	<b>Sense Catch</b> Neuromarketing & labels
10:30	English	<b>Selective Line by Verallia</b> Pimp your classical Trends and decoration technics in the Premium glass packaging for wine and spirits
11:00	English	<b>Wine Intelligence</b> Wine marketing and Covid-19
11:30	Italian	<b>Eurostampa</b> Come Ripartire' il Vino Italiano
12:00	Spanish	<b>Moondesk</b> Digital Inspector Arts / Inspector Digital de Artes
12:30	English	<b>Ancor</b> Premiumizing your packaging with capsules and closures
12:50	English	<b>Securikett</b> Don't lose track of your bottles/products Supply chain transparency, grey market detection, customer loyalty

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16:30	English	<b>Moondesk</b> The future of retail - <b>Panel discussion:</b> Carlos Trad (Google Director of Global Strategy, former BCG Partner), Aldo Gonzalez Rhein Chile (CEO & board member), Felipe Rossel (Global Marketing Director Trivento / Viña Concha y Toro S.A.) Host: Gonzalo Yáñez (CEO MoonDesk)
17:30	English	<b>Eurostampa</b> Innovation in sustainable wine labels
18:00	English	<b>Moondesk</b> Back to future 4: How will the wine industry look like in 2030
18:30	English	<b>IDP</b> Top 10 Ways for Packaging Design to Connect with Consumers in 2020
19:00	Spanish	<b>Ancor</b> Agregar valor a vuestros envases a través de cápsulas y cierres innovadores
19:30	Spanish	<b>UPM Raflatac</b> Sostenibilidad en etiquetas para Wine & Spirits
20:00	English	<b>Kurz</b> Cold Transfer for Labels by KURZ
20:30	Spanish	<b>YG Branding &amp; Design Experts</b> La utilización del video en el marketing de bebidas. Todos queremos ser escuchados, la pregunta es cómo. Un recorrido por las recursos narrativos y estéticos que más funcionan.
21:30	English	<b>Ancor</b> Premiumizing your packaging with capsules and closures

\*Duration: 40 Minutes (Keynote Sessions 1 hour)  
\*\*Please check your local time in our platform.  
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02:00	Chinese	<b>Kurz</b> Cold Transfer for Labels by KURZ
03:00	Chinese	<b>UPM Raflatac</b> The wine label designing philosophy of China's biggest winemaker --ChangYu
04:00	Chinese	<b>Kurz</b> Cold Transfer for Packaging by KURZ
05:00	Chinese	<b>Kurz</b> Digital Embellishment by KURZ
06:00	English	<b>Kurz</b> DEU by Steinemann - Digital Label Embellishment
06:30	English	<b>Pantec</b> How to create an extraordinary wine label
07:00	Italian	<b>Reto231</b> La sostenibilità nel biochiere. Gli impatti del vino dal campo alla tavola tra economia circolare, vitivinicoltura responsabile, attenzione alla filiera e certificazione di sostenibilità.
07:30	English	<b>Verallia</b> Sustainability at the heart of Verallia
08:00	English	<b>UPM Raflatac</b> Russian bubbles and clear spirits - what are the latest trends?
08:30	Italian	<b>Amorim</b> Il Marketing del Packaging
09:00	English	<b>Sense Catch</b> Neuromarketing meets the art of labeling. UPM case history
09:30	Spanish	<b>Vetroelite</b> Packaging Innovation: Line-aa Collection
10:30	English	<b>Eurostampa</b> Ready to Restart : Project to go to Market
11:00	English	<b>Kurz</b> Digital Embellishment by KURZ
11:30	English	<b>Verallia</b> "Marketing trends in glass bottles for wine & spirits." Virtual Glass: How to reduce time to market using digital tools.
12:00	Italian	<b>Amorim</b> Smart Stoppers

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12:30	English	<b>Securikett</b> Security labels - attractive eye-catchers in alignment with brand design, Customized design to protect products and give your bottles a unique look
12:50	English	<b>Eurostampa</b> The Ecology of Design: Cross-functional partnerships and innovation in packaging design
13:30	English	<b>YG Branding &amp; Design Experts</b> Storytelling is the secret weapon high performers are using in their modern approach to sales and marketing
14:30	English	<b>Wine Intelligence</b> Wine consumption behaviour during and post COVID-19 in UK, USA, Australia, Japan, China and South Korea
15:30	English	<b>UPM Raflatac</b> Vignobles Despagne - Bordeaux : "Cultivate a terroir of traditions with audacity"
16:30	English	<b>Discussion Panel</b> (to be confirmed)
17:30	English	<b>Moondesk</b> Is it possible to automate design processes?
18:00	English	<b>Verallia</b> Marketing trends in glass bottles for wine & spirits in 2020. Virtual Glass: reducing time-to-market for new glass packaging
18:30	Spanish/English translation	<b>Kurz</b> Sustainable Embellishment by KURZ
19:00	English	<b>Xeikon</b> Benefits of Digitally Produced Wine and Spirit Labels and Folding Cartons
19:30	Spanish	<b>YG Branding &amp; Design Experts</b> Caso de éxito: TAYU - "El mundo necesita diseño con propósito"
20:00	English	<b>Moondesk</b> Case study - learning from the Pharma industry: How the time to market can be reduced by 40%? Design automation processes.
20:30	English	<b>Pantec</b> How to create an extraordinary wine label
21:00	English	<b>Moondesk</b> Ready for what's coming in the wine industry?

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