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PRESS RELEASE

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INTERGRAF AND FTA EUROPE ANNOUNCE SHAPING THE FUTURE WITH PACKAGING CONFERENCE IN PARTNERSHIP WITH SMITHERS

SHAPING THE FUTURE WITH PACKAGING Intergraf and FTA Europe, in partnership with Smithers, are excited to announce the upcoming conference in the Shaping the Future series: **Shaping the Future with Packaging. This exclusive event will take place in Brussels on Thursday 10 April (afternoon) and Friday 11 April (morning), 2025 and is a must-attend for professionals in the European packaging sector.**

As the European packaging market continues to thrive with innovation and creativity, this conference will bring together leading experts to discuss key topics shaping the industry, including sustainability in packaging, food contact materials, product design innovations, EU policies impacting the sector, and advancements in label printing.

The programme will feature insightful presentations and discussions, with a special networking dinner scheduled for Thursday evening, 10 April. The final sessions will conclude on Friday, 11 April, just before lunchtime, offering attendees ample opportunity to connect with peers and gain valuable insights.

European Packaging Market Report

Participants will also receive an exclusive European Packaging Market Report, prepared by Smithers. This comprehensive report will provide a detailed market analysis, highlighting the latest trends and data impacting the packaging industry. The report is included in the conference package, serving as an invaluable resource for professionals across the sector.

This event is part of the *Shaping the Future* series, organised by Intergraf in collaboration with Smithers, which highlights important sub-sectors of the European print industry. Previous conferences have covered books, commercial print, magazines, and direct mail. The 2025 edition, co-organized by Intergraf and FTA Europe, will focus on the growing significance of packaging, building on the success of the 2023 event, which brought together 120 participants from nearly 20 countries. This year's event promises to continue advancing industry knowledge and collaboration, making it a must-attend for anyone invested in the future of packaging.

Sponsorship opportunities are available for organisations seeking to connect with key industry stakeholders. For more details on sponsorship packages, click [here](#).

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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

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