

SHAPING THE FUTURE WITH PACKAGING

by Intergraf and FTA Europe

supported by Smithers

18 February PM – 19 February AM 2027 | Brussels, Belgium

Intergraf and FTA Europe, supported by Smithers, are excited to announce the next conference in the *Shaping the Future with Print* series: **Shaping the Future with Packaging 2027**.

Taking place at the **Sheraton Brussels Airport Hotel on Thursday 18 and Friday 19 February 2027**, the event will bring together professionals from across the European packaging sector to explore the regulatory, market and technological developments shaping the industry's future.

The programme will address key topics and elements including:

- Packaging & Packaging Waste Regulation (PPWR) and its practical implementation
- Packaging market developments
- Innovation in packaging
- Artificial intelligence and packaging design
- Design for recycling
- Industry case studies

PROGRAMME OVERVIEW

The event will include insightful presentations and discussions, beginning with a **welcome lunch on Thursday, 18 February**, followed by the first half-day of conference sessions and a **networking dinner that evening**. The final conference sessions will take place on **Friday morning, 19 February**, concluding with lunch.

ABOUT THE EVENT SERIES

The *Shaping the Future with Print* series, organized by Intergraf in collaboration with Smithers, highlights key sub-sectors of the European print industry. Previous conferences have focused on topics like books, commercial print, magazines, and direct mail. Next year's event, co-organized by Intergraf and FTA Europe, will spotlight the growing significance of packaging. Building on the success of *Shaping the Future with Books* in 2026, which brought together 110 participants from more than 20 countries, this edition promises to continue advancing industry knowledge and collaboration.

SAVE THE DATE

REGISTRATION OPENS IN OCTOBER

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