

SHAPING THE FUTURE WITH PACKAGING

by Intergraf and FTA Europe

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

REGISTRATION OPEN FOR SHAPING THE FUTURE WITH PACKAGING 2027

Intergraf and FTA Europe, supported by Smithers, are pleased to invite professionals from the European packaging and printing industries to register for the Shaping the Future with Packaging 2027 conference, taking place on 18 and 19 February 2027 in Brussels, Belgium, at the Sheraton Brussels Airport Hotel.

[REGISTER HERE.](#)

The conference will bring together industry leaders, policymakers, experts and innovators to discuss key regulatory, market and technological developments shaping the future of the European packaging industry. The event will also provide valuable networking opportunities, encouraging dialogue and collaboration among professionals from across the packaging value chain.

Participants can expect a comprehensive exploration of the challenges and opportunities facing the sector, including the implementation of the EU Packaging and Packaging Waste Regulation (PPWR), with the confirmed participation of the European Commission. The programme will also address developments in the European packaging market, technological innovation, the growing role of artificial intelligence in packaging design, and design for recycling. Industry case studies will highlight practical approaches to emerging challenges and demonstrate how companies are adapting to changing market and regulatory requirements.

The two-day event will begin with a welcome lunch on Thursday, 18 February, followed by an afternoon of conference sessions and a networking dinner in the evening. Presentations and discussions will continue on Friday morning, 19 February, with the conference concluding with lunch.

Preferential registration fees are available for companies belonging to Intergraf and FTA Europe member associations. Eligible representatives of member associations and associate members can benefit from complimentary participation. [Register now](#) and join the conversation on the future of packaging. Further programme details and speaker announcements will be published on Intergraf's [website](#) in the coming months.

Companies interested in sponsoring the conference are invited to contact Sergejs Mikaeljans at smikaeljans@intergraf.eu for more information about sponsorship opportunities.

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ABOUT THE EVENT SERIES

Organised as part of the *Shaping the Future with Print* conference series, the event builds on Intergraf's commitment to providing industry professionals with insights into the trends and developments affecting Europe's printing and packaging sectors. The previous edition, *Shaping the Future with Books 2026*, brought together 110 participants from more than 20 countries.

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