

NUTRIPACK

Innovation in Food Packaging Sustainability

Paris, Cité des Sciences et de l'Industrie, 29 & 30 September 2009 – www.nutripack-congress.com

The conference and exhibition programme is currently being prepared with packaging experts from the food industry, who will discuss the measures taken by their groups and chair the sessions. They point out:

Vincent Ferry, Packaging Manager Dairy France & Bruno Siri, Senior Packaging Engineer, Master of sustainable Development, Danone:



The new Danone group (after acquiring Numico) is 100% positioned on « healthy » nutrition for the largest possible number. It is genetically programmed for a triple economic, societal and environmental project, and clearly publicizes its will to protect the world's resources, even if its manners of producing, and also transporting, selling and communicating have to be called into question....

The time has never been riper for the emergence of new ideas combining sustainable development and innovation, in a group context of organic and geographic growth.....

It is much harder to do than to say! To this end, it is necessary to set more long term objectives and to change mindsets, ingrained ways of working and thinking! In this game, it is the relevance of the concepts that will make the difference, eliciting respect and enthusiasm, and drawing together all the positive resources in the enterprise.

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