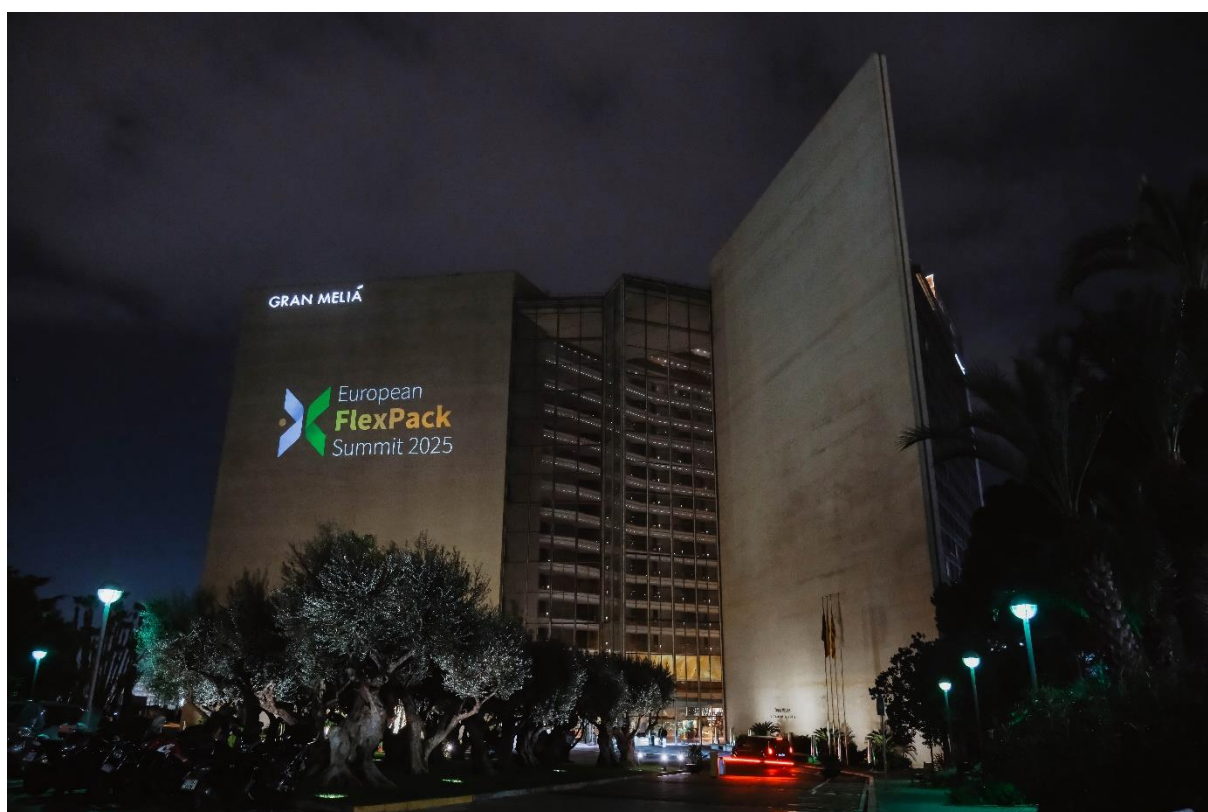


March 2025

First 'European FlexPack Summit' was a great success

With the first European FlexPack Summit, which took place from 24-26 February in Barcelona, Flexible Packaging Europe (FPE) brought together many key players from the industry. The event provided a new, relevant platform for the exchange of knowledge, market developments and industry challenges. The more than 130 participants from over 80 companies and organizations benefited from top-class presentations, in-depth discussions and numerous networking opportunities.

The focus was on market development and current trends - from the perspective of leading industry representatives such as brand owners and market experts. They examined dynamics on the raw materials markets, consumer behaviour and the influence of demographic changes. The EU Commission's strategy and sustainable solutions for flexible packaging were also discussed. Particular attention was paid to the expectations of European end consumers and market trends in segments such as baked goods and food service.



In addition, the focus was placed on political developments, extended producer responsibility and innovative recycling technologies. Experts presented complementary solutions for the material recycling of flexible packaging and strategies for a circular economy. Finally, a leading machine manufacturer shed light on the future of flexible packaging from the perspective of packaging and filling technology.

'The great success of our first European FlexPack Summit shows how important professional dialogue and networking within the industry are. The positive feedback from our participants and sponsors encourages us to continue this dialogue and position flexible packaging as an indispensable part of a

sustainable circular economy,' emphasises Guido Aufdemkamp, Executive Director of Flexible Packaging Europe.

In addition to the technical presentations and panel discussions, the event offered numerous opportunities for networking. In the exhibition area, leading suppliers from the industry presented their latest innovations and technologies.

With the successful premiere of the European FlexPack Summit, Flexible Packaging Europe has created a new format for exchanging ideas and shaping the future of the industry. The plan is to continue the format every two years, thus enabling regular dialogue on current market developments and future challenges.

Further information and impressions of the event are available at www.flexpack-summit.com.

Further information:

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About Flexible Packaging Europe

Flexible Packaging Europe Flexible Packaging Europe (FPE) is the industry association that represents the interests of more than 80 small, medium-sized companies and multinational manufacturers. They employ more than 57,000 people at more than 350 locations across Europe. The member companies account for more than 85% of European sales of flexible packaging made from a variety of materials, mainly plastic, aluminium and paper. More than half of all food products sold on European retail markets are packaged in flexible packaging. More information at www.flexpack-europe.org

