

# conference Invitation

29 september  
Oss, the Netherlands

## Big Data & Interactive Packaging

*Disruptive Innovations*

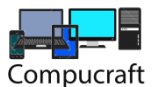
*How modern techniques will  
make packaging CEO - BUSINESS*



# Big-data & Interactive Packaging: Disruptive Innovations

How modern techniques will make packaging 'CEO-business'!

- **Targetgroup:** decision-makers  
food-producing companies  
retailers  
Benelux & Western Germany
- **Objective:** intensive exchange of know how,  
offering space for tailor-made models
- **Organisation:** Compucraft, Netherlands  
Across-consult, Switzerland
- **Date&Time:** Friday, 29.09.2017; 10AM-1400PM
- **Place:** Dessohouse, Molenweg 81A, Oss, NL



- **Thesis:** the arrival of new techniques on the market will make packaging interactive. This interactivity will disrupt existing organisational models and make them obsolete. New models need to be created. Packaging becomes 'CEO-business'.
  
- **Preliminary Programm:**
  - 0915      Doors open for Dutch hospitality
  - 1000      Niels de Vries                      Welcome
  - 1005      Peter Stael                              Big data & the future of retail
  - 1020      Ari-Veli Starcke                      One Tag, one penny.  
Serialisation of your product is now!
  - 1040      Goliardo Butti                      StealthCode®: we know what you bought,  
where you bought it & in real time!
  - 1100      Kristen Hovland                      Transparency at 100%
  - 1140      Sven Geukens                          Transparency or Added Value?
  - 1200      Jacopo Filia                              QR-code & Serialisation
  - 1220      one to one contacts
  - 1315      Paneldiscussion                      above speakers &  
Willibrord Woertman, Ruud Jenniskens
  - 1345      Peter Stael                              Summary, Conclusion, Closing

# Practical information

**Subscribe:** by contacting the beneath or transfer the entrance-costs

## Costs:

- Entrance: € 95,-
- Early Bird (payment before 01.08.2017): € 80,-
  
- Company-presentation by booth: € 325,-
- **If you are interested to sponsor, or use the conference to make publicity: please contact us!**

## Contactdetails:

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# Speakers & Panel

- **Niels de Vries (Compugraf, Netherlands)**, consultant for, among others, Google, USA
- **Ari-Veli Starcke (Starcke Oy, Finland)**, specialist in anticounterfeiting and tags
- **Goliardo Butti (BeeGraphic srl, Italy)**, uses invisible code which supplies Brand Loyalty, Customer Engagement and Big Data
- **Kristen A. Hovland (CEO, Keep-it Technologies, Norway)**, company that with its indicator is innovating and re-defining the way a whole industry will relate to fresh food shelf life
- **Sven Geukens (General Manager, BIM, Belgium)**, specialist in packaging machinery & technology 4.0
- **Jacopo Filia (Salesmanager Amon-code, Italy)**, representative of a company that makes QR-codes dynamical
- **Willibrord Woertman (Selo, Netherlands)**, CEO of a company, specialised in production of packaging machinery
  - **Ruud Jenniskens (TheDoor, Netherlands)**, consultant to Danone and Heineken
- **Peter Stael (Across-consult, Switzerland)**, offers consultancy and products for product- & business-enhancement

