

## PRESS RELEASE

### **Giflex conference: appointment in Rome on 18-19 May**

*The Flexible Packaging Manufacturers' Association brings together institutions, opinion leaders and companies for a two-day event dedicated to the sector and to understanding the scenarios appearing on the horizon.*

The principal protagonists in flexible packaging will be gathering in Rome on 18 and 19 May for the conference "**Flexible packaging: keeping balance in the age of uncertainty**", held at the Hotel Villa Pamphili for the purpose of discussing the period of transition that is characterising this delicate moment in history.

At the centre of the debate will be the difficult economic situation, new geopolitical scenarios and related events together with sustainable development.

The aim is to stimulate a balanced discussion on the sector's priorities and sustainable challenges, exploring the risks, new opportunities and actions required to chart the new course for flexible packaging, starting from its value story.

In this scenario of evolution and change, Giflex therefore brings together the protagonists of the sector to address strategic issues for the future of the industry in the presence of authoritative speakers from the institutional, corporate and research spheres.

"Two days that promise to be full of ideas during which we will explore the awareness of what is at stake, providing a vision and proposals to tackle the recent changes taking into account feelings, concerns and solutions", says **Alberto Palaveri, President of Giflex**. "Faced with the complex economic situation aggravated by international events, the ecological transition and the impacts of the Packaging & Packaging Waste Directive, we must understand the new scenarios and orient ourselves in our choices and strategies to plan our future. Now is the time to be fully engaged!"

The event will begin on May 18, from 10:30 am to 12:30 pm with the private meeting reserved for converter members, while the public part of the conference will take place from 2:30 to 5:30 pm. In the evening a Gala Dinner will offer attendees a great



networking opportunity in the setting of Villa Miani. We will return to the conference room the following day, starting at 09:30 am and closing at 1:15 pm.

Sponsors of the event: Bobst, Dec Impianti and Henkel.

Milan, 24 March 2022

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*GIFLEX established in 1985, is the National Association that brings together manufacturers of flexible packaging for food, pharmaceutical, chemical and other industrial applications. Giflex is a sub-group of Assografici, which in turn is part of Federazione Carta e Grafica – Federation of the Industry Associations for Paper, Printing, Converting and related technologies. Giflex currently includes 40 companies producing flexible packaging and 52 partner members, employing around 10,000 people in Italy, with a production of around 400,000 tonnes and a turnover of over 3 billion euros. Giflex with its member companies represents about 80% of the sector in Italy both in terms of volume and in terms of turnover.*