



Spring Summit 2023

Preliminary program

THE FUTURE OF FIBRE PACKAGING

20.4.2023 | Kalastajatorppa, Helsinki / hybrid



Kirsi Alm-Siira

Moderated by reporter **Kirsi Alm-Siira**

8.30 **Coffee service and registration**

8.45 **Streaming opens**

9.00 **PI's Annual Meeting, official part**
Vice chair Juuso Konttinen

10.00 **Finals of the Wood U Innovate competition for students in higher education**

10.25 **Coffee break and the Uusi puu exhibition**

11.15 **Analyst's perspective: Is there profitable growth to be found for forestry companies in fibre packaging materials?**
Antti Viljakainen, Head of Analyst, INDRES

11.40 **Food packaging trends and sustainability criteria of the future**
Ali Harlin, Research Professor, VTT Consortium Leader at the Package Heroes project

12.05 **Does the commission want to replace fibre with plastic? – The challenges and opportunities of EU regulation for fibre packaging**
Matti Rantanen, Director General, European Paper Packaging Alliance (EPPA)

12.30 **LUNCH**
Lunch speech: Mika Joukio, CEO, Metsä Board
Revealing the results of the Wood U Innovate competition

14.00 **Panel discussion of the jury of the Uusi puu competition: wood-based innovations now and in the future**

- Pirjo Kääriäinen, Professor, Aalto-yliopisto, Department of Design
- Ville Leminen, Assistant Professor, LUT-yliopisto
- Maarit Lindström, Director, Finnish Forest Industries Federation
- Mikko Savola, Member of the Finnish Parliament

14.40 **Revealing the results of the Uusi puu competition**

- Maarit Lindström, Chairperson of the Jury
- Johanna Lahti, Chairperson & Virpi Korhonen, Project Manager, Uusi puu - hanke

15.00 **Coffee break and the Uusi puu exhibition**

15.30 **Conversion of a million-tonne mill integrate from printed paper to packaging board – Case: Stora Enso Oulu**
Juha Mäkimattila, Mill Director, Stora Enso Oulu

15.55 **Sustainable fibre-based solutions for replacing plastic – Case: Paptic Oy**
Heidi Saxell, Chief Technology Officer, Paptic Oy

16.20 **Closing words and ending the streaming**

16.30 **Coffee service**

18.30 **EVENING GALA**
Hosted by magician Johannes Malkamäki
Dinner speech: vuorineuvos Jorma Eloranta

