

STRATEGIC AXES

All the activities proposed by the Packaging Cluster are ruled by the strategic axes raised within the framework of the strategic plan of the entity.

The axes in particular are:

- *R&D&i Projects*
- *Intercluster Workshops*
- *Innovation conferences and seminars*
- *Internationalization and global position*
- *Thinking and strategic discussion*
- *Training and Talent Recruitment*

COLLABORATORS



"IMPROVING YOUR
COMPETITIVENESS"

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PACKAGING CLUSTER



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ACTIVITIES PLAN 2020

ACTIVITIES FOR THE MEMBERS 2020

JANUARY

- 20. Who is Who in the Innovation Ecosystem.
- 27. Innovation Lunch. "People analytics and industry. Data and intelligence".

FEBRUARY

- 05. Training in the transition of the BRC v5 to v6. With Repaq
- 12-14. National Packaging Congress 4.0. Pick&Pack
- 19. 5th Beauty Innovation Days.
- 24-27. Cluster Tech Tour for the Mobile World Congress.

MARCH

- Sales Training. With Cluster CEEC
- Packaging and food day. With Food+i. Logroño.
- New innovation models day. With other clusters.

APRIL

- Business growth session in the packaging sector
- Market Viewpoint with Automotive. With Cluster CIAC
- Trends and new challenges at the Food Fair. Food Clusters

MAY

- Sustainability Pack session and visit to the Interpack Fair with EEN
- Social Networking course

JUNE

- How does mass media work? Godó Group facilities
- VIII Annual Assembly
- Sustainability Group Meeting

JULY

- Presentation Study of sector diagnosis of opportunities in industry 4.0 in packaging and Creation Industry Group 4.0. with Eurecat.
- Visit to logistics center

SEPTEMBER

- Open door session in a robotics company.
- Workshop on Food and Packaging, European Project

OCTOBER

- VII Strategic Immersion

NOVEMBER

- Day with Recyclers, visit selection plant
- HotSpot 2020
- Market Viewpoint wine sector. Clúster INNOVI

DECEMBER

- VIII Edition of Strategic Change cases in the IESE with ACCIÓ
- Sustainability and Christmas Food Meeting with FoodService

INTERNATIONALIZATION

SAFE SMART FOOD

The European SafeSmartFood project will allow us to foster collaboration between different clusters and companies from around Europe, creating a favorable ecosystem in the agri-food sector. The project will promote different activities such as Workshops, Webinars, Hackathon, ClusterXChanges, where members can participate and learn about new opportunities.

TRAINING

PACKAGING MANAGEMENT MASTER

Training offer in collaboration with IQS in the field of packaging to service the industry with advanced and specialized training that enhances professional profiles to transform the packaging industry as one of the most advanced and competitive.

TRAINING COURSE IN-COMPANY

The Packaging Cluster offers the possibility of "In-Company" Packaging and Management training, for those companies that prefer to combine the training with the daily tasks of their employees, optimizing their resources to the maximum.

