

Press release, June 2016

The AdPack project open doors for SME's to cooperate across borders

The need for more advanced packaging solutions increases. Smart packaging can help the society in many ways. Intelligent logistics and reduced food waste are two good examples. In fact advanced packaging is considered by the European Cluster Observatory as an emerging industry that is interrelated with nearly every industry sector. As a result of this the project "AdPack –Future materials for advanced smart packaging" was founded and now the first semester of 6 months is finished.

AdPack is a project shared by five European clusters and co-funded by the European Union through the Cosme Programme, Europe's programme for small and medium size enterprises. Nanoprogress from Czech Republic, BalticNet-PlasmaTec from Germany, Packbridge from Sweden, InovCluster from Portugal and Plastiwin from Belgium can together look back on an intense first semester.

"AdPack was recognized by the European Clusters Collaboration Platform as a European Strategic Cluster Partnership (ESCP) at the launch event ClusterGo International in Brussels in March", says Mr **Alexander Schwock**, leader of the project and of BalticNet-PlasmaTec cluster.

"ESCP will aim to have an impact on European employment growth, competitiveness and innovation through the combination of different innovation areas for advanced smart and sustainable packaging, the intensification of cluster and business network cooperation across borders, the strengthening of the value chain and the improvement of visibility of the consortium and affiliated entities SME on an international scale", he adds.

The AdPack project began in January 2016 and had the first working mission in Prague in February. The consortium was gathered during a week and presented the AdPack project at a dissemination seminar held at the Technology Centre of the Academy of Science of the Czech Republic.



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Here AdPack was presented to several entities like National Clusters Association (from Czech Republic), the Science and Technology Park of the Palacký University Olomouc, the Ministry of Industry and Trade, CzechInvest, cluster managers of CzechBio and Hi-tech Innovation Cluster of Pardubice and the Technology Centre of the Academy of Sciences of the Czech Republic. In this working mission, the consortium also attend to the EMBAX packaging fair in Brno, which was held in conjunction with the Salima Food fair. The consortium visited all EMBAX stands and talked to many exhibitors to get some feedback from the industry.

Since then, AdPack Project has been presented in several events, such as the “First Day of Clusters”, organised by the National Clusters Association, in Pardubice – Czech Republic, the Seminar "Innovation Management”, organized by AICP, in Pombal – Portugal, the Packbridge Research Forum where the academic world meets the industry, in Malmö – Sweden and the Go cluster conference in Berlin – Germany.

“We have also implemented a survey among several European SME companies with focus on their internationalization and innovation capabilities to better understand the needs and opportunities. The result of this survey will contribute to the adjustment of the strategy of the project as well as the identification of good practices and services related to cooperation and internationalization of SME companies and to identify opportunities for internationalisation of those companies in the EU” says Alexander Schwock.

The next consortium event will be the working mission in Malmö, Sweden, from 17 - 21 October 2016, with the participation at the Top Packaging Summit, an annual international packaging conference, organised by Packbridge. “This conference is one of the biggest, if not the biggest in Europe right now, with around 300 participants, and we are looking forward to welcome our cluster colleagues”, comments Mr **Johan Mårtensson**, CEO of Packbridge.

“This is a good opportunity to get a “state-of-the-art” update on packaging, and we are also planning some networking meetings with other clusters in Sweden plus a visit to ESS, the European Spallation Source. This is a multi-disciplinary research centre based on the world’s most powerful neutron source and MAXIV, the brightest X-ray source in the world, two very big scientific arenas that is being constructed right now. There will also be time for a company visit”.

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