Programme
PIDA Germany 2017
Thursday 9 November
09:00  Registration
09:30  Introduction  
Jörg Storneke,  
Business Development Director
10:00  And eternally lures the ... outer! The pack- 
gaging plays a central role in building a 
brand and in the communication mix  
Hannes Schmidt, BOAR Gin®
10:45  Student presentations
11:30  Brand strategy and brand development in 
the digital age/Content Strategy  
Professor Klemens Skibicki
12:00  Lunch break
12:45  Student presentations
13:15  The new folding-codes, Origami techniques 
for design, science and industry  
Kristina Wissling, Industrial Origami
14:00  Student presentations
14:30  Coffee break
15:00  Award ceremony
15:45  Networking

JURY
Sven von Känel - Primavera  
Thomas Reissig - Verdesoft (Chairman of the jury)  
Nina Hornung - Pack n’ Design  
Sabin Bara - Ricola  
Veit Eberhardt - Edelmann  
Klaus Viergut - MPS  
Andreas Schabert - Brandpack  
Maren Krieg - Stabilo  
Stephan Bestehorn - rlc  
Sandra Tennemann - Packaging Circus  
Tom Sefrin - Roche Pharma  
Laura Haberkorn - Look&Like  
Jörg Storneke - BillerudKorsnäs  
Lena Dahlberg - BillerudKorsnäs