



MEDIA BRIEFING

4 May 2026

ALLFORPACK EMBALLAGE PARIS UNVEILS THE PARIS TALKS TO ANALYSE AND ACCELERATE TRANSFORMATION IN THE SECTOR

With just a few months to go before the opening of **ALLFORPACK EMBALLAGE PARIS**, to take place at Paris Nord Villepinte from 24 to 26 November, the show today announced a wide ranging content programme built around its Paris Talks.

Designed as a cycle of round tables and thought leadership led by renowned experts, the Paris Talks will be held throughout the duration of the show with the aim of offering an analysis of the major issues faced by the packaging industry together with original and unprecedented insights.

At a time of increasing costs, ever tighter environmental requirements and a deeply evolving regulatory environment, **ALLFORPACK EMBALLAGE PARIS** thus provides a premier platform to unpack all these developments, measure their impact and identify actionable levers available to all professionals.

The programme of debates is structured around **three themes**, each structuring one day of the exhibition - **Reinvent, Regenerate and Radiate** - and will be brought to life by **inspiring keynote speakers** who will each offer their enlightened perspective:

- **Tuesday 24 November – REINVENT:**
RETHINKING PACKAGING IN LIGHT OF NEW USES AND TECHNOLOGIES

As uses evolve, consumer expectations shift and industrial constraints intensify, packaging must now more than ever reinvent itself. Exploring key levers such as innovation, data, new business models and emerging uses, this day will explore ways of rethinking the value chain in a rapidly changing environment.



10.30 – 10.55 am

KEYNOTE SPEAKER: Kelly Massol, the **founder and CEO of haircare and cosmetics company Les Secrets de Loly**, will speak on the dynamics of innovation and business model transformation.

- **Wednesday 25 November – REGENERATE:**
REDUCING THE ENVIRONMENTAL IMPACT OF PACKAGING

At a time of growing regulatory pressures and rising environmental expectations, the packaging industry is accelerating its transformation. This day will address key challenges related to circularity, impact reduction and adaptation to new legal standards.

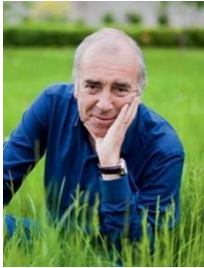


10.30 – 10.55 am

KEYNOTE SPEAKER: Maud Fontenoy, the **navigator and environmental campaigner**, will offer her perspective on the challenges of conservation and transition.

▪ **Thursday 26 November: RADIATE:
TURNING PACKAGING INTO A BRAND MARKETING ASSET**

Beyond its primary function, packaging has become a key driver of brand image and experience. Covering aspects such as design, appeal and perceived value, this day will explore how packaging can strengthen brand impact and differentiation.



10.30 – 10.55 am

KEYNOTE SPEAKER: Alain Baraton, the head gardener of the Domaine national de Trianon and the grounds of the Château de Versailles, will propose an approach rooted in the living world, resources and their sustainability.

The full programme of talks will be revealed shortly and will round out these major themes with contributions from leading industry figures and experience feedback sourced from throughout the packaging value chain.

About ALLFORPACK Emballage Paris

ALLFORPACK EMBALLAGE PARIS is the European multi-specialist tradeshow dedicated to the changing face of packaging since 1947. Its ambition is to inform, inspire and support industries in reinventing packaging and its life cycle, serving people and preserving the planet.

In Paris, the show offers all industries and the entire packaging value chain a relevant and inspiring event to push technological and creative boundaries and together develop the approaches of today and tomorrow, from materials to the new life of packaging.

With industry leaders, cutting-edge and emerging solutions, and a programme of high-value-added meetings and exchanges, ALLFORPACK EMBALLAGE PARIS brings together the sector's brands and professionals to provide them with the perspective they need to address their major strategic and business challenges. The ultimate goal is to turn the sector's challenges into levers for growth and transformation.

Resolutely friendly and open - Paris will always be Paris! - ALLFORPACK EMBALLAGE PARIS is also a unique opportunity to create and consolidate links, forge new partnerships and share best practices among peers.

Find out more at www.all-for-pack.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 20 countries

Among the events organised by Comexposium are SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Rétromobile; the Salon du Chocolat; and L'Étudiant exhibitions.

Operating in sectors including food and drink, career guidance/education, security, the creative industries, retail/digital, leisure, healthcare and the automotive sector, Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie, the Group employs 1,200 people across its various subsidiaries.

The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.

Find out more at www.comexposium.com

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