



8-10 FEBRERO 2022  
MADRID - IFEMA

THE NEXT GENERATION OF  
**LOGISTICS &  
PACKAGING**



## CALL FOR INNOVATION: PICK&PACK START-UP FORUM

### Overview

**PICK&PACK** brings together the **European Intralogistics Summit**, the **Alimarket Logistics for Fast Moving Consumer Goods Meeting**, the **Congreso Nacional de Packaging 4.0** and the **Alimarket Packaging Solutions Fast Moving Consumer Goods Meeting**.

Within the framework of Pick&Pack, the PICK&PACK Start-up Forum will be held, a meeting focused on innovation, digital transformation and trends in the packaging and intralogistics sector, which is a showcase and networking space for a global audience. PICK&PACK will take place at IFEMA - Feria de Madrid - from February 8 to 10, 2022.

**PICK&PACK** is the annual innovation event for the packaging and intralogistics sectors that offers process, manufacturing, printing and supply chain solutions, as well as strategic levers to stimulate innovation and competitiveness of companies. **A meeting point for packaging and intralogistics professionals**, it provides you with a unique platform to boost your business to your target audience. Position your brand and meet for three days with industry leaders, opinion leaders and purchasing decision makers.

### PICK&PACK START-UP FORUM

The needs and challenges of the **logistics** and **packaging** sector have increased with the development of connectivity and **digital transformation** in recent years, which has favored the emergence of new forms of business, and new technology-based companies that are providing innovative ideas to solve these challenges.

The Forum, organized in collaboration with **LaSalle Technova**, **will be held within the framework of Pick&Pack** and focuses on the search for disruptive projects that impact the future of packaging, whether they are **packaging design projects, sustainable packaging, intelligent packaging, packaging and new materials, industrial equipment, 3R (recycle, reuse, revalue)**, etc. If you have innovative ideas, you can



8-10 FEBRERO 2022  
MADRID - IFEMA

THE NEXT GENERATION OF  
**LOGISTICS &  
PACKAGING**



present your project to the main leading companies in the sector, potential partners, and specialized investors.

If you are a startup, the **PICK&PACK Start-up Forum** represents an ideal opportunity to:

- **Present your company, your products or services** to a specialized international audience in Pitch Elevator format.
- **Connect** with the Global Innovation System of the sector.
- **Find partners** to develop your project.
- Be a direct candidate to participate in the [Smart Logistics & Packaging Awards 2022](#).

## 01. MAIN TOPICS

The main sectors and technologies where the Forum is looking for innovative solutions are:

### VERTICALS

- Food & Beverage
- Retail
- Cosmetics & beauty
- Health
- Chemistry & Pharma
- Non-food
- Automotive
- Construction
- Industrial goods
- Electronics
- Logistics



8-10 FEBRERO 2022  
MADRID - IFEMA

THE NEXT GENERATION OF  
**LOGISTICS &  
PACKAGING**



## THEMES:

### Packaging

Packaging

Industrial equipment

Production processes

3R (recycle, reuse, revalue)

Sustainable packaging

Intelligent packaging

Active packaging

Disruption in eCommerce

Lifecycle assesment

Applied digital technologies

Product customization

Convenience, functionality, disruption

Smart printing

### Intralogistics

Smart Logistic Challenges

Logistics automation systems

Challenges professional profiles

Reverse logistics

Logistics digitalization

Automation improvements

IoT applied to the logistics sector

Tracking and labeling systems

Cross-docking applications

Supply Chain

## 02. ¿WHO CAN PARTICIPATE?

If you are a **start-up, an entrepreneur or a Technology Center** and you have innovative solutions in Packaging and Intralogistics that have an impact on any of the above verticals, you can participate in the PICK&PACK Start-up Forum of Pick&Pack 2022.



### 03. ¿HOW?

All projects must be submitted through the official platform which can be accessed through the link: <https://forms.gle/HCQMYqD8GJDqt9q99>

Once submitted, the organizers will verify if the proposal has been sent correctly and the project has been accepted. A Committee of Experts will evaluate the projects submitted and select those that meet the established requirements.

Only the selected projects will be able to participate in the Forum within the framework of Pick&Pack.

### 04. EVALUATION CRITERIA

The Expert Committee will evaluate the submitted solutions based on the following criteria:

- Ability to solve packaging challenges
- Leadership and team management skills
- Highly disruptive technologies.
- Potential sustainable growth of the project and strategy.
- Potential impact on the sectors linked to packaging, and on the economy and society in general.
- High innovative component of the project (product, process, business, etc.).

### 05. TIMELINE

- Projects may be submitted until **January 21, 2022 (23:59 CET)**.
- Projects will be evaluated from January 24 to 31, 2022.
- The selected projects will be informed from **February 2, 2022**.



8-10 FEBRERO 2022  
MADRID - IFEMA

THE NEXT GENERATION OF  
**LOGISTICS &  
PACKAGING**



## **INTELLECTUAL PROPERTY RIGHTS**

If the proposal is selected to participate in the PICK&PACK Start-up Forum, it will authorize the Organization to publish those data that are considered public: company name, short description of the project, professional contact.

In addition, the information entered in the platform for registration in the Forum must not violate any contract or rights with third parties, including patents, copyrights, industrial secrets, trademarks or other confidential information.

## **06. PRIVACY POLICY**

To participate in this Call it is necessary that you read and accept the terms of participation.

If this proposal is selected to participate in the PICK&PACK Start-up Forum of the Pick&Pack congress, you authorize the Organization to publish those data that are considered public: company name, small description of the project, professional contact.

In compliance with the provisions of the European General Data Protection Regulation 679/2016 of 27 April (GDPR), you are hereby informed that Next Business Exhibitions S.L. (NEBEXT) is responsible for the processing of the personal data you voluntarily provide in order to manage your participation as a speaker at the event. By providing your personal data, you accept our Privacy Policy and expressly authorize its use in the communication materials for the congress, such as the website, e-mails, press, as well as video and photographs of the session. The photographs and videos of the sessions may be communicated to third parties to be published and/or used in the media for the dissemination of the event. You are also informed that your personal data may be sent, with a duty of confidentiality, to Nebext partner companies. You may exercise your rights of access, correction, cancellation and objection with respect to this data by sending an email to Nebext at: [data@nebext.com](mailto:data@nebext.com) or by post to Calle O'Donnell 12, planta 2 - 28009 Madrid.

Privacy Policy: <https://www.pickpackexpo.com/en/privacy-policy/>



8-10 FEBRERO 2022  
MADRID - IFEMA

THE NEXT GENERATION OF  
**LOGISTICS &  
PACKAGING**



## 07. ORGANIZERS

NEBEXT organizes the Pick&Pack. LaSalle Technova Barcelona organizes the PICK&PACK Start-up Forum space within the framework of Pick&Pack.

## 08. CONTACT

For any questions or additional information, please contact Carmen Adán at [mcadan@technovabarcelona.org](mailto:mcadan@technovabarcelona.org).

If you are also interested in exhibiting or in knowing different options to participate in PICK&PACK 2022, please contact us at:

- Phone: +34 91 955 15 51
- Email: [exhibit@pickpackexpo.com](mailto:exhibit@pickpackexpo.com)

Participation in the PICK&PACK Start-up Forum implies full acceptance of these terms and conditions.

