Latin America's e-commerce industry is booming as millions of shoppers across the region venture online during the pandemic, many for the first time, forcing traditional businesses to adapt to survive. Online sales in Latin America are projected to earn a revenue of $94 billion by 2022, making it the fastest-growing regional market for the first time in over a decade, according to eMarketer. Major supermarkets are already experiencing unprecedented demand for online home delivery services. Changing consumers' lifestyles towards packaged food and ready-to-eat products is expected to drive the growth of packaging in Latin America.

All this online shopping means a lot more shipping. While the average retail item is handled five times before it is bought, most products purchased online are handled up to 20 times before reaching the customer's hands. To protect those products, online retailers resort to piling on packaging - think bubble wrap, styrofoam, and massive cardboard boxes - most of which will go straight to a landfill.

As consumers have become savvier and aware of their environmental impact, e-commerce businesses must step up their packaging to become eco-friendly. Upgrading packaging not only decreases a business' carbon footprint but also can help a brand stand out to customers and can even lower logistics costs.

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Program details published herein are confirmed as at 08/06/2021. Please visit www.cmtevents.com/aboutevent.aspx?ev=WEB210636& or scan this QR Code to visit our website for latest information on speakers & topics.

SCAN ME

Centre for Management Technology®
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E-COMMERCE PACKAGING LATAM

23 JUNE 2021, 09:00 (PET) / 16:00 (CEST)

SPEAKERS

(Chairperson) **RON SASINE** Principal Hudson Windsor

MARIA BONILLA Director of Innovation and Experimentation The Coca-Cola Company Costa Rica

DAVID FEBER Partner, Detroit McKinsey & Co United States

ALESSANDRO DE FILIPPO Strategy, Marketing and Customer Experience Director WestRock Brazil

THIAGO SANTOS Sales Manager Global Accounts & E-commerce Business Development Manager WestRock Brazil

DANIEL NORDIGÅRDEN Partner, Detroit McKinsey & Co United States

MARCO ANTONIO LAZARINI Regional Operation Director DHL Supply Chain Brazil

DANILO ZORZAN Global Product Director DHL Supply Chain Tetra Pak, Italy

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23 JUNE 2021, WEDNESDAY

08:45 Pre-Event Networking (Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform)

09:00 Welcome by CMT

09:05 Chairperson's Opening Remarks
Ron Sasine, Principal
Hudson Windsor

09:10 **E-Commerce Packaging: Key Emerging Trends Beyond 2021**
• Evolution of packaging and post Covid-19 impact
• Emerging sectors in e-commerce
• What will the retail experience of the future Look Like?
David Feber, Partner, Detroit
McKinsey & Co, United States

Daniel Nordigården, Partner, Detroit
McKinsey & Co, United States

Live Q&A

09:35 **Brand Owner's E-Commerce Packaging Journey**
María Bonilla, Director of Innovation and Experimentation
The Coca-Cola Company, Costa Rica

Live Q&A

10:00 **The Power of Corrugated Packaging in E-Commerce**
• How corrugated packaging can influence the unboxing experience
• Packaging and their role as drivers of sustainability
• Automation and supply chain
Alessandro de Filippo, Strategy, Marketing and Customer Experience Director
WestRock Brazil

Thiago Santos, Sales Manager, Global Accounts & E-commerce Business Development Manager
WestRock Brazil

Live Q&A

10:25 **E-Commerce Packaging Trends from a Logistics' Perspective**
Marco Antonio Lazarini, Regional Operation Director
DHL Supply Chain, Brazil

Live Q&A

10:50 **Latest Packaging Innovations for the E-Commerce Sector (Topic TBC)**
Danilo Zorzan, Global Product Director
Tetra Pak, Italy

Live Q&A

11:15 Closing by CMT

11:20 End of Event & **CMT Meet remains open for the next 24 hours to allow networking**.