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A Circular Future with Plastics The most important event for the European Plastics Converting Industry in 2018 24th – 25th May 2018

The way forward between the EU Plastics Strategy and the industry's Voluntary Commitments

Milan, on the 24th and 25th May 2018, will gather major representatives of the European plastics converting industry, to witness the commitment of the sector to the pillars identified by the European Strategy for Plastics in a Circular Economy. This event will be one of the most strategic and important moments of 2018 for the European plastics converting industry, which employs more than 1.600.000 people in 50.000 small and medium-sized businesses. Unionplast, the Italian association of plastics converters and EuPC, the European association of plastics converters, will bring together over 250 plastics converters from all over Europe to work together during two days of conferences, workshops and debates.

EuPC Managing Director, Alexandre Dangis: *"The challenges towards 2030 will be many and to face them we need the commitment of the entire value chain, including converters, polymer producers, recyclers, brand owners and also consumers".*

The central theme will be "A Circular Future with Plastics" and the discussion will include topics such as the growing importance of waste prevention, or reuse and recycling in the light of the latest guidelines expressed by the European institutions in the *European Strategy for Plastics* and in the *Voluntary Commitments* of the plastics industry. During the first day on the 24th May, three "Market Divisions" covering Packaging, Automotive, Building & Construction will take place simultaneously. During the main conference on the 25th May, representatives of national as well as European politics and leaders of the European plastics industry will share their knowledge and experience on industry trends. The presence of the European Commissioner for Growth Elżbieta Bieńkowska will be the highlight of the Conference, in a moment where the "Plastics Strategy" and the definition of the related action plans are taking shape.

Angelo Bonsignori, General Director of Federazione Gomma Plastica: *"The new challenges of the European Strategy for Plastics in a Circular Economy require a joint commitment to achieve common goals. We need to work together to implement the principles of the circular economy such as eco-design along the whole value chain.. We also need to raise awareness of the citizens' role in reducing waste and improving recycling. The challenge affects all companies, from family owned companies to large international ones, and is one of the key elements of the development prospects of our sector. The presence of entrepreneurs and managers in this event is therefore of fundamental importance".*

The event will take place in the Gallia Hotel in Milan. More information and registration details are available on the website circularfuturewithplastics.eu, on which soon the complete programme will be published. It is possible to register for the entire event or for specific parts only.





FOR JOURNALISTS

The plenary conference A circular future with Plastics on May 25th at 10h15 is open to media, upon accreditation.

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