

## Symposium 2005

### Description

## **Product Development and Profitability (2005)**

**Lectures given at the 2005 MWP Symposium held in Stockholm on September 30, 2005.**

### **Product Development for Sustained Growth – A Tetra Pak Perspective**

Göran Harrysson, CTO, Tetra Pak Group, Lund, Sweden

### **Paperboard in a new Challenging Environment – The Tetra Recart Development Story**

Katarina Magnusson, co-recipient of the 2005 Marcus Wallenberg Prize, Tetra Pak R&D, Lund, Sweden

### **Profitability from a new Product Development – Why or Why Not?**

Parry Norling, Visiting Fellow, Chemical Heritage Foundation, USA

### **Sustainpack – the Future in Fibre Based Packaging**

Kennert Johansson, Packaging and Logistics, STFI-Packforsk AB, Stockholm, Sweden

### **Working with Lead-users in Product Development**

Magnus Wikström, R&D Director, Korsnäs AB, Gävle, Sweden

### **Challenges to Packaging in a Global World**

Gunilla Jönson, Professor, Dean, Lund Institute of Technology/Lund University, Lund, Sweden.  
Member of the Prize Selection Committee.