

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.