

6<sup>ο</sup> επιστημονικό  
συνέδριο



## “Ευφυής Συσκευασία Ευκαιρίες και Προκλήσεις”

15λεπτες ομιλιες / παρουσιάσεις / case studies



Metropolitan EXPO | 30/09 - 03/10, 2022  
#syskevasiaexpo22 | email: intelligent@uniwa.gr | Tel: 2105385466



ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ  
UNIVERSITY OF WEST ATTICA

We are pleased to invite you to the **6<sup>th</sup> Conference on “Intelligent Packaging: Prospects and Challenges”**, which will be held in the town of Athens, between 30<sup>th</sup> September to **3 October 2022**. You may participate in Syskevasia22 Conference with physical presence in the Conference room of the METROPOLITAN EXPO EXHIBITION CENTER in the framework of the SYSKEVASIA22 Exhibition, <https://syskevasia-expo.gr/>.

The purpose of the Conference is to encourage the exchange of knowledge between scientists, researchers, students, and professionals such as Chemicals, Electronics, Informatics, Marketing, Graphic Designers, Technologists, etc., who involved in the production and distribution of printed, smart, intelligent packaging, and electronic communication,

The Conference aims to highlight communication technologies for intelligent packaging, innovative printing materials, modern marketing, advertising techniques, technologies as Internet of Things - IoT, Internet of Everything -IoE, RFID, NFC, communication technologies of 5G networks and artificial intelligence (Artificial Intelligence (AI). Emphasis will be placed on innovative applications from the scientific field of Marketing that contribute to the improvement of the strategic thinking for "Advertising and Smart Packaging". Will be also discussed technologies that enhance physical and digital interactions to produce satisfying experiences for packaging consumers, such as Extended Reality (XR: Virtual, Augmented and Mixed Reality - VR, AR, and MR). In addition, in Syskevasia22 Conference will review issues related to the growth of e-commerce in line with the new data of the COVID-SARS 19 pandemic period and the impact-benefits on packaging investments, as well as issues related to consumption. The Conference will also address current trends in aesthetic and creative packaging design approaches, considering global developments in ecology and climate change, as well as energy security problems, which particularly affect the packaging sector.

Please, visit the conference website for updates:  
<http://intelligentpackaging.uniwa.gr/news/6ο-επιστημονικό-συνέδριο-2022-ευφυής-συσκ/>

### IMPORTANT DATES

Submission of short summaries: until 30/06/2022

Notification of the authors for the acceptance: until 05/07/2022

Registration at the Conference and submission of articles in full format: until 25/08/2022

Information on acceptance or need for corrections: until 5/09/2022

Submission of corrected texts: until 10/09/2022

Submission of presentation files: until 25/09/2022