

ACTIVITY PLAN 2026

Connect, innovate and grow in the packaging sector



Internationalization



Innovation



Projects



Fires and
Congresses

29

ACTIVITIES
ALREADY PLANNED



Digitization



Networks



Strategy



Sustainability

EXCLUSIVE TO MEMBERS

JANUARY

PPWR: Obligations of packaging manufacturers

22

This PPWR training will help you understand the principles of the circular economy applied to packaging, restrictions on hazardous substances, and key objectives of prevention, reuse, recycling, and composting.

You will also learn about sustainable labelling and communication, legal obligations, possible infringements and penalties, and waste management through Extended Producer Responsibility (EPR) and the Deposit, Return and Refund System (DRRS).



 Online

JANUARY

MISSION IN CHINA (Shanghai and Shenzhen)

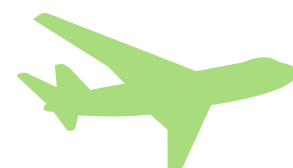
From the 26th to the 30th

In collaboration:



The Packaging Cluster is organizing a joint business mission with 3 other clusters and 20 companies, focused on learning about trends in artificial intelligence applied to the industry.

The mission includes visits to Shanghai and Shenzhen. In Shanghai, packaging companies will have a customized agenda, organized by ACCIÓ China, with key players in the local ecosystem.



  China

JANUARY

CONNECTAI INDUSTRY CONGRESS

28 and 29

In collaboration:



On January 28 and 29, 2026, CosmoCaixa in Barcelona will host the ConnectAI Industry Congress, a pioneering initiative promoted by the Digital Cluster of Catalonia, the Efficient Energy Cluster of Catalonia (CEEC), the Catalan Water Partnership (CWP) and the RETECH and ACTION Pack Cluster.



 Cosmocaixa
Barcelona

-  Digitization
-  Networks
-  Strategy
-  Sustainability
-  Internationalization
-  Innovation
-  Projects
-  Fires and Congresses

FEBRUARY

Workshop II - SINTEC Project

11

Intercluster conference organized within the framework of the SINTEC project: Intersectoral Synergies for the Circular Economy designed to foster collaboration between companies and entities from different sectors with the aim of promoting joint projects in the field of sustainability and the circular economy.

Project funded by the Catalan Waste Agency.



Barcelona

FEBRUARY

Presentation of the Strategic Update for the sector

26

Presentation of the key study of the packaging sector in Catalonia, prepared by ACCIÓ together with the consultancy Cluster Development.

The update offers an up-to-date analysis of the sector, the main trends, challenges and opportunities, setting the strategic lines for the future of packaging companies.



ACCIO Barcelona

MARZO

Collaboration Opportunities Workshop

3

Participants from the REDYSIGN, Oxicook, and Traceability Platform projects will present their initiatives. Following this, a workshop and networking session will be held to foster new collaborations between organizations and projects.

The session will take place at the IRTA Torre Marimon.



IRTA Caldes de Montbui



Digitization



Networks



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MARZO

II Pack Industrial Forum & The Power of Hybridization

25 and 26

In collaboration:  The Packaging Cluster will participate in the Food Fair in two ways:
March 25 - Joint session with Food+i on the strategic role of packaging in the food industry.
March 26 - Intervention with ACCIÓ on the hybridization between food clusters and the synergies it generates.



Food Fair Gran Via Fair

APRIL

PACKAGING CAFE with Esteve Espuña

23

The days are designed for networking and knowledge sharing among business people and managers related to the industrial field through face-to-face sessions with special guests.

The activity takes place in a conversation with the president of the entity, Martina Font.



Hotel Qgat Sant Cugat

APRIL

Final session - SINTEC Project

28

Intercluster conference organized within the framework of the SINTEC project: Intersectoral Synergies for the Circular Economy designed to foster collaboration between companies and entities from different sectors with the aim of promoting joint projects in the field of sustainability and the circular economy.

Project funded by the Catalan Waste Agency.



Barcelona



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MAY

TECHNOLOGY TOUR AT THE ADVANCED FACTORIES

5

In collaboration: 

This is an event to discover the latest emerging technologies and innovative automation and manufacturing systems.

It is also a space for technology and knowledge transfer, where current success stories will be shared through visits to different stands.



MAY

TECHNOLOGICAL RADAR AT INTERPACK

12

In collaboration: 

Within the framework of the joint project with the Digital Cluster, the Packaging Cluster is promoting a benchmarking and technological radar activity at Interpack, the world's leading trade fair for the sector.

The action will allow the identification of trends in digitization, automation and AI applied to packaging, connecting technological supply and industrial demand to generate new opportunities for collaboration and innovation.



MAY

FOOD FOR THE FUTURE AND PICK&PACK

27 and 28

The Packaging Cluster offers you opportunities to grow and stand out in the sector. Thanks to our collaboration with PICK&PACK for FOOD INDUSTRY, you can enjoy exclusive conditions to participate in the leading event for food packaging and logistics. Present your innovation to key decision-makers!



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JUNE

PACKAGING TALKS + ANNUAL ASSEMBLY

11 and 12

Each year, the Packaging Cluster brings together its associate members and main collaborators for 2 days to enjoy high-level presentations and networking sessions among the more than 150 attendees to enhance strategic reflection.

Leading annual meeting of the packaging sector.



Hotel Empordà
Girona

JUNE

GROW WITH PURPOSE

30

In the current context, Catalan companies need to grow not only in size, but also in purpose. Organizations with a clear purpose that is consistent with their values are more competitive, generate greater trust among stakeholders, and ensure sustainable long-term growth. In this face-to-face session in Sabadell, aimed at CEOs and business owners, you will explore how to define and incorporate the business purpose within the value proposition.



Can Roqueta,
Sabadell

JULY

WEBINAR | PPWRR LEGISLATION

2

In collaboration:



This webinar provides an overview of the new European Packaging and Packaging Waste (PPWR) Regulation, highlighting the main regulatory changes, implementation deadlines, and their impact on companies in the packaging sector. A key session for understanding how to adapt to the new European requirements.



Online



Digitization



Networking



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JULY

FINAL EVENT BRIEF

8

In collaboration: 

In the current context, Catalan companies need to grow not only in size, but also in purpose. Organizations with a clear purpose consistent with their values are more competitive, generate more trust among stakeholders and ensure sustainable growth in the long term. In this in-person session in Sabadell and aimed at CEOs and business owners, you will explore how to define and incorporate business purpose into the value proposition.



 Pendent

SEPTEMBER

Benchmarking Journey in the UK

First fortnight

In collaboration: 

The Packaging Cluster, after visiting innovations and trends in Finland and Italy, is organizing a prospecting trip to the United Kingdom this year, where legislation and sustainability are also highly developed.

The mission will be organized jointly with the Packaging and Packaging Cluster, with the participation of members from both entities.



 United Kingdom

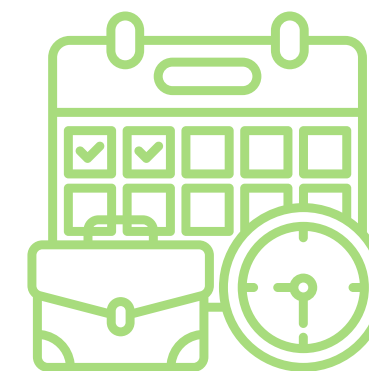
SEPTEMBER

Conference with HISPACK

Pending confirmation

In collaboration:

Hispack and the Packaging Cluster are organizing a joint event to present the main novelties, trends and opportunities that Hispack 2027 will offer, with the aim of helping companies prepare their visit or participation in the fair.



 Online

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OCTOBER

PACKAGING COFFEE

Second fortnight

The days for networking and sharing knowledge between business people and managers related to the industrial field through face-to-face sessions with special guests.

The activity takes place in a conversation with the president of the organization, Martina Font.



Hotel Qgat
Sant Cugat

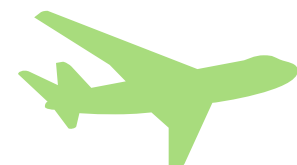
OCTOBER

STRATEGIC BOSTON WEEK 2026

From the 26th to the 30th

The Strategic Boston Week is a strategic experience aimed at managers of member companies of Catalan clusters, promoted by ACCIÓ, with the aim of connecting business leaders and bringing them closer to one of the most advanced innovation ecosystems in the world.

The program combines high-level training sessions at Harvard and MIT, meetings with experts in strategy, growth and innovation, and a day of individual agendas tailored to the interests of each participant.



Boston,
USA



OCTOBER

ROUND TABLE AT THE CIRCULAR ECONOMY CONGRESS

28 i 29

The III Catalonia Circular Congress 2026, organized by the Waste Agency, will bring together companies, institutions and sector agents to promote the circular economy with presentations, networking and sector sessions.

This year, the Packaging Cluster will play a prominent role by organizing a round table focused on the packaging sector, to discuss challenges and opportunities for circularity.



Barcelona



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NOVEMBER

Packaging design strategies workshop

6

In collaboration:



The workshop addresses key ecodesign and circular economy strategies in the packaging sector, combining a brief introduction with real business success stories.

Co-organized by the Packaging Cluster, it is designed to inspire companies to incorporate environmental criteria in a practical and viable way.



Can Roqueta

NOVEMBER

Packaging 2026: regulations and key decisions

First fortnight

The new European regulations are transforming the packaging sector. This conference will offer a clear and practical vision of the regulatory changes and how they have impacted companies in the sector. Through business examples, the decisions that companies must start making today to adapt to the regulation without losing competitiveness will be addressed.



Online

NOVEMBER

TOURS AND TALK AT EMPACK

11 i 12

The Packaging Cluster will be present again at Empack Madrid 2026 and invites you to visit its next edition this November.

It will organize an Innovation Tour and a Sustainability Tour and moderate a session in the field of innovation projects.



EMPACK
THE FUTURE OF PACKAGING



IFEMA
Madrid



Digitization



Networking



Strategy



Sustainability



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NOVEMBER

NIT DEL PACKAGING

26

The Packaging Cluster organization will celebrate Packaging Night, an emblematic event for the packaging industry that facilitates meetings between professionals in the sector.

The night recognizes good business initiatives related to the activity promoted by the cluster, to serve as inspiration and reference for the good evolution of the industrial ecosystem.



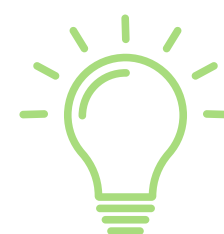
 Barcelona

NOVEMBER

WASTE PREVENTION WEEK

30

Within the framework of the European Week for Waste Prevention, the Packaging Cluster will organize a visit to the Ecoembes plant in Gavà to learn first-hand about the processes of selection and recovery of packaging waste, as well as the initiatives that promote the circular economy and sustainability in the sector.



 Barcelona

NOVEMBER

ROUNDTABLE MODERATION AT THE CIRCULAR ECONOMY CONGRESS

Second fortnight

In collaboration:



The Circular Economy Congress of the Packaging and Packaging Cluster has its annual meeting in November in the city of Valencia.

It will be the meeting point to discuss sustainability and innovation in packaging. The Packaging Cluster will participate by organizing a round table on containers and packaging.



 Valencia

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DECEMBER

VII PAKCAGING STARTUP DAY

First fortnight

In collaboration:



The Packaging Cluster and the Packaging Cluster organize the VII Packaging Startup Day, an online event on 10 startups present their solutions for the packaging sector in 10-minute sessions.

The conference serves to visualize new trends and real opportunities within the sector.



 Online

DECEMBER

CLUSTER DAY

First fortnight

Cluster Day is an annual ACCIÓ event that brings together companies and clusters to foster collaboration, innovation and competitiveness. It includes inspiring presentations, success stories and spaces to create synergies between sectors.



 To be determined

-  Digitization
-  Networking
-  Strategy
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BOARDS OF DIRECTORS 2026

The various representatives who govern the entity will be responsible for monitoring the management of the cluster, as well as ensuring the correct implementation of the main actions and projects that will be carried out throughout 2026. These meetings will ensure that the strategic initiatives are aligned with the objectives of the cluster and provide value to its members.

Four board meetings will be held throughout the year. These meetings are open to all members of the organization, who may attend and actively participate in the discussions, with voice but without vote. This openness aims to foster transparency, collaboration, and the involvement of all members in strategic decision-making.

FEBRUARY
Espai Carinsa

APRIL
Hotel Qgat

SEPTEMBER
Hotel Qgat

DECEMBER
Batllori Cavas

WORKING GROUPS

The working groups aim to identify areas for competitive improvement within the sector and to promote concrete actions. They are specialized spaces that facilitate collaboration among professionals to identify specific needs and address issues of interest. Their value lies in their practical application and ability to offer effective solutions. The objectives are defined jointly by the coordinators and the cluster and must be clear and achievable. The working groups are open to all members of the organization.

01

TalentPack from a gender perspective

Theme and objective:

To promote the attraction and development of talent in the packaging sector, incorporating a gender perspective to foster diversity, inclusion, and equal opportunities. The aim is to create supportive environments that enhance innovation, competitiveness, and leadership.

Key objectives:

Promote the attraction, development, and retention of talent.

Promote collaboration between companies, training centers and institutions.

Sharing knowledge and best practices to promote inclusion and leadership.

Promote training and vocations in STEM areas with a gender perspective.

Consolidate the cluster as a benchmark in equality and talent development.

02

InnoPackaging 360

Theme and objective:

To promote the sustainable transformation of the packaging sector through ecodesign, innovation and circularity, reducing environmental impact and improving business competitiveness.

Key objectives:

Reduce environmental impact and promote the transition to circular and decarbonized models.

Promote collaborative innovation between industry, research, administration and consumers.

Sharing knowledge, best practices and tools to achieve ESG goals.

Align the sector with current regulations (PPWR, SUP, etc.).

Consolidate the cluster as a benchmark in sustainability and circularity.

SUMMARY OF ACTIVITIES

16 to Catalonia
3 in the rest of the
state
4 International
Webinar in 4 Format



Internationalization - 4



Innovation - 16



Projects - 3



Fires i congressos - 7

29

ACTIVITIES ALREADY
PLANNED



Digitization - 4



Networks - 8



Strategy - 9



Sustainability - 8

TRAINING

Once again, the cluster presents a Training Plan that includes a total of four training courses, some with a specific focus on the sector and others of a more generic nature, designed to capture the interest and development of all participants.

1. Additive manufacturing and Industry 5.0 technology in the packaging sector
2. Lean Management
3. Social Networks and Digital Tools
4. Eco-design of packaging and adaptation to the European regulation on packaging and packaging waste



You can consult the training plan and details of the training courses [here](#).

30 **ACTIVITIES**

4 **BOARDS OF DIRECTORS**

4 **TRAINING**

2 **WORKING GROUPS**

They will represent an opportunity to connect, exchange ideas and promote business and talent in the packaging sector in Catalonia.

You will find details of the activities in the agenda one month in advance: <https://www.packagingcluster.com/agenda0/>

PACKAGING
X CLUSTER

CONTACT US FOR MORE INFORMATION

info@packagingcluster.com
(+34) 936 77 68 71
www.packagingcluster.com

