

**Part III: Polymers**  
July 8<sup>th</sup>, 2021

Keeping You Connected • Keeping You Informed

**The importance of advanced analytical testing methods in relation to compliance with (plastic) packaging legislation**

**Agnieszka van Batavia**  
LCA Center, Netherlands  
[avbatavia@thelcacentre.com](mailto:avbatavia@thelcacentre.com)

**Abstract**

In a recent report McKinsey predicts that increasing and accelerating regulation, and regulatory complexity, is one of the key factors that will shape the packaging industry in the years to come.

This presentation will shine a light on the current and upcoming European packaging legislation, the so-called Brussel effect, and the impact these developments will have on the packaging sector. Packaging is becoming more complex requiring greater intelligence; it is time for packaging professionals to up their game? Join the presentation and learn how you can future-proof your packaging practice.