

OBAL ROKU SUMMIT 2026

15 October 2026 · Aquapalace Hotel Prague, Pražská 137, Čestlice

2026 theme: Packaging as a strategic decision

Schedule of the day

ROUNDTABLE & REGISTRATION 12:00–14:00

12:00–13:30

Packaging Market Leaders Roundtable (by invitation)

A closed meeting of top representatives of industry, retail, public administration and the packaging sector on the key challenges that will shape the future of the packaging industry. Includes a working lunch.

13:00–14:00

Registration & networking

Arrival of attendees, coffee and the first informal business meetings.

EXPERT PROGRAMME 14:00–17:30

14:00–14:10

Official opening

Welcoming the attendees and summarising the key takeaways from the Packaging Market Leaders Roundtable.

14:10–14:20

Czechia and Slovakia: two paths to PPWR

How are Czechia and Slovakia implementing the PPWR? The new European rules have applied since 12 August 2026 — two months in, representatives of the Czech and Slovak Ministries of the Environment will discuss how the two countries are approaching implementation, how their approaches differ, what challenges they face and what companies on both markets can expect.

14:20–15:05

Panel discussion I — Packaging is no longer “just packaging”. Who really sets the rules of the game today?

Packaging today affects commerce, logistics, costs, customer experience, sustainability and the competitiveness of companies. Who really decides what it looks like?

15:05–15:20

Partnership story I — How a joint project changed a customer’s business: retail

A real story of customer–supplier collaboration showing how a well-designed packaging solution can deliver measurable business results. Moderator: Romana Nýdrle, Retail Director, Czech Confederation of Commerce and Tourism (SOCR ČR).

15:20–15:50

Coffee break & networking

Space for business meetings, making new contacts and informal discussions.

15:30–15:40

10 minutes to the point

One question. Six participants. Ten minutes of open discussion. No presentations. Four themed meet-ups at cocktail tables: How much should packaging cost? · What does bad packaging really cost us? · What does the customer really want today? · One pack, five different requirements. Each topic is limited to six participants; seat reservations will open to registered participants before the summit.

15:50–16:05

Partnership story II — How a joint project changed a customer’s business: industry

An inspiring example of collaboration between an industrial company and a packaging solutions supplier that improved efficiency, competitiveness or sustainability. Moderator: David Marouš.

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16:05–16:40

Panel discussion II — Price, sustainability or performance? How to make the right packaging decisions today?

Every packaging decision is a trade-off between price, functionality, legislative requirements, customer expectations and the company's long-term strategy. How to find solutions that stand the test of time?

16:40–17:05

PPWR in practice: What lies ahead for the European packaging market?

The European Commission's priorities to 2030 — and what companies should do now. The presentation will outline the European Commission's main priorities in implementing the PPWR in 2026–2030. It will focus on harmonising the European market, the future of individual packaging materials and the development of collection, sorting and recycling infrastructure. Speaker: Aurel Ciobanu-Dordea, Director, Competitive Circular Economy & Clean Industrial Policies, DG Environment, European Commission.

17:05–17:20

Discussion — PPWR and the European packaging market: questions from practice

The presentation will be followed by a discussion between Aurel Ciobanu-Dordea and Iva Werbynská on what the European Commission's priorities mean for companies on the Czech and Slovak market.

17:20–17:30

Five key takeaways of the Obal roku Summit

A summary of the most important ideas, recommendations and trends of the day that attendees will take back to their practice.

GALA EVENING 17:30–22:00

17:30–18:00

Welcome drink & networking

An opportunity for informal meetings, new contacts and continued business discussions before the gala evening.

18:00–20:00

Obal roku 2026 Gala Evening

Announcement of the results of the 33rd Obal roku competition, awards for the best packaging innovations and a gathering of leading figures of the Czech and Slovak packaging industry. The gala evening will be ceremonially opened by Vít Vážan, CEO of EKO-KOM.

20:00–22:00

Evening networking

A glass of wine, the lingering atmosphere of the gala evening and the conversations there was no time for during the day. An informal finale to the whole summit — the perfect space to seal the partnerships born during the day.