

WORLD DIGITAL PRODUCT PASSPORT SUMMIT

26-27 March 2026

Berlin, Germany



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SPEAKER LINE-UP



Olivia Phan
Head of Data Catalog
& Metadata
Kering



Gal Marom
Senior Product Manager
L'Oréal



Olaf van der Burgt
Principal Architect Reliability,
Availability, Maintainability
and Safety
Philips



Tina Antonie Braun
Product Data &
Information Manager
Siemens



Adrian von Mühlenen
PO Digital Material
and Product Passport
BASF



Alexander Dohmen
Senior Lead Sustainability Law
Zalando



Vincenzo Daponte
Global Owner
Digital Product Passport
Sika



Andreas Riess
Partner - Climate Change
and Sustainability Services
EY



Stephan Geiger
Partner, Head Advisory – Climate
Change and Sustainability Services
EY



Alessandro Grizzetti
Project Leader Digital
Product Passport and
Asset Administration Shell
SMC Schweiz



Giacomo Grosa
Project Manager & Battery
Regulation Developer
Bureau Veritas Group



Gabi Filip
Director IT Supply Chain
Digital Products
Carlsberg Group



**Agata
Wysogrocka-Korczyńska**
Head of Product Compliance
Aftermarket, Packaging and Labeling
ZF Group



Björn Axling
Head of Global Product
Lifecycle Management
GRUNDFOS



WORLD DIGITAL PRODUCT PASSPORT SUMMIT

 26-27 March 2026

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We are pleased to announce the launch of the **World Digital Product Passport Summit**, taking place on the **26th – 27th of March 2026** in **Berlin, Germany**. This cross-industry event will focus on real-world DPP deployment strategies, including high-performance infrastructure design, regulatory alignment and legal traceability requirements, data interoperability across borders, unified passport systems, product lifecycle tracking, verifiable carbon and material insights, product certification workflows, and best practices for scaling DPPs across global value chains. Join your peers for this two-day summit featuring insightful case studies, hands-on workshops, and exceptional networking opportunities to explore how early-adopter brands implement first DPP pilots to stay ahead of regulatory demands on product safety while maintaining cost efficiency, customer trust, and business growth.

Key Practical Learning Points

- Building Scalable Digital Product Passport Infrastructure for Global Deployment and Seamless Integration
- Choosing the Right Technology Stack for Efficient, Secure, and Future-Proof Product Data Operations
- Aligning Digital Product Passport Rollout With ESPR Deadlines and Evolving Compliance Pathways
- Developing Cross-Border Data Frameworks for Global Compliance and Data Sovereignty
- Advancing Real-Time Lifecycle Monitoring Through Intelligent and Connected Data Flows
- Identifying Structural Weaknesses in Early-Stage DPP Architecture and Pilot Deployment Models
- Supporting Sustainability Claims With Verifiable, Traceable Material and Emissions Data
- Personalizing Product Information Interfaces to Serve Diverse Stakeholder Needs and Regulatory Requirements
- Translating Product Transparency Into Tangible, Measurable Shifts in Consumer Behavior and Decision Making

Take A Look At Our Events



Who Should Attend

This Summit is a must-attend event for senior-level professionals dealing with:

- Digital Product Passport (DPP)
- Digital Material Passport (DMP)
- Product Strategy & Development
- Product Safety & Quality Assurance
- Product Management & Lifecycle Planning
- Digital Transformation & Strategy
- Strategic Procurement & Operations
- Sustainability & Circular Economy
- Data Platforms & Digital Infrastructure
- Regulatory Affairs & Standardization
- Labeling, Certification & Compliance
- & Others!

 **X 13+ Industry Case Studies**

 **X 20+ Hours of Networking:**
forge new professional contacts during numerous networking breaks between sessions & during the special Networking Dinner on Day 1

 **X 100+ Pages of the Post-Summit Materials**
documentation package available upon demand*

Did You Know?



As of 19 July 2026, EU customs will digitally block any imported product that lacks a validated Digital Product Passport in the central registry.



€1.8 trillion of EU procurement is shifting to green rules powered by DPP data - only compliant suppliers will qualify.



By 2027, Digital Product Passports will be mandatory for high-impact sectors: batteries, textiles, and iron & steel. Electronics, tyres, furniture, and aluminium follow soon after - making DPP readiness a licensing condition for EU market access.



In 2024, the EU reported 4.6 billion low-value parcels, 91% from China, entering the single market. DPP requirements will help enforce product safety and sustainability for platforms like Shein, Temu, and AliExpress.

Sources:

European Commission. (2024, July 18). Ecodesign for Sustainable Products Regulation (ESPR) enters into force. Retrieved September 1, 2025.

European Commission. (2024, July 18). Public procurement and green criteria in the ESPR. Retrieved September 1, 2025.

European Commission. (2024, April 16). First Working Plan under the Ecodesign for Sustainable Products Regulation 2025–2027. Retrieved September 1, 2025.

The Guardian. (2025, February 5). EU to tighten checks on goods sold by sites such as Shein and Temu. Retrieved September 1, 2025.

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08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Chair

09:10 “Breaking the Ice” Speed Networking Session

ARCHITECTING DPP SUCCESS: PRACTICAL INSIGHTS FROM IMPLEMENTATION

09:50 AVAILABLE SPONSORSHIP SLOT



Digital Product Passports at Scale: Architecting High-Performance Infrastructure

Companies face the challenge of unifying fragmented data, aligning with fast-evolving regulations, and ensuring that systems remain interoperable across global supply chains. This session explores how to architect digital product passport infrastructure that is resilient, scalable, and future-proof. Key themes include data governance, integration with product lifecycle systems, and the role of emerging technologies in driving efficiency.

10:30 Case Study: 

Passport Please! Why It's Not Too Early for Digital Product Passports

- **Regulatory momentum:** EU Ecodesign for Sustainable Products Regulation (ESPR) is moving fast — waiting means falling behind.
- **Data foundations:** Building the systems, standards, and processes for DPPs takes time; starting now ensures readiness.
- **Competitive edge:** Early movers can use DPPs not just for compliance, but to differentiate on transparency and trust.
- **Sustainability demand:** Consumers and partners increasingly expect reparability, recyclability, and impact data.
- **Scalability & learning:** Pilots and iterations today create the know-how to scale DPPs smoothly across portfolios tomorrow.

Adrian von Mühlenen
PO Digital Material and Product Passport
BASF



11:00 Morning Coffee and Networking Break 

11:30 Case Study: 

Digital Product Passport for Product Managers: Turning Compliance into Customer Value

- Deliver value via the DPP- focus on solving real problems, acquire and retain customers.
- Different use cases required different technical solutions (NFC, Blockchain, QR).
- Test fast, think big, and delight customers through immersive experiences.
- L'Oréal DPP - scaling challenges, storytelling, and Eco Beauty Score.

Gal Marom
Senior Product Manager
L'Oréal



12:00 Case Study: 

Catalog to Compliance: Metadata Powering ESPR-Ready DPPs

Show how a collaborative catalog becomes the governed source for Digital Product Passports: define the minimal DPP dataset, map fields from existing metadata (BoM, specs, test reports, substances), and automate lineage from PLM/ERP/QMS on GCP. Cover identifiers (GS1/Digital Link), versioning and approvals, supplier onboarding via a data marketplace, and AI notes that add functional context. Examples from Kering illustrate cross-brand harmonization and faster adoption.

Olivia Phan
Head of Data Catalog & Metadata
Kering



12:30 Case Study: 

AI and Data Architecture as the Backbone of the Digital Product Passport *

The successful implementation of the EU's Digital Product Passport (DPP) depends on a strong digital foundation that combines intelligent data management, scalable architecture, and AI-driven insights. Building such a backbone enables organizations to achieve true end-to-end visibility — connecting product, supplier, and lifecycle data into a unified and reliable ecosystem.

Artificial intelligence enhances this framework by automating data analysis, improving traceability, and supporting faster, more accurate decision-making. When effectively integrated, AI and data architecture do more than ensure regulatory compliance — they unlock new opportunities for efficiency, sustainability, and circular value creation. By turning complex data flows into actionable intelligence, companies can position themselves at the forefront of digital transformation and responsible innovation.

Gabi Filip
Director IT Supply Chain Digital Products
Carlsberg Group



13:00 Business Lunch 

BRIDGING INNOVATION WITH COMPLIANCE: STANDARDS, CERTIFICATION & BEYOND

14:00 Case Study: 

Digital Product Passport - What We Know (And Don't Know) from a Legal Perspective

- What Sets the Scene: The Legal Landscape with a focus on the EU Ecodesign for Sustainable Products Regulation
- Who Needs to Play: Duties and Liability of the Different Economic Operators
- What is at Stake: Compliance and Consequences

Alexander Dohmen
Senior Lead Sustainability Law
Zalando



14:30 Case Study: 

Product Data Interoperability: The Challenges of the Digital Product Passport

The talk focuses on the challenges of producing and consuming product data in the current business and regulatory landscape and how semantic web technologies (knowledge graphs and taxonomies) can help to overcome these challenges ensuring semantic interoperability. The case of the Construction chemical is used as a use case to provide insights on how Digital Product Passports from different sectors can be interoperable and constitute an added value for the whole market.

Vincenzo Daponte
Global Owner Digital Product Passport
Sika



15:00 Case Study: 

BATTwin: Building a DPP-Ready Traceability Framework for the European Battery Value Chain

Led by Bureau Veritas, the initiative focuses on integrating all DPP information requirements into a single, interoperable digital environment that streamlines data collection, validation, and reporting.

This session will showcase how the BATTwin traceability framework is being implemented and tested within industrial environments, bridging innovation with compliance through alignment with EU standards and initiatives. Attendees will gain practical insights into how digital twin technology, data modeling, and traceability systems can accelerate the transition toward a more sustainable and accountable battery ecosystem.

Giacomo Grosa
Project Manager & Battery Regulation Developer
Bureau Veritas Group



15:30 Afternoon Tea and Networking Break 

15:50 Case Study: 

From Regulation to Realization: How to Operationalize the EU Digital Product Passport *

The EU Digital Product Passport is reshaping transparency and compliance across industries. Turning regulation into action demands robust data management, governance, and cross-functional collaboration. This talk shares practical insights from implementing DPP frameworks in global organizations, showing how legal, compliance, and engineering teams can align systems and suppliers to meet new standards while turning regulatory compliance into a source of efficiency, trust, and innovation.

Agata Wysogrocka-Korczyńska
Head of Product Compliance Aftermarket,
Packaging and Labeling
ZF Group



16:20 PANEL DISCUSSION 

Digital Product Passports as Strategic Infrastructure: Unlocking Regulatory Readiness, Circular Innovation, and Value Chain Integration at Scale

Digital product passports are quickly evolving into the backbone of sustainable business. More than a regulatory checkbox, they promise to unlock circular innovation, enable seamless data flows, and strengthen trust across entire value chains. This panel brings together leaders from policy, tech, and industry to debate how DPPs can scale as true strategic infrastructure. Expect fresh perspectives, hard lessons, and bold ideas on turning compliance into competitive advantage and driving systemic change.

17:00 Chair's Closing Remarks and End of Day One

18:00 Networking Dinner 

* TBC

08:30 Check-In and Welcome Coffee 

09:00 Day Two Opening Remarks from the Chair

**DESIGNING VALUE THAT MATTERS:
LIFECYCLE, FOOTPRINT & TRANSPARENCY**

09:10 AVAILABLE SPONSORSHIP SLOT

**Advancing Lifecycle Intelligence:
Operationalizing ESPR's Circular Economy
Objectives Through Digital Product Passports**

The EU Ecodesign for Sustainable Products Regulation (ESPR) sets ambitious circular economy objectives, but success depends on turning high-level policy into operational reality. Digital product passports are positioned as a key mechanism to bridge this gap by embedding lifecycle intelligence into everyday business processes. By integrating material composition, reparability, recyclability, and carbon footprint data, passports enable companies to meet compliance requirements while also unlocking opportunities for circular design, secondary markets, and sustainable consumer engagement.

09:50 Case Study: **Passport to Patient Safety:
Embedding RAMS in the Digital Product
Passport for Medical Devices**

From Unique Device Identification (UDI) to verifiable service history, traceability across the device lifecycle demonstrating Reliability, Availability, Maintainability, and Patient Safety at the point of care.

To establish a closed post-market feedback loop using the Digital Product Passport, it's essential to embed specific RAMS (Reliability, Availability, Maintainability, and Safety) essentials. Dedicated RAMS metrics must clearly demonstrate patient safety and regulatory compliance throughout the lifecycle of the medical devices in the field. By integrating these metrics, we can ensure ongoing monitoring and improvement, ultimately enhancing the safety and effectiveness of our products.

Olaf van der Burgt

*Principal Architect Reliability,
Availability, Maintainability and Safety
Philips*

PHILIPS10:30 Case Study: **Empowering DPP Deployment at the Edge:
Bridging IT and OT with Mendix**

- **Aligning IT and OT for DPP Success:** Digital Product Passport (DPP) initiatives demand unified, high-quality data across the value chain. Mendix on Edge and Industrial Edge enable IT and OT teams to collaborate seamlessly - bridging their priorities to support traceability, compliance, and operational efficiency.

- **Unlocking Shop Floor Data through the Industrial Information Hub (IIH):** The IIH acts as a scalable data layer that connects to both brownfield and greenfield devices, standardizes industrial data, and exposes it to IT systems using open protocols. This unlocks critical product lifecycle information needed for DPP deployment.

- **Low-Code Agility at the Edge for Custom DPP Solutions:** With Mendix's low-code platform running on Edge, manufacturers can rapidly build and deploy tailored applications that collect, process, and visualize product and process data - supporting the flexibility and adaptability required by evolving DPP standards.

- **Use Case: Visual Quality Monitoring for Product Traceability:** In a fictional factory, Mendix on Edge powers a custom dashboard connected to AI-driven inspection cameras. This real-time quality data feeds into the digital product record, reducing defects, increasing transparency, and laying the groundwork for future DPP integration.

Tina Antonie Braun

*Product Data & Information Manager
Siemens*

SIEMENS11:10 Morning Coffee and Networking Break 11:40 Case Study: **Interlinking Value Chain Systems:
Deploying Interoperable DPPs for Seamless
Data Flows and Lifecycle Accountability ***

Build a federated, standards-based approach that links PLM, ERP, MES, QMS, LCA tools, and supplier portals so product facts flow once and are reused across compliance, service, and circularity. The blueprint covers data contracts and identity, event-driven exchange, and governance for provenance and access. Interoperability anchors include GS1 Digital Link/identifiers, EPCIS-style event data, and W3C verifiable credentials for attestations—enabling traceability from design to end-of-life without centralizing all data. Lifecycle accountability is enforced through versioning, chain-of-custody, and audit trails, while data minimization and confidentiality protect IP.

Björn Axling

*Head of Global Product Lifecycle Management
GRUNDFOS*

GRUNDFOS 12:20 WORKSHOP **Proof, Trust, and Traceability: Operationalizing
DPPs for Safety and Sustainability**

This session examines the pivotal role of the TIC (Testing, Inspection, Certification) industry in turning evolving rules (ESPR, sector-specific standards) into trusted, verifiable product data that enhances safety and sustainability. We'll explore how DPPs enable market oversight—from design and materials to maintenance, repair, and end-of-life—while creating tangible benefits like safer products, reduced risk, and circularity. Through case-based discussion, we'll map the practical workflows, assurance models, and data governance needed for DPP adoption, and outline where TIC players can lead: conformity assessment, data verification, and interoperable identifiers. Attendees will leave with an actionable view of DPP architectures, assurance requirements, and business models that align compliance with customer trust.

13:00 Business Lunch 14:00 Case Study: **Regulatory impact of the Ecodesign for
Sustainable Products Regulation (ESPR)**

ESPR is the cornerstone of the Commission's approach fostering the transition to a circular, sustainable and more competitive economy. It establishes a framework for Ecodesign requirements on specific product groups and introduces a digital identity card for products and materials (Digital Product Passport). Scope and timeline and the interplay with other ESG regulations will be discussed as well as respective risks and opportunities when implementing ESPR.

Stephan Geiger

*Partner, Head Advisory - Climate
Change and Sustainability Services*

Andreas Riess

*Partner - Climate Change
and Sustainability Services*

EY14:40 Case Study: **The Efficiency Edge: Using Digital Passports
to Reduce Resource and Energy Waste**

A real-world implementation shows how Digital Product Passports (DPPs) cut waste and energy use across design, production, and service. The case traces a single product family from PLM into MES/QMS and the field: dynamic QR (GS1 Digital Link) connects units to BoM, process parameters, test results, and maintenance plans; change control prevents obsolete prints and rework; and service teams shift from time-based to condition-based interventions. The result is measurable reductions in scrap, reprints/over-labels, line changeover losses, standby energy, and returns—while speeding audits and claims validation.

Alessandro Grizzetti

*Project Leader Digital Product Passport
and Asset Administration Shell
SMC Schweiz*



15:20 Chair's Closing Remarks and End of Summit

* TBC

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SPOTLIGHT ON OUR SPEAKERS

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Vincenzo Daponte
Global Owner Digital Product Passport
Sika

Knowledge engineer by education with experience in the fields of Particle physics at CERN, Bioinformatics at Swiss Institute of Bioinformatics (SIB) and Semantic technologies pioneer at Sika.

After years of research in the scientific knowledge representation through the principle of Semantic web, Vincenzo is currently responsible for the Digital Product Passport (DPP) global implementation strategy at Sika with the goal to achieve full interoperability.

He also serves as expert and project lead in the development of the standard for the technical framework of the EU Digital Product Passport (DPP).



Stephan Geiger
Partner, Head Advisory
– Climate Change and Sustainability Services
EY

Stephan Geiger is a key SME in EMEA on ESG regulations related to supply chain due diligence and ESG reporting incl. CS3D, EU Deforestation Regulation, CSRD, EU Taxonomy, SFDR and further Green Deal initiatives as well as more principle-based Swiss regulations. He also led numerous ESG Reporting related projects triggered by EU (CSRD / ESRS) and Swiss (RBI) regulatory requirements in various sectors (incl. CSRD double-materiality assessments, CSRD gap assessment and implementation work and work related to Swiss specific provisions in this regard). Mainly for advisory clients, but also for assurance clients.



Tina Antonie Braun
Product Data & Information Manager
Siemens

As a Product Data and Information Manager at Siemens Digital Industries, Tina combines a passion for organization, innovation, and collaboration to drive impactful digital solutions. She specializes in bridging the gap between IT and OT, with a focus on enabling scalable, efficient data strategies. One of her proudest achievements has been championing Mendix on Edge—organizing and leading hands-on workshops that empower teams to unlock its full potential. She thrives on sharing knowledge, simplifying complex concepts, and fostering cross-functional growth to support digital transformation initiatives across the industrial landscape.



Alexander Dohmen
Senior Lead Sustainability Law
Zalando

After studying law at the University of Bonn and King's College London and obtaining a PhD in environmental law, Alexander Dohmen worked in law firms specializing in environmental law, advising clients in the automotive, chemical, steel, cement and waste management industries. For several years now, he has been working as Counsel in the legal department of Zalando SE, where he is responsible for all aspects of environmental and sustainability law. In this role, he also oversees the implementation of new ESG regulations in the company, such as the German Supply Chain Due Diligence Act and the forthcoming CSDDD, Extended Producer Responsibility (EPR), the forthcoming Ecodesign for Sustainable Products Regulation (ESPR), Green Claims legislation and more.



Gal Marom
Senior Product Manager
L'Oréal

Gal Marom is a product leader with over 15 years of international experience building and scaling data-driven and AI-powered products. He developed products for L'Oréal, Verizon, AT&T, NHS, Apple, Intercontinental Hotel Group and more to serve millions of users and drive measurable business impact. With an Executive MBA from HEC Paris, specialised in luxury, and a strong technical background, Gal is passionate about empowering product teams to focus on value, test ideas fast, and create products that customers love.



Olaf van der Burgt
Principal Architect Reliability,
Availability, Maintainability and Safety
Philips

Olaf van der Burgt has worked as RAMS principal architect at Philips Innovation Engineering in the Quality & Reliability Engineering department in Eindhoven since April 2017. He is leading the RAMS work stream for the Systems Engineering Center of Expertise as well as developing and deploying Innovation to Market processes across Philips. He is leading the RAMS Community of Practice and supporting Philips projects globally with Quality & Reliability-Availability-Maintainability-Safety capabilities. He is the owner of the Design for Reliability-Availability-Maintainability-Safety capabilities in Philips and as such delivering Design for Reliability-Availability-Maintainability-Safety training sessions globally. He has worked in a product development environment within Philips for more than 25 years as well as for 5 years at ASML as Reliability Architect in the System Availability domain. He holds a bachelor's degree in mechanical engineering, is a DfSS black belt (including Statistical Engineering) and is a seasoned Design for Reliability-Availability-Maintainability-Safety expert.



Adrian von Mühlenen
PO Digital Material and Product Passport
BASF

Adrian has 15+ years of background in technology, 10+ years experience in technology innovation, and a +4 years background in entrepreneurship. He was a founding member of a satellite of a Swiss research and technology organization (RTO) in Basel. Then he moved to his customer to become a founding member of the BASF technology incubator in dyes and optics. Within six years, Adrian and his team managed to get from the idea stage to a proof of concept. Important pillars for that achievement were the self-organization of the group, open innovation, parallel development of technology and business models, and management of uncertainties. Building on this experience, he moved on to head the digital transformation of the global R&D and customer labs of BASF Coatings. His focus was to unleash the knowledge in the information (remember the DIKW - Pyramid) to improve time to market and product lifecycle management. During his exploration of data and information assets, he discovered a digital asset that became the core of Sustragil. That is the seed of a venture at the BASF Business Accelerator he co-founded. His experience in digital regulatory and compliance was one of the arguments why BASF appointed him as PO to conceive and launch the Digital Product Passport (#DPP) within the Catena-X project. The DPP is a mandatory artefact to convert the linear product lifecycle into a circular product and, ultimately, a material stream or material bank. Adrian is now supporting BASF and its customer industries to start and progress toward trusted material information through harmonization of data exchange and digital twins.

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