



MIWA is a smart-powered reusable packaging system enabling a data-driven circular supply chain for FMCG producers and retailers.

MIWA is a technology company driven by a mission to prevent the creation of waste from single-use packaging. It has developed standardised reusable packaging with radio-frequency identification (RFID) chips for distributing dry and liquid products in bulk. This packaging works in tandem with unique electronic dispensers that are placed in shops. Thanks to data-driven operational efficiency and a focus on hygiene, product quality and traceability, the system makes “packaging-free” sales possible for large brand-owners and retailers. Further development of the technology includes solutions for consumer packaging and household management to achieve maximum convenience for shoppers.

The B2B solution is rounded out by the MIWA smart cup and application which make shopping more convenient for consumers.

Ivana is the MIWA partner responsible for investor relations, financial management and impact strategy. She was formerly a Big 4 consultant with professional experience in management consultancy, private equity and ESG.

Her academic background is in Natural Sciences (Charles University, Prague), International Relations (Sciences Politiques Rennes) and Managerial Accounting (CIMA qualification).

Ivana is a keen nature lover and the theme of environmental sustainability has always resonated with her.

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