



Plastics in PACKAGING

Conference 塑料包装论坛

AdsaleCPRJ.com • ConnectME

第十三届 CPRJ 塑料包装技术论坛暨展示会

13th Edition CPRJ Plastics in Packaging Conference and Showcase

2025.7.30-8.1

上海雅居乐万豪侯爵酒店 · 中国 · 上海
Shanghai Marriott Marquis City Centre



会后报告



Conference Review

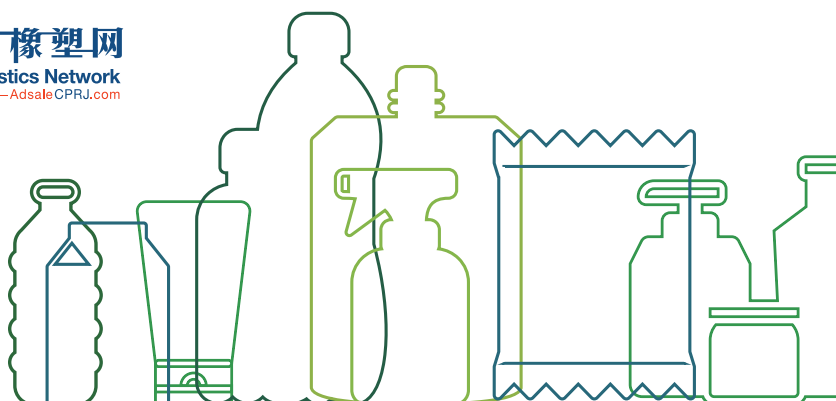
主办单位
Hosts

ADSALE 雅式®



承办单位
Organizer

雅式橡塑网
Adsale Plastics Network
AdsaleCPRJ.com



Sustainability has become a global priority, with advancing local policies creating new opportunities for the plastics packaging industry to transform and upgrade. Efforts are focused on achieving sustainable development under requirements such as plastic reduction, circular economy, and food-contact safety, driven by technological innovation and cross-industry collaboration.

To respond to these opportunities, Adsale Group and Amcor co-hosted the 13th Edition of the CPRJ Plastics in Packaging Conference and Showcase, which brought together experts from industry associations, research institutes, and leading enterprises. The forum highlighted policy trends, technological breakthroughs, and practical applications, encouraging upstream and downstream players to jointly explore new pathways for sustainable packaging innovation.



725

Participants



50+

Presentations &
Case Studies



381

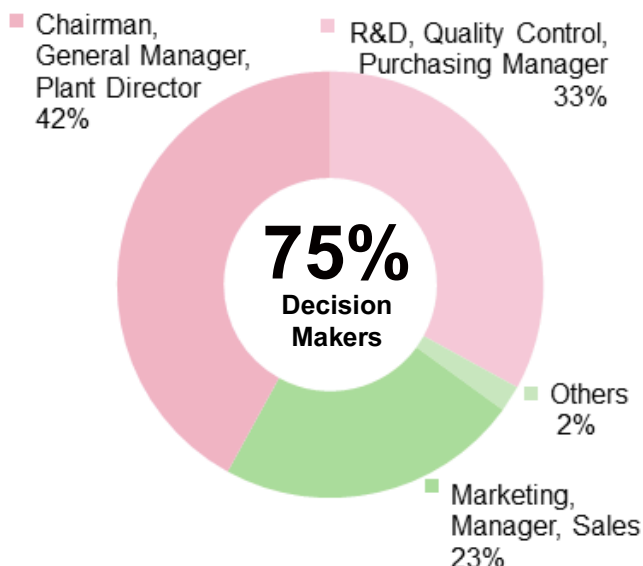
Sales Leads
from ConnectME Room, questionnaires,
and Business Matching Wall



Participants' Profile

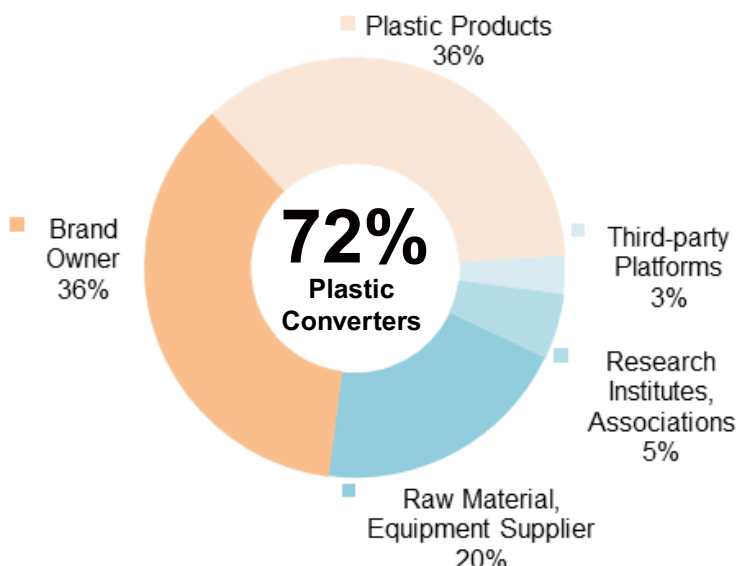
725

Participants



398

Companies



Voice of Our Audience

The conference offered fresh insights into smart packaging and sustainability. The discussion on green materials reflected the industry's craftsmanship spirit —Sharp tools make good work. With vibrant exchanges on both cutting-edge technologies and practical solutions, it provided an excellent platform for learning and collaboration. We look forward to turning these insights into competitiveness and jointly driving the packaging industry toward efficiency and sustainability.

— The Remarkable Technology Co.,Ltd.



On July 31, the 13th Edition of the CPRJ Plastics Packaging Technology Forum & Showcase was successfully held in Shanghai, bringing together over 700 participants from across the plastics packaging value chain. Participants included representatives from leading and emerging consumer brands in food, beverages, alcohol, personal care, pet food, retail, chain restaurants, and delivery services, as well as packaging manufacturers, ODMs and OEMs.

Co-hosted by Adsale Group and Amcor, the event featured a main forum, three parallel sub-forums and several thematic salons with 50+ presentations, highlighting digital intelligence, green packaging and sustainability while exploring global market opportunities and innovative applications. The event was widely promoted through AdsaleCPRJ.com, WeChat Official Account, WeChat Video Channel and other platforms, fostering industry knowledge exchange and business collaboration.

Speakers



Rita Chu
Adsale Group
Vice Chairman



Horton Zhang
Amcor PLC
President of Rigid Plastic Packaging Solutions in China



Xin She
Amcor PLC
President of Flexible Packaging Solutions for Greater China and North Asia



Hongjun Wu
China Packaging Federation
Deputy Secretary General



Yonggang Wang
China Plastic Recycling Association of CRRA
Secretary General



Chengxi Qian
Shanghai Packaging Technology Association
President



Lin Wu
PKG FAMILY
Founder



Jasper Liu
China National Export Commodities Packaging Research Institute
Assistant to the Director



Xuetao Wang
Nestle (China) Co., Ltd.
Packaging Director, Greater China



Haibo Shen
Tederic Machinery Co., Ltd
Product Director



Kim Siu
AS Watson Industries
Business Strategy and Planning Director



Yizhang Xie
Mary Kay China
Director of Technical & Commercialization Services



Chen Yang
Inertia Biotechnology Co., Ltd.
(UNISKIN)
Head of Packaging R&D



Yifan Li
CHAGEE
National Senior Director of Public Affairs Center



Yarong Chen
Hangzhou Brand Management Co., Ltd.
Head of Supply Chain



Jun Liu
Shanghai Municipal Center for Disease Control and Prevention
Researcher



Marco Zhong
National Reference Laboratory for Food Contact Material of Guangdong
Director



Tao Zhang
Metro AG
Senior Packaging R&D Manager



Jiang Han
Fuhai (Dong Ying) New Material Technology Co., Ltd
Export Business Dept General Manager



Leigh Yan
ALPLA China
Innovations Manager



Chunlin Qiu
Shenzhen Mould-Tip Injection Technology Company Limited
East China Sales Manager



Emily Cao
Herbalife Nutrition Product Innovation Center
China & Asia-Pacific Region Senior Packaging Manager



Shaojun Yang
Motan Taicang Co., Ltd.
Sales Engineer



Tao Hu
Luzhoulaojiao Group
Senior Standardization Design in the Industrial Design Center Senior Engineer



Yiheng Sun
Guangzhou Liby Enterprise
Group Co., Ltd.
Packaging R&D Leader



Jun Li
Hysum (Zhejiang) New
Material Co., Ltd.
General Manager of The
Membrane Division



Jason Ma
Kmart Group
Senior Regional Manager
of Sustainability



Eric Shen
Beiersdorf China
Northeast Asia Packaging
Development Director



Sirou Wen
Topfeelpack Co., Ltd
Chairman &
General Manager



Edward Le
Perfetti Van Melle
Confectionery (China) Co., Ltd.
National Packaging
Development Lead



Mingsheng Wang
Rego Packing (GZ)
Industrial Co., Ltd.
General Manager and
Chief Engineer



Guiqin Shang
Changzhou Vocational
Institute of Engineering
Professor



Jason Huang
Amway China
Head of Sustainable
Development Packaging



Even Yu
OSM Biotechnology
Co., Ltd.
Packaging Development
Specialist



Kevin Shi
ENGEL MACHINERY
(SHANGHAI) CO., LTD
Business Unit PAC&MED Asia
Business Development & Key
Account Manager



Si Chen
Amcor PLC
Business Development
and Sustainability for
Flexible Packaging
Solutions in China
Director



Frank Zeng
York Colour LTD.
CEO



Jianfeng Cui
Want Want Group
R&D Center
Manager of Packaging
Materials R&D Department



Yu Zhou
AVIENT CORPORATION
Product Manager



Mike Zhu
SHP Packaging Industry
(China) Co., Ltd.
Global PM Director



Ivy Shen
Bright Color New Material
Technology (Anhui) Co., Ltd.
Sales Manager



Rongwei Cao
Bright Dairy &
Food Co., Ltd.
Project Manager



Yongda Chen
MZEN.BIO.TECHNOLOGY
(Shanghai) CO., LTD.
Product Manager



Beven Hou
Sealed AIR
(CHINA) Co., Ltd.
Asia Portfolio Manager



Caesar Sun
Yingshuo Group (Shanghai)
Director of Innovation
Department



Xiangning Wu
Jiangsu Caihua Packaging
Group Co., Ltd.
Vice President



Li Li
Shanghai Ocean University
Professor



Leo Huang
China Feihe Limited
Senior Packaging
Development Manager



Huayan You
Honsea Technology CO., LTD
Senior Technical Director



Xingbao Sun
Amcor PLC
Expert in Rigid Packaging
R&D Technology



Taobo Zhu
Polymateria China
Managing Director



Lianghai Sun
Zhonghebaosang
Biotech Co., Ltd.
Deputy Director of
Packaging Materials
Research and Development



Alan Zhou
The Remarkable
Technology Co., Ltd.
R&D Director



Xiaotian Zhu
Metz Jiangsu Pet Food
Technology Co., Ltd.
Brand Director



Sophia Su
Henkel (China)
Investment Co., Ltd.
Packaging CoE APAC



Yuming Deng
Inner Mongolia Yili
Industrial Group Co., Ltd.
Senior R&D Director of
Innovation Center



Michael Gao
Amcor PLC
Director of Flexible
Packaging Solutions
Product Development /
Senior Technical Expert



Lbee
Cosmetics Industry
Brand Marketing
Consultant / Expert



Peng Yan
Plastic Products
Committee of SPTA
Secretary General



Bin Li
Donghua University
Professor

ConnectME Business Matching Meetings



- **Precise Business Matching:** Pre-event selection ensures optimal supply-demand alignment, enabling focused discussions on core procurement objectives.
- **Hassle-free Customized Service:** CPRJ's experienced team delivered bespoke engagement plans aligned with supplier profiles, providing end-to-end matchmaking and dedicated follow-up.
- **1-on-1 Information Exchange:** Face-to-face presentations demonstrating product and technological advantages, with comprehensive solution demonstrations and substantiated success cases.







*Data based on the on-site activities in the ConnectME Room.



Voice of Our Audience

The event highlighted the possibilities of a sustainable future with case studies ranging from material innovation to equipment upgrades. Combining global perspectives with local expertise, the discussions were insightful and practical — a platform that transforms technology into market opportunities and aligns policy with industry practice.

— Metz Jiangsu Pet Food Technology Co., Ltd.

Salute to the Following Partners

VIP Partner

tederic

Diamond Partners



ENGEL



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BrightColor

Gold Partners



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三菱瓦斯化学商贸(上海)有限公司
MITSUBISHI GAS CHEMICAL SHANGHAI COMMERCE LTD.

PLASTAR



Other Partners



Partner Feedback

Vibrant and well-organized, the event brought forward discussions that truly captured key industry trends in fresh and engaging ways. As a long-time partner, we deeply recognize Adsale's commitment to promoting industry exchange and building a trusted platform for the industry.

— Tederic Machinery Co., Ltd



CPRJ Packaging Conference fruitfully held in Shanghai

Programme

• Plenary Session

1. Policies and global aspect: New thoughts on plastic packaging.
2. From environmental protection to aesthetics: Innovative expression of sustainable ideas.
3. Human-centered packaging innovation: Functional design optimization enhances user experience.
4. Material innovation and intelligent manufacturing: Technology makes packaging smarter.

Full Programme



Conference Website



• Parallel Sub-forums

- A: Digital & Intelligent Transformation: Low-Carbon Upgrading Across the Plastic Packaging Value Chain
- B: New Generation Consumption: Iteration of High-Performance Packaging and Sustainable Packaging
- C: Packaging as Service: Synergy of Experience Enhancement and Environmental Protection

Live Playback



Co-organizers



中国包装联合会包装规划委员会
Planning Committee of China Packaging Federation

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See You
2026.08