



Plastics in **PACKAGING** Conference

塑料包装论坛

Adsale**CPRJ**.com • ConnectME

品牌驱动下的塑料包装再进化
Brand-Driven Evolution of Plastic Packaging

第十四届CPRJ塑料包装技术论坛暨展示会
14th Edition CPRJ Plastics in Packaging Conference and Showcase

2026年8月6-7日 中国·上海虹桥万丽酒店
August 6-7, 2026
Renaissance Shanghai Hongqiao China

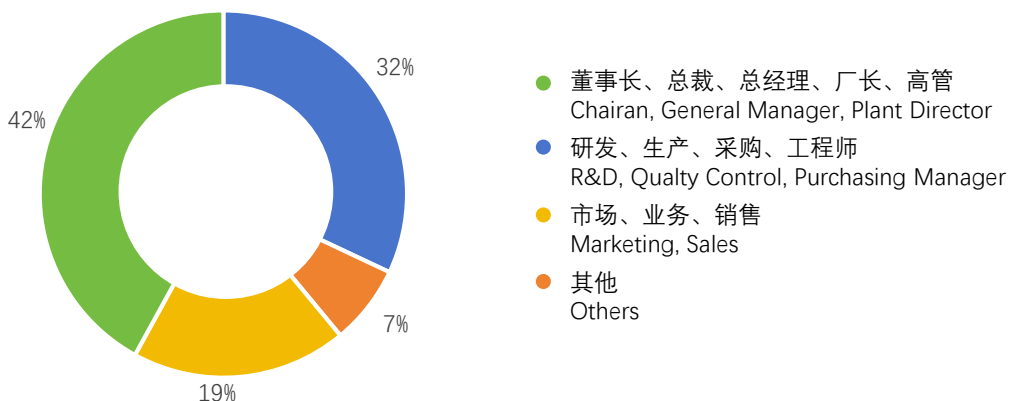
主办单位 Hosts: **ADSALE** 雅式®  上海市包装技术协会

承办单位 Organizer: **雅式橡塑网**
Adsale Plastics Network
预见行业未来·连接世界机遇
Industry Insight · Business Connect

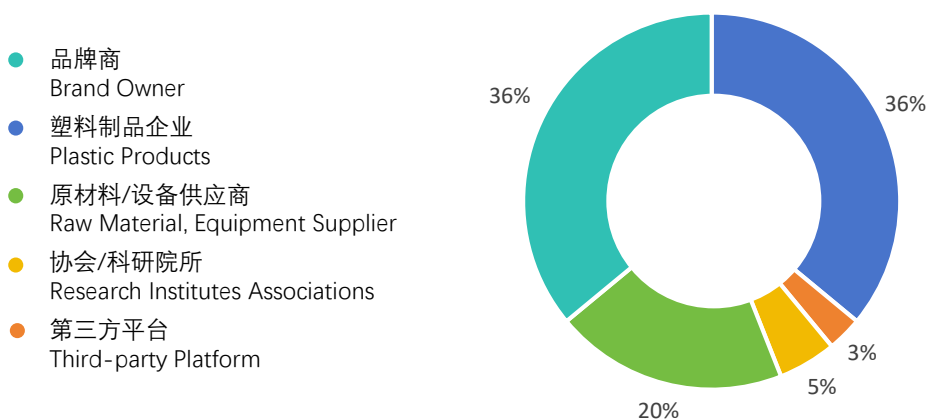
目标听众 Target Audience:

- 食品、饮料、日化、医药、工业产品等终端用户
End users of food & beverage, daily consumables, medical and industrial products
- 塑料包装制品生产企业
Plastic packaging products manufacturers
- 电商、物流、包装设计方案提供机构、贸易公司、科研院所等第三方服务企业
Third party services providers such as e-commerce, logistics, packaging design, Institutes & associations & universities & design and trading enterprises

725名参会者 Participants



72%为塑料制品、终端品牌 Packaging Converters & End-Users



数据来源：第十三届CPRJ塑料包装技术论坛暨展示会
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如您有任何疑问，可以联系 Audience Enquiry :

付洁(女士) Ms. Heley Fu : (+86-755) 2354 7186 / 139 2650 6418

冼俊(先生) Mr. Tom Xian: (+86-755) 8824 0230 / 159 1596 2076

邮箱 Email: event@adsale.com.hk

全体大会 Plenary Session

08:00 来宾签到 Audience Reception

09:00 致欢迎辞 Welcome Remarks

雅式集团雅式出版有限公司副项目总监 叶扉鸾

Adsale Publishing Ltd. (Adsale Group)-Joyce Ye, Deputy Project Director

中国包装联合会副秘书长 吴红军

China Packaging Federation-Hongjun Wu, Deputy Secretary-General

上海市包装技术协会会长 钱祁锡

Shanghai Packaging Technology Association-Qixi, Qian, President

浙江省健康产品化妆品行业协会包装分会副会长 宁浩

Zhejiang Health Products Cosmetics Industry Association-Hao Ning, Vice President of Packaging Branch

包装之家创始人 吴林

PKG FAMILY-Lin Wu, Founder

「趋势洞察」Trend Insight

09:15 古德潮品（上海）文化发展有限公司首席增长官 马兵

Shanghai Goodgoods Cultural & Creative Co., Ltd.-Bing Ma, CGO

《古德AI数字供应链：AI时代业务竞争和企业增长方案》

Good's AI-Driven Digital Supply Chain: Growth Solutions for the AI Era

「全球视野」Global Perspective

09:30 马来西亚回收联盟高级项目经理 Alex Lim

Malaysian Recycling Alliance-Alex Lim, Senior Project Manager

《构建包装循环经济协同生态：来自马来西亚的实践与启示》

Building a Collaborative Ecosystem for Packaging Circularity: Insights from Malaysia

「品牌实践」Brand Practice

09:45 曼秀雷敦（中国）药业有限公司研发高级总监 金学迎

Mentholatum (China) Pharmaceuticals Co., Ltd.-Xueying Jin, Senior Director of R&D

《百年品牌的跨界赋能-化妆品包装的底层逻辑与创新》

Cross-Industry Empowerment of a Century-Old Brand: The Underlying Logic and Innovation of Cosmetic Packaging

「智造升级」Intelligent Manufacturing Upgrade

10:00 海天国际控股有限公司包装行业线应用经理 周文青/ 资深应用工程师 吴刚

Haitian International Holdings Limited-Wenqing Zhou, Application Manager, Packaging Industry Line /
Wu Gang, Senior Application Engineer

《全链协同：开启高效生产与成本优化的双赢时代》

Full-Chain Synergy Ushering in a Win-Win Era of Efficient Production and Cost Optimization

10:20 互动有礼&茶歇/ 交流互动/ 展示会参观 Interactive Gifts & Coffee Break / Networking / Exhibition Visiting



全体大会 Plenary Session

「品类创新」 Category Innovation

10:40 内蒙古伊利实业集团股份有限公司创新中心包装研发专家 宋利君

Inner Mongolia Yili Industrial Group Co., Ltd.-Lijun Song, Packaging R&D Expert at the Innovation Center

《功能与绿色并行：伊利乳品包装创新之路》

Functionality and Green Development Go Hand in Hand: Yili Dairy Packaging Innovation Path

「制造跃迁」 Manufacturing Leap

10:55 深圳市通产丽星科技集团有限公司总经理 曾德云

Shenzhen Beauty Star Co., Ltd.-Deyun Zeng, General Manager

《创新中心赋能企业发展实践》

How Innovation Centers Drive Enterprise Development

「品牌实践」 Brand Practice

11:10 京东工业包装业务总经理 李超群

JINGDONG industrials-Chaoqun Li, General Manager of Packaging Business

《数智驱动，链合共生：构建高效韧性的工业包装新生态》

Building an efficient and resilient industrial packaging ecosystem with digital intelligence and value chain integration

11:25 欧力（上海）饮料有限公司大中华区可持续发展负责人 林春燕

Oatly (Shanghai) Co., Ltd.-Chunyan Lin, Head of Sustainable Development, Greater China

《燕麦奶包装碳标签》

Carbon label for oat milk packaging

「趋势洞察」 Trend Insight

11:40 紫江企业集团技术总监 刘福建

Shanghai Zijiang Enterprise Group Co., Ltd.-Fujian Liu, Technical Director

《塑料包装企业数智化发展探索》

Digital Intelligence Development Exploration for Plastic Packaging Enterprises

11:55 CPCRA宠物产业发展大会发起人、广东省宠物行业协会常务副会长兼秘书长 王磊

CPCRA Pet Industry Development Conference/ Guangdong Pet Industry Association-Lei Wang,
Initiator / Executive Vice President and Secretary

《宠物经济驱动下的塑料包装新机遇——从功能保护到品牌共鸣的包装进化》

New Opportunities for Plastic Packaging Driven by the Pet Economy — Packaging Evolution from Functional Protection to Brand Resonance

12:10 嘉宾合影Group Photo

12:20 午宴及交流Networking Lunch



从保护到表达：包装功能化、轻量化与差异化方案

From Protection to Expression: Functional, Lightweight and Differentiated Packaging Solutions

主持人:上海包装技术协会塑料包装委员会秘书长 闫鹏

The Moderator: Plastic Products Committee of SPTA - Peng Yan, Secretary General

14:00 纳谷（杭州）生活科技有限公司供应链总监 李文

Nagoo (Hangzhou) Life Technology Co., Ltd.-Wen Li, Supply Chain Director

《在日常里的创新机会：那些被低估的使用痛点》

Untapped Innovation Opportunities Embedded in Daily Usage: The Neglected User Pain Points within Cosmetic and Personal Care Packaging Industry

14:15 漳州鑫艺隆新材料科技有限公司总经理 郭永新

Zhangzhou Xinyilong New Materials Technology Co., Ltd.-Jack Guo, General Manager

《纤尘不染---粉末包装用抗静电进展》

Dust-Free — Advances in Antistatic Technology for Powder Packaging

14:35 青岛日之容塑料制品有限公司总经理 殷培所

Qingdao Rizhirong Plastic Products Co., Ltd.-Peisuo Yin, General Manager

《高阻隔包装的结构设计与应用》

Structural Design and Application of High Barrier Packaging

14:50 美利肯企业管理（上海）有限公司包装市场团队负责人 路亮

Milliken Enterprise Management (Shanghai) Co., Ltd.-Liang Lu, Packaging Market Development Team Leader

《美利肯 LeneX UltraGuard 技术：推动聚乙烯阻隔性能提升》

Advancing Polyethylene Barrier Performance with Milliken's LeneX UltraGuard Technology

15:10 茶歇/ 交流互动/ 展示会参观 Coffee Break / Networking / Exhibition Visiting

15:30 康宝莱（上海）生物科技有限公司中国&亚太区高级包装经理 曹海燕

Herbalife (Shanghai) Biological Technology Co., Ltd.-Haiyan Cao, Senior Packaging Manager

《托底功能，赋能品牌——营养品包装创新与可持续落地案例分享》

Supportive Functions Empower Brands — Case Studies in Nutritional Packaging Innovation and Sustainable Practices

15:45 力劲塑机智造股份有限公司总经理助理 潘义锋

LK Injection Molding Machine Co., Ltd.-Learner Pan, Assistant to GM

《保护到表达：PET收纳盒轻量化、功能化、差异化成套注塑方案》

Lightweight, Functional & Differentiated Complete Injection Molding Solutions for PET Storage Boxes

16:05 上海华悦包装制品有限公司（华悦集团）董事会秘书 黄伟圻

Shanghai Huayue Packaging Products Co., Ltd. (Huayue Group)-Weiqi Huang, Board Secretary

《通用软包装企业穿越周期的长期增长路径》

Long-Term Growth Path for General Flexible Packaging Companies to Navigate Economic Cycles

16:20 安徽璨诚新材料科技有限公司总经理 吴慈林

Bright Color New Material Technology (Anhui) Co., Ltd.-Tiger Wu, General Manager

《赋彩赋能、环保可持续——璨诚新材料的颜色与功能母粒解决方案》

Bright Color Bright Life, Environmentally Sustainable — Solutions of Color Additive Masterbatch from Bright Color

16:40 国际安全运输协会（ISTA）中国执行主席 路冰琳

International Safe Transit Association-Miss. Lu Binglin, Executive Chair

《亚马逊和全渠道供应链电商包装要求》

Fulfillment Test of Amazon.com and E-commerce Retailer with Omni-channel supply chain

16:55 【热话沙龙】“既要又要还要”：轻量化、颜值、成本、环保——品牌方的四重博弈。

【Topic Salon】Wanting It All: The Quadruple Challenge of Lightweighting, Aesthetics, Cost, and Sustainability for Modern Brands.

主持人：国际安全运输协会（ISTA）中国执行主席 路冰琳

The Moderator: International Safe Transit Association-Miss. Lu Binglin, Executive Chair

佛山市海天调味食品股份有限公司包装创新中心总监 侯英梁

Foshan Haitian Flavouring and Food Co., Ltd.-Liangying Hou, Director of Packaging Innovation Center

惠州兆婷化妆品有限公司总经理 曾秀萍

Opal Cosmetics (Huizhou) Limited-Michele Tsang, General Manager

不凡帝范梅勒糖果（中国）有限公司全国包装开发负责人 乐依军

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

拥抱敏捷与创新：柔性制造、智能包装与差异化体验

Embracing Agility and Innovation: Flexible Manufacturing, Smart Packaging and Differentiated Experience

主持人:上海包研堂科技有限公司总经理 方楠

The Moderator: Shanghai Baoyantang Technology Co., Ltd.-Nan Fang, General Manager

14:00 杭州耕香生物科技有限公司供应链负责人 施楚楚

Hangzhou Gengxiang Biological Technology Co., Ltd.-Chuchu Shi, Supply Chain Manager

《JUNPING品牌可持续实践》

JUNPING's Brand Sustainability Practices

14:15 恩格尔机械（上海）有限公司业务开发和大客户经理/亚洲包装医疗事业部 石畅

Engel Machinery (Shanghai) Co., Ltd.-Kevin Shi, Business Development/ Key Account Manager - Business Unit Medical and Packaging Asia

《“盖”世无双》

The CLOSURE that opens up new POSSIBILITIES

14:35 上海英宇（英硕）包装科技有限公司创新总监 孙立伟

Shanghai Ying Yu (Ying Shuo) Packaging Technology Co., Ltd. -Caesar SUN, Innovation Director

《智慧包装，包装上的新探索》

Smart Packaging: A New Exploration in Packaging

14:50 李锦记酱料高级包装开发经理 张鹏飞

Lee Kum Kee Sauce-Roc Zhang, Senior Manager-Packaging Development

《食品安全、消费体验与可持续发展驱动下的调味品包装创新》

Condiment Packaging Innovation Driven by Food Safety, Consumer Experience and Sustainable Development

15:05 广州信联智通实业股份有限公司研究院院长 崔建明

GuangZhou SinLien(Z.T.) Industrial Co., Ltd.-Jianming Cui, Director of the Research Institute

《穿透研发失效迷雾：以精准需求为导向，搭建系统化创新落地路径及硬核实战分享》

Analyzing R&D Failure: Sharing Systematic Innovation Approach and Practical Experience Guided by Precise Needs

15:20 茶歇/ 交流互动/ 展示会参观Coffee Break / Networking / Exhibition Visiting

15:40 美域盛华设计总监 陈凯

Marvelland Design Center-Kevin, Design Director

《打造爆款包装的秘密》

The Secret to Creating a Best-Selling Packaging

15:55 无限极（中国）有限公司包装开发高级经理 张绮琦

Infinitus (China) Company Ltd.-Jackie Cheong, Senior Manager of Packaging Development

《AI助力以用户为中心的包装开发》

AI-Assisted User-Centric Packaging Development

16:10 广州博莱恩包装材料有限公司总经理 席云福

POLIFILM CHINA-Kevin Xi, General Manager

《创新薄膜驱动包装制品提升价值，突破内卷》

Innovative films drive value enhancement in packaging products

16:25 欧睿信息咨询欧睿全球出海洞察经理 唐凯莉

Euromonitor International-Kelly Tang, Market Expansion Insights Manager, Euromonitor

《塑见消费新周期：食品饮料 & 美妆个护全球包装创新与可持续趋势》

Packaging Trends for F&B & Beauty & Personal Care: Innovation & Sustainability in Global Consumer Cycles

16:40 【热议沙龙】小批量、快迭代时代：品牌与供应商如何用AI和柔性制造跑赢变化？

【Topic Salon】Agility in a High-Speed Market: Leveraging AI and Flexible Manufacturing to Outpace Rapid, Small-Batch Iterations?

主持人:凯马特集团Kmart高级可持续发展经理 马一春

The Moderator: Kmart Group-Jason Ma, Senior Regional Manager of Sustainability-Kmart

汉高（中国）投资有限公司亚太区包装创新及可持续发展战略负责人 苏赛男

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

健合集团包装开发经理 崔倩倩

H&H Group-Qianqian Cui, Packaging Development Manager

美莎恩（上海）生物科技有限公司产品经理 陈永达

Mzen.Bio.Technology (Shanghai) Co., Ltd.-Yongda Chen, Product Manager

引爆兴趣经济与可持续：新消费下的材料、工艺与品牌共鸣

Igniting Interest Economy & Sustainability: Materials, Processes and Brand Resonance in New Consumption

主持人：江苏彩华包装集团有限公司前副总经理 武向宁

The Moderator: Jiangsu Caihua Packaging Group Co., Ltd.-Xiangning Wu, Former Vice President

14:00 汉高（中国）投资有限公司亚太区包装创新及可持续发展战略负责人 苏赛男

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

《汉高消费品业务包装可持续发展之旅》

The Sustainability Journey of Henkel's Consumer Goods Packaging

14:15 深圳市麦士德福科技股份有限公司华东区销售经理 袁观德

Mould-Tip Injection Technology Co., Ltd.- Guande Yuan, East China Sales Manager

《热流道快速换色技术应用于包装多腔塑胶模具》

Mould Tip Hot Runner System Has Successful Application in Multi Cavities and Fast Color Change Technology

14:35 浙江祥珑食品容器科技股份有限公司董事长 陈华卿

Srlon Packaging Technology Co., Ltd.-Huaqing Chen, Chairman

《高阻隔技术如何重构消费品牌的价值壁垒》

How high-barrier technologies drive value for consumer brands

14:50 上海海顺新型药用包装材料股份有限公司膜材事业部总经理 李俊

HySum Flexibles Global Inc.-Jun Li, General Manager, Film-Materials Division

《新形势下如何从材料端凸显包装的价值》

How to Maximize Packaging Value via Material Innovation Under Evolving Market Paradigms

15:10 中国旺旺控股有限公司包材研发二部主管 王书博

Want Want Holdings Limited-Shubo Wang, Supervisor of Packaging Materials R&D Department 2

《AI革新与包装研发—食品包装的可持续设计与实践》

AI Innovation and Packaging R&D-Sustainable Design and Practice of Food Packaging

15:25 茶歇/ 交流互动/ 展示会参观 Coffee Break / Networking / Exhibition Visiting

15:45 诚德科技股份有限公司技术顾问 朱建梁

Chengde Technology Co., Ltd.-Jianliang Zhu, Technical Consultant

《量身定制·安全无忧—诚德科技赋能品牌包装的品质升级路径》

Tailor-made, safe and worry-free -- Chengde Technology empowers the quality upgrade of brand packaging

16:00 中国惠普有限公司惠普·Indigo数字印刷事业部大中华区软包装销售总监 冯汉茎

HP Inc.-Hendry Feng, HP Indigo Flexible Packaging Gr.China Sales Director

《掘金蓝海，势不可挡！---HP Indigo 软包装最新应用和成功案例》

Unlocking the Blue Ocean, An Unstoppable Momentum! --- HP Indigo Flexible Packaging: Latest Application & Success Stories

16:20 荣喜宠物食品有限公司 艾尔品牌总监 朱笑天

Ronsy Pet Food-Xiaotian Zhu, Aier Brand Director

《从“包得住”到“包得值”：Interzoo2026启示录--海外宠物包装如何用“包装”重构品牌溢价》

Interzoo 2026: How Overseas Pet Packaging Reconstructs Brand Premium

16:35 利乐包装可持续发展经理 杨明

Tetra Pak-Ming Yang, Sustainability Manager

《从包装到资源——饮料纸基复合包装循环利用与EPR履责实践》

From Packaging to Resources: Circular Utilization and EPR Practices for Beverage Cartons

16:50 【热议沙龙】可持续包装的“成本密码”：如何让环保与生意共赢？

【Topic Salon】 The Economics of Sustainability: Achieving a Win-Win for Environmental Protection and Business?

主持人：上海海洋大学教授 李立

The Moderator: Shanghai Ocean University-Li Li, Professor

珀莱雅化妆品股份有限公司开发经理 屠鹏

Proya Cosmetics Co., Ltd.-Peng Tu, Development Manager

卫龙美味全球控股有限公司包装开发负责人 韦霏

WEILONG Delicious Global Holdings Ltd.-Fei Wei, Packaging Development Manager

广州信联智通实业股份有限公司研究院院长 崔建明

GuangZhou SinLien(Z.T.) Industrial Co., Ltd.-Jianming Cui, Director of the Research Institute

《塑包赋能，爆款“鲜”行——预制菜包装创新与菜品研发协同》

Plastic Packaging Enables Popular Fresh Products: Convergence Between Packaging Innovation and Product Development for Pre-made Food

13:30 企业家自我介绍、资源对接

Enterprise self-introduction and resource matching

14:00 上海伟毅餐饮管理有限公司落汤鱼新品研发负责人 夏尚春

Shanghai Weiyi Catering Management Co., Ltd.-Shangchun Xia,Head of R&D for the new product "Luotangyu "

《爆品“鲜”行：落汤鱼的持续力与包装赋能》

The 'Freshness' of Popular Products: The Sustainability of Luotangyu and the Power of Packaging

14:40 上海半天妖餐饮管理有限公司研发负责人 万志强

Shanghai Bantianyao Catering Management Co., Ltd.-Zhiqiang Wan,Head of R&D

《烤鱼标准化的口味突围及包装需求体验升级》

Upgrades in Flavor Innovation and Packaging Experience of Grilled Fish

15:20 茶歇/交流互动Coffee Break/Networking

16:00 龙餐联盟创始人、《爆款菜品研发》专题课主讲人 谷丽

C&FOOD/ Special Course on “Developing Popular Dishes” -Li Gu, Founder/ Speaker

《爆款“鲜”行——从菜品研发到包装创新的全链路协同》

The Rise of Freshness: A Collaborative End-to-End Approach from Menu Development to Packaging Innovation

16:40 蜀海供应链研发负责人 王境波

Shuhai Supply Chain Management Co., Ltd.-Wang Jingbo,Head of R&D

《包装：打通中餐标准化最后一公里》

Packaging: The Last Mile of Standardization in Chinese Cuisine

17:20 嘉宾合影Group Photo

同期活动 Concurrent Events

8月6日 全天 August 6, All Day	材料、模具、工艺/设备、自动化解决方案展示 Display of Materials, Molds, Processes/Equipment and Automation Solutions
	ConnectME供需商贸对接 ConnectME - Supply and Demand Business Matching
8月6日 晚上 August 6, Evening	交流晚宴 Gala Dinner
8月7日 上午 August 7, Morning	参观工厂：溯源纯净·自然堂未来美妆城探访之旅 Plant Visit:Tracing the Source of Purity· A Visit to the Chando Future Beauty City

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雅式出版有限公司 (雅式集团)

Adsale Publishing Ltd. (Adsale Group)

电话 Tel: +86 755 2354 7188

邮箱 Email: event@adsale.com.hk

论坛网站 Website: AdsaleCPRJ.com

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