



2<sup>ND</sup> EDITION CHINAPLAS x CPRJ  
**PLASTICS RECYCLING &  
CIRCULAR ECONOMY**  
CONFERENCE AND SHOWCASE

## Conference Review

12.4.2021 | Crowne Plaza Shenzhen Nanshan, PR China  
(Concurrent event of CHINAPLAS 2021)

### Hosts:



Adsale Publishing Ltd. (Adsale Group)



CHINAPLAS



China Plastic & Rubber Journal

### Organizers:



Adsale Plastics Network



China Plastic & Rubber Journal International

### Supporters:



China Plastic Recycling Association of CPRA



China Recycled Plastics Association of CPPIA



广州再生资源行业协会  
Guangzhou Association of Resource Recycling Industry

Guangzhou Association of Resource Recycling Industry  
Plastics Processing Industry Association

### Media Partner:



Hangzhou Asituo Information Technology Co., Ltd.



Missed our livestream?  
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Go to conference website

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Exhibitors:



Other Sponsors:





## Photo Gallery

### Audience arrival



### Plenary session



### Parallel sub-forum



### Brainstorming session



### Exhibiting & networking



**Welcome speech**



Rita Chu  
Vice Chairman, Adsale Group

**Missed our livestream?**  
Total 50 presentations & interviews  
can be viewed here!

**Keynote speakers**



Jiwen Chang  
Deputy Director, Development Research Center of the State Council, Research Institute Resource and Environment Policy



Pence Peng  
General Manager of Sustainability Division, Kingfa Sci.&Tech. Co., Ltd.



Joanna Zhou  
Director, Sustainability Packaging R&D, P&G Technology (Beijing) Co., Ltd.



Dr. Mahari Tjahjadi  
Director, Global MDTs, Market Development and Technical Support, Petrochemicals, SABIC



Max Wang  
Director of Key Account Business Department, Tederic Machinery



Jacob Duer  
President and CEO, Alliance to End Plastic Waste



Ren Wang  
Head of Plastic Project in China, Ellen Macarthur Foundation



Roy Cheung  
Global Head of Sustainability Solutions, Polycarbonates, Covestro (Shanghai) Investment Co., Ltd.



Dr. Ingrid Martin  
Director R&D Performance Materials Asia Pacific, BASF (China) Co., Ltd



## Programme

### 12 April Morning Session 08:30-12:30

**The Moderator: China Petroleum & Chemical Industry Federation** - Kathy Man, Division Chief International Communication Vice Secretary-General, Committee of Multinationals

**08:00 Audience Reception**

**08:35 Welcome Remarks** Adsale Group - Rita Chu, Vice Chairman

**08:40 Development Research Center of the State Council, Research Institute Resource and Environment Policy** - Jiwen Chang, Deputy Director

*The construction of a green, low-carbon and circular market system during the "14th Five-Year Plan" period*

**09:10 Kingfa Sci.&Tech. Co., Ltd.** - Pence Peng, General Manager of Sustainability Division

*Make the best use of plastic - Towards a green, low-carbon and circular economic system*

**09:30 P&G Technology (Beijing) Co., Ltd.** - Joanna Zhou, Director, Sustainability Packaging R&D

*The sustainability goal and packaging innovation of P&G GC*

**10:00 SABIC** - Dr. Mahari Tjahjadi, Director, Global MDTs, Market Development and Technical Support, Petrochemicals

*Shaping a circular future with SABIC's innovative TRUCIRCLE™ portfolio & services*

**10:20 Coffee Break / Networking / Exhibition Visiting**

**10:40 Tederic Machinery Co., Ltd.** - Max Wang, Director of Key Account Business Department

*Tederic offers turnkey solutions for Plastics Recycling & Circular Economy*

**11:00 Alliance to End Plastic Waste** - Mr. Jacob Duer, President and CEO *The Power of Collaboration*

**11:30**

**【Summit Forum】“Talk of the world - Plastics and Circular Economy”**

**The Moderator: Ren Wang**, Head of plastic project in China, **Ellen Macarthur Foundation**

**Guests:**

**China Association of Circular Economy** - Kai Zhao, Executive Vice President

**Green Recycled Plastics Supply Chain** - Victor Wang

**Alliance to End Plastic Waste** - Mr. Justin Wood, Vice-President of Strategic Partnership

**12:30 Group Photo**

**12:35 Networking Lunch**

### 12 April Afternoon Parallel Modules 14:00-18:00

**Parallel Sub-Forum: Innovative material technologies and circular economy**

**The Moderator: National Reference Laboratory For Fcm (GD) Guangzhou Customs Technology Center** - Marco Zhong, Director

**14:00 Ellen Macarthur Foundation** - Ren Wang, Head of plastic project in China

*New Plastics Economy – the circular economy solution to plastic pollution*

**14:30 Covestro (Shanghai) Investment Co., Ltd.** - Roy Cheung, Global Head of Sustainability Solutions, Polycarbonates

*We will be fully circular – Covestro acts to facilitate circular economy*

**14:50 Star Advanced Materials Co., Ltd.** - Bruce Hsu, Sales Director *Plastic waste a world problem*

**15:10 Coffee Break / Networking / Exhibition Visiting**

**15:30 Unilever Research and Development Center (Shanghai)** - Omi Ma, Senior Packaging Development Manager *Unilever's positive actions for sustainable development*

**16:00 Audia Elastomers** - Richard Chen, Market Development Manager, Asia Consumer Market / Shaokun Wen, Product Manager-Asia *Audia Elastomers AudiaFlex™ line – More sustainable TPE*

**16:20 BASF (China) Co., Ltd.** - Dr. Michael Ishaque, Head of Asia Pacific Innovation and Technology Center, Plastic Additives / Dr. Ingrid Martin, Director R&D Performance Materials Asia Pacific

*Chemical innovations drive circular economy*

**16:40 Veolia Asia** - Estelle Lv, Vice-President, Plastic Recycling Development & Director, Plastic Recycling

China *Post-consumer-resin in diversified applications*

**17:10 ExxonMobil Chemical** - Frida Song, North Asia Rigid & Recycling Market Development Manager  
*Creating sustainable solutions. Together.*

**17:30 LyondellBasell Polyolefin (Shanghai) Co., Ltd.** - Limin Fu, Director, JV Management & Polyolefins China, LyondellBasell *LyondellBasell: Advancing the circular economy*

### **Parallel Sub-Forum: Advanced recycling technologies closing the loop of industry chain**

**The Moderator: China Plastic Recycling Association of CPRA** - Yunfei Zhou, Deputy Secretary-General

**14:00 VDMA Plastics and Rubber Machinery Association** - Thorsten Kühmann, Managing Director  
*What is the overall situation of the plastics industry?*

**14:05 Shenzhen Beauty Star Co.,Ltd.** - Shou Chen, Chairman of the Board  
*Exploring the recycling channels for daily chemical packaging from the perspective of the entire industry chain*

**14:35 Sorema div. of Previero N. srl** - Yu Zheng, China Representative Agent for Sorema Company  
*Post-industrial PET film recycling*

**14:55 Jaguar Land Rover China** - Eric Song, Material Lead Engineer  
*Recovery and reuse of non-metallic materials for scrap vehicle parts*

**15:25 MOOGE Tech Machinery Co., Ltd.** - Michael Huang, Managing Director  
*How to recycling the PET Bottles better?*

**15:45 Coffee Break / Networking / Exhibition Visiting**

**16:15 All Things Renew Group** - Nina Niu, Director, Sustainability Development  
*Circular Economy-New Life*

**16:45 EREMA Engineering Recycling Maschinen und Anlagen Ges.m.b.H.** - James Qiu, General Manager of the Subsidiary in China  
*Plastic recycling technology made by EREMA: Up to 100% recycled material - from post-consumer waste to high-quality product*

**17:05 Incom Recycle Co., Ltd.** - Tao Chang, General Manager  
*Incom closes the loop for PET food grade to food grade across the industry chain*

**17:35 Gneuss Kunststofftechnik GmbH** - Andreas Hunold, Technical Sales Manager  
*New recycling technologies by Gneuss: efficient circular recycling of PET fibre waste to high quality fibres*

### **Parallel Sub-Forum: Innovative plastic packaging and sustainable development**

**The Moderator: Jinan University** - Changying Hu, Professor, Department of Food Science and Engineering

**14:00 Mentholatum (China) Pharmaceuticals Co., Ltd.** - Jean Jin, Associate Director, R&D  
*Sustainable development of cosmetic packaging*

**14:30 Henkel (China) Investment Corporation Limited** - Peter Chen, Head of Business Development, Packaging Adhesive, Greater China *The Henkel sustainable solutions for flexible packaging industry*

**14:50 Southern Packaging Group Ltd.** - Gavin Li, COO  
*Applications of recycled plastics in rigid packaging and case sharing of quality and safety*

**15:20 Brueckner Group China Co., Ltd.** - Vincent Chen, Sales Manager  
*Pioneer in recycling & circular economy - Kiefel*

**15:40 Coffee Break / Networking / Exhibition Visiting**

**16:00 Meituan** - Li Guan, Back-end Project Leader of Qingshan Project  
*Meituan Takeaway's "Qingshan Project" recycling project*

**16:30 Avery Dennison China Co., Ltd.** - Xin Sun, Service Marketing Director, Label and Packaging Materials China *Enable sustainability in packaging industry with the innovative labeling solutions*

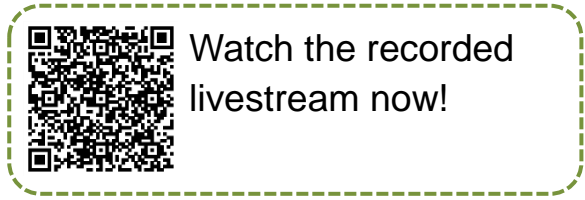
**16:50 Tetra Pak (Beijing) Co., Ltd.** - Chaoyang Long, Director, Greater China Market Sustainability *Sustainable packaging for a better future*

**17:20 Guangdong INTOP Industrial Holding Ltd.** - Gary Liu, President  
*Challenges and opportunities in the regulation of waste plastic recycling industry*

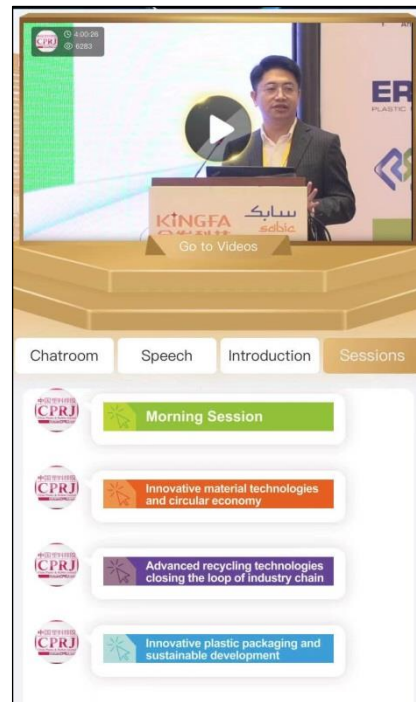
**17:40 Reifenhäuser Group** - Bawei Fu, Area Sales Manager of Reifenhäuser Blown Film GmbH  
*Enabling Circular Economy with fully recyclable packaging solutions based on pure PE laminates*

Live streaming

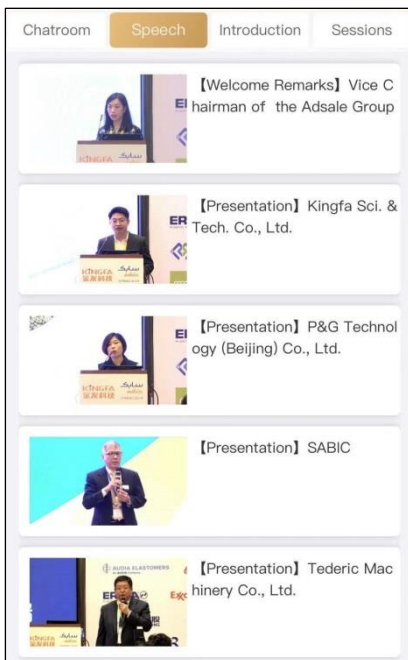
- Accumulated number of views: **150,000+**
- Morning session: **23,000+** views
- Parallel Sub-Forum: **87,000+** views
- Total **50** presentations and interviews broadcasted during and after the conference, with **2,000+** views on average.
- All video clips will be uploaded at AdsaleCPRJ.com for **1** year and spread on CPRJ social media, such as Facebook and WeChat in real time to reach remote audiences from all over the world.



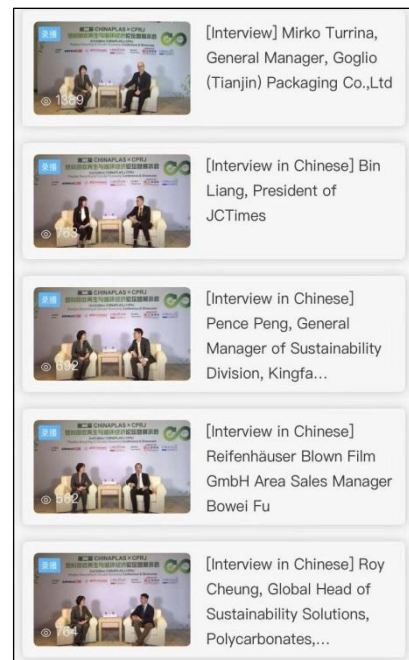
Main page



Sub-forum selection



Live presentations



Sponsor interviews



Publicity

Online & Social Media

1) AdsaleCPRJ.com

Link : <http://www.adsalecprj.com/en/>

2) CPRJ WeChat

Link : 1. <https://mp.weixin.qq.com>

2. <https://mp.weixin.qq.com>



在4月12日即将举行的**第二届 CHINAPLAS x CPRJ 塑料回收再生与循环经济论坛暨展示会**，来自金发科技、SABIC、泰瑞机器、艾伦·麦克阿瑟基金会、宝洁、联合利华、捷豹路虎、曼秀雷敦、美团外卖、盈创、捷豹路虎、利乐包装、科思创、巴斯夫、埃克森美孚、利安德巴赛尔、威立雅等机构、企业的技术专家代表，将围绕热点技术及市场趋势带来30+主题演讲报告。

本次论坛由雅式集团、CHINAPLAS 2021 国际橡塑展和《CPRJ中国塑料橡胶》主办，截止今日，**预登记人数已超600人!**

论坛会场酒店为**深铁皇冠假日酒店**，目前签到处已准备好，参会代表陆续报道。

要点导读

- CHINAPLAS 2021国际橡塑展同期活动——CHINAPLAS x CPRJ 塑料回收再生与循环经济论坛暨展示会在深圳召开；
- CHINAPLAS x CPRJ Plastics Recycling & Circular Economy Conference and Showcase, one of the concurrent events of CHINAPLAS 2021, was successfully held today in Shenzhen
- 塑料再生: 从回收网络到全产业链合作达成共识；
- Plastic Reuse: From recycling network to the whole industry chain collaboration
- 回收技术: 简化流程，高效，灵活；
- Recycling technology: Streamlined process, efficiency, and flexibility
- 包装循环经济: 再用/重用，粘合剂、标签不容忽视。
- Packaging circular economy: Adhesives and labels cannot be ignored

3) Promotions at other online platforms (Language in Chinese)

Platform ( Partial)	Link
QQ.com	<a href="#">Click to view</a>
Szmma.org	<a href="#">Click to view</a>
Baidu.com	<a href="#">Click to view</a>



Testimonials (Partial)

Through the conference we can successfully establish company/product image and can better understand the latest technologies and client needs.

Tederic Machinery

This conference is a complete success! It interprets the national sustainable development policies and regulations, thus providing clearer directions and better methods for all the companies.

Sealed Air China

The conference conveys the message that continuous innovation and development is very essential to the recycled plastics and recycling industry. The conference is a great communication platform.

China Plastic Recycling Association of CRRA

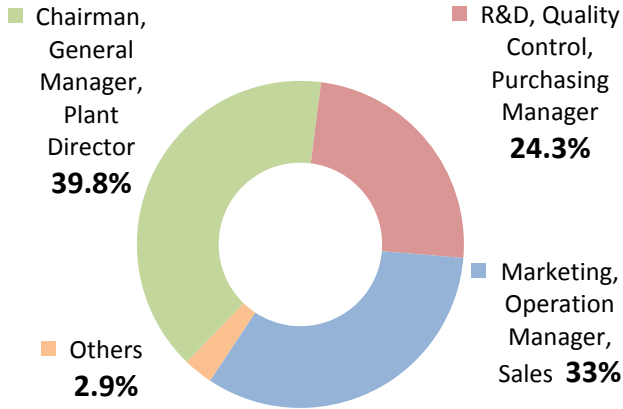
Learn about the market trends and easily make contact with the buyers, government agencies and industrial associations.

MacDermid Enthone

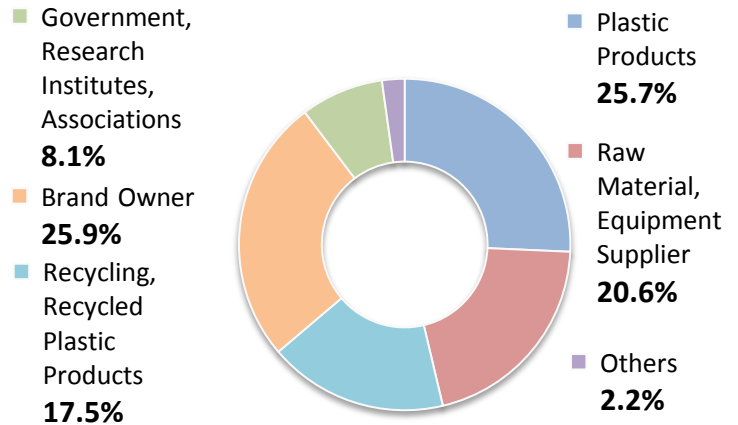


**Participants' profile**

**618** participants



**304** Companies



**Audience's comment on the conference:**

**97%** Agreed conference's quality from satisfactory to excellent

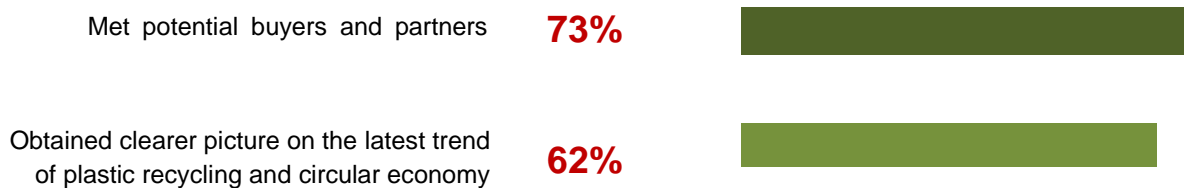
**95%** Intended to recommend CPRJ Recycling Conference to others

*\*Source of information: 57 respondents filled in the questionnaires*

**Sponsors' comment on the conference:**

- 96%** Agreed the Conference's organization and services from satisfactory to excellent
- 96%** Agreed the Conference's presentation contents from satisfactory to excellent
- 92%** Achieved the goal of participating in the Conference
- 92%** Concluded the Conference's result from satisfactory to very fruitful

**Benefits sponsors gained from the conference**



*\*Source of information: Questionnaires collected from 50% of the sponsors*