



4TH EDITION CHINAPLAS x CPRJ PLASTICS RECYCLING & CIRCULAR ECONOMY CONFERENCE AND SHOWCASE

2023 • 4 • 16 Crowne Plaza Shenzhen Nanshan

Hosts



Organizers



Supporters



深圳市手机行业协会
Shenzhen Mobile Communications Association



广东省循环经济和资源综合利用协会
Guangdong Association of Circular Economy and Resources Comprehensive Utilization



深圳市高分子行业协会
SHENZHEN POLYMER INDUSTRY ASSOCIATION

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Group photo



Morning session



Summit forum



Parallel sub-forum



1-on-1 Business Matching



Exhibiting & Networking



Innovative exhibit - Green Packaging at Your Fingertips



Live interviews



Welcome speech



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Conference Videos

Rita Chu
Vice Chairman
Adsale Group

Programme

16 April Morning Session 08:30-12:40

The Moderator: Shi Chai Environment – Arnold Wang, President

08:30 Audience Reception

08:40 Welcome Remarks Adsale Group - Rita Chu, Vice Chairman

08:45 China Association of Circular Economy(CACE) - Kai Zhao, Executive Vice President

Accelerate the Establishment of Waste Recycling System and Promote the Green Transformation of Development Model

09:05 Nextek Limited - Professor Edward Kosior, Founder and CEO

Closing the Loop on Post-Consumer Food-Grade Polypropylene (PP)

09:15 IKEA Purchasing & Logistics Area East Asia - Hui Chen, President

IKEA Supply Chain and Recycling & Circular Economy

09:35 SABIC - Ying Na Ph. D. Greater China Market Development Sr. Manager, SABIC Petrochemicals

Creating a Circular Economy for Plastics

09:55 Innovation Share Nestlé(China) Co., Ltd. - Xuetao Wang, Packaging Director

Less Packaging, As Delicious, But More Fun

10:05 Coffee Break / Networking / Exhibition Visiting

10:25 VOLVO - Baoguo Li, Environmental Impact Product Owner *Sustainability at Volvo Cars*

10:45 Southern Packaging Group Limited - Yonghua Li, Chief Operations, Officer

Sustainable Development in Practice: The Application of Mono-Material and Recycled Materials in Flexible and Rigid Packaging

11:05 Shanghai Re-mall Environmental Protection New Material Co., Ltd. - Dr. Winnie Xiong, Co-founder & CTO

Achieving A Breakthrough in Recycling Quality

11:25 Plastics Institute of Thailand - Mr. Kongsak Dokbua, Vice President, Plastics Market Intelligent Department

Waste management in ASEAN

11:45 DOW - Amy Song, Marketing Manager Food & Specialty Packaging, Packaging and Specialty Plastics, Asia Pacific

Empowering the Circular Economy: Dow's Close-the-Loop Solution for Packaging

12:05

【Summit Forum】 Chinese recycled plastics industry goes global to boost circularity

The Moderator: Kmart Group - Jason Ma, Sustainable Plastics Manager

From the perspective of leading international regions and globalization, how can the recycled plastics industry in China and Southeast Asia solve the bottlenecks to boost circularity?

1) What are the advantages and bottlenecks of the recycled plastics industry in China and Southeast Asia?

2) How to accelerate regionalization based on the experience of leading international regions and globalization?

3) What cooperation opportunities does China, especially the Greater Bay Area, have with the Southeast Asian market in promoting the circular economy?

Guests:

- China Plastic Recycling Association of China National Resource Recycling Association(CPRA) - Victor Wang
- ASEAN Federation of Plastics Industries (AFPI) - Mr. Viraj Klewpatinond, Secretary-General
- Solid Waste Department of Shenzhen Ecological Environment Bureau - Dr. Weiqiang Lin, Division Director
- Ellen Macarthur Foundation - Tina Chen PhD, Programme Manager
- Baggio Green Group Limited - Ron Chow, Chief Strategy Officer CFA CESGA
- Vitasoy International Holdings Limited - Tao Gu, Director of Sustainability

12:35 Group Photo

12:40 Networking Lunch

16 April Afternoon Parallel Modules 13:30-18:30

Parallel Sub-Forum: Green Design and Cross-Value Chain Collaboration

The Moderator: Donghua University – Bin Li, Professor

13:30 [Sharing Meetings] Brand Guests: Haleon - Haishuo Cheng, Head of R&D Packaging

Unilever - Omi Ma, Senior Packaging Development Manager

Luhai - Jennifer Jiang, General Manager

14:00 REMAKEHUB - Sissi Chao, Founder & Chief Sustainability Officer

Action on Plastic and Carbon Reduction / turn plastic waste into new China-Chic sustainable architectural material

14:30 Global Green Material Co., Ltd. - Raymond Chang, Sales and Marketing Manager

Cross-Value Chain Collaboration from PCR Pellets to Ocean Waste Recycled Pellets

14:50 Guangzhou Liby Group Co., Ltd. - Yiheng Sun, Head of Packaging R&D

Explore the Sustainable Future of Daily Chemical Packaging

15:20 Star Advanced Materials (Shandong) Co., Ltd. - Bruce Hsu, Sales Director *Material Sustainability in LDS Application*

15:40 Pepsico Asia R&D Center Co., Ltd. - Hao Xu, R&D senior manager *PepsiCo Sustainability Way*

16:10 Wacker Chemicals (China) Co., Ltd. - Lijun Liu, Marketing Manager

WACKER Eco Bio-Based Raw Materials Contribute to Global Sustainable Development

16:30 Coffee Break / Networking / Exhibition Visiting

16:50 Harman Technology - Ben Chen, Head of packaging sustainability & innovation *Journey to Packaging Sustainability*

17:20 Henkel (China) Investment Co., Ltd.- Yanjie Zheng, Manager – Circular Economy Packaging & Consumer Goods Adhesive, Adhesive Technologies

The Way Henkel Shape the Sustainability Future

17:40 Veolia Group - Adele Liu, Veolia China Solid Waste BL, BD & Marketing Manager Plastic Recycling

Plastilooop-Your Partner for Circular Polymers

Parallel Sub-Forum: Energy Efficient and Low-carbon Supply Chain

The Moderator: Guangdong Procurement and Supply Chain Association – Qiwei Wei, General Secretary

13:30 [Sharing Meetings] Brand Guests: **GAC - Hong Cui, Forward-Looking Innovation Design Manager**
Wanrong Technology - Zhen Song, Vice President
Guolong - Daoming Chen, Vice President

14:00 The Institute of Public & Environmental Affairs (IPE) - Meng Li, Senior Project Officer

Blue Map for Low Carbon Procurement

14:30 Guangdong Databeyond Technology Co., Ltd. - Monica Mo, The Founder and the Chief Executive Officer of DataBeyond

Industry 4.0: Establishing A "Dark Factory" For The Recycled PET Industry

14:50 MATERI'ACT - Remi DAUDIN, Vice President *Sustainability and Circular Mobility with MATERI'ACT, What's Next?*

15:10 P&G Beijing Innovation Center - Joanna Zhou, R&D Director *PG Sustainability Ambition and Solution*

15:40 Wittmann Battenfeld (Shanghai) Co., Ltd. - Jun Tang, Technical Support Engineer *Intelligent Recycling & Circular Economy*

16:00 GENOX RECYCLING TECH (CHINA) CO., LTD - Liang Wen, General Manager

Recycling Equipment Technology for Renewable Resources and Prospects of Industrial Development

16:20 Decathlon - Matt Hu, Operational Process Manager in Sustainability, SBT Project Leader

Decathlon's Sustainable Development of Global Procurement and Smart Manufacturing

16:50 JD Logistics - Jerry Duan, Director of Green Stream Initiative *Green Packaging Technology and Model Innovations of JD Logistics*

17:20 Jiangxi Green Recycling Co., Ltd. - Kun Li, Deputy General Manager

Implementation of Whole Industrial Chain Construction for Plastic Waste Recycling

17:40 GAC - Hong Cui, Forward-Looking Innovation Design Manager

Green Life in Every Aspects — Explore the Green Design of GAC Concept Car

18:10 Shanghai Ausell Material Technology Co., Ltd. - Lian Lu, Sales Director

Create high-quality PCR materials in 18 years to promote the sustainable development of the electronic consumer and automotive industries

Parallel Sub-Forum: High-value utilization of recyclable and recycled materials

The Moderator: China Plastic Recycling Association of China National Resource Recycling Association – Yunfei Zhou, Vice Secretary General

13:30 [Sharing Meetings] Brand Guests: **GIZ - Mingyu Qian, Director of Environment and Circular Economy Department**
Mars - Vicky Zong, Sustainable Packaging Head-Asia PAC Sustainability
Berry Ace - Alex Tong, Senior R&D Manager

14:00 National Reference Laboratory for Food Contact Material (Guangdong) & Guangzhou Customs Technology Center. - Marco Zhong, Director *Progress of Regulations and Research for Food-Grade Recycled Plastics in China and Overseas*

14:30 Wanhua Chemical Group Co., Ltd. - Shao-Jie Wang, Product manager of Wanhua Chemical Performance Materials Business Unit *Wanhua Low-Carbon Eco-Friendly Material Solutions*

14:50 OATLY - Chloe Lin, Leader of Sustainability Greater China

Practicing and Thinking of Sustainable Development of OATLY's Packaging

15:20 LyondellBasell Polyolefin (Shanghai) Co., Ltd. - Feng Wang, Director, Advanced Polymer Solutions, NBD & ADTS, NEA

Victoria Wang, Senior Manager, Sustainability Business Development China

Circular Economy for a Sustainable Future

15:40 Coffee Break / Networking / Exhibition Visiting

16:00 Amcor (China) Investment Co., Ltd. - Lei He, R&D Manager *Amcor Recycle Ready Solutions — AmPrima™*

16:30 Shanghai Royal New Materials Technology Co., Ltd. - Liming Wei, General Manager

Materials and Processes for Achieving High Barrier of Polyolefin Mono-Material Packaging

16:50 Beiersdorf Group - Eric Shen, NORTH EAST ASIA Packaging Director *Beiersdoef Sustainability Strategy and Case Study*

17:20 EREMA Engineering Recycling Maschinen und Anlagen Ges. m. b. H. - Markus Huber-Lindinger, Managing Director

100% Bottle to Bottle Recycling: rPET and rHDPE Food Contact Approved Recycling Solutions

17:40 Sesotec GmbH - Michael Perl, Group Director Division SR - Sesotec

Sorting and Analyzing Solutions for High Quality Plastics Recycling

18:00 Shanghai Intco Industries Co., Ltd. - Chao Su, R&D Engineer *EPS Foam Physical Recycling and High Value Application*

16 April 19:30-21:00 PR30 Session (By invitation only)

Business matching service will be available the whole day. Audience will receive a Free Entry Code for visiting CHINAPLAS 2023

17- 20 April
Visit CHINAPLAS 2023

CHINAPLAS 2023, Asia's No. 1 plastics and rubber trade fair, will be staged at the Shenzhen World Exhibition and Convention Center (SWECC), Shenzhen, on April 17-20, 2023. Under the theme of "A Brighter and Shared Future, powered by Innovation", CHINAPLAS 2023 will bring together the most innovative plastics and rubber solutions as well as relevant market trends in one place with an exhibition area of 380,000 sqm. Buyers from all over the world shall discover a well mixture of global and Chinese technologies which are widely adopted to different application industries.

In the rising trend of green manufacturing, four eco-friendly thematic zones, including Recycling Technology Zone, Recycled Plastics Zone, Bioplastics Zone and Eco-friendly Additives Zone, shall be set at CHINAPLAS 2023 where both exhibitors and visitors can explore enormous potential in plastics recycling industry.

Innovative Exhibit: "Green Packaging at Your Fingertips"

Nestlé, Vitasoy and Liby are invited to mingle with suppliers and showcase their innovative low-carbon green packaging solutions in **Food & Beverage, Daily Chemicals**:

Light-weighting Green Container

PET Recycled & Reusable Beverage Bottles

Mono-materials Packaging for Washing Liquid

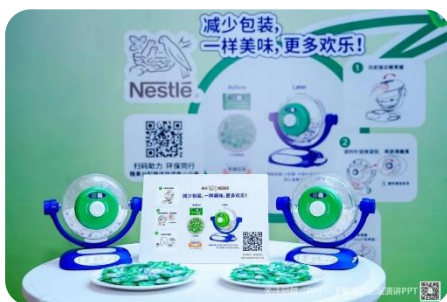


End-user brand owners actively interacted with suppliers

On the exhibit, the audiences could see Nestle Polo demonstrating its new green packaging solution for mint - candy containers/dispensers. Compared to the original independent candy packaging of Polo, this new one not only ensures the freshness of the candy, but also reduces plastic packaging pollutions, solving the current problems of effectively collect and recycle of tiny flexible packaging. The new candy dispenser is the first appearance in China by Swiss Nestle Products Co., Ltd., which holds a design patent.

Vitasoy's 100% rPET in Water & Vitasoy original soy milk packaging also showcased in the forum. As known, the two sub-brands with 100% rPET packaging, have been already launched in the Hong Kong market. It is said that 72% of the plastic bottles used by Vitasoy in the Hong Kong market are made of 100% recycled PET.

This time, Liby Group also showcased its Liby Master Fragrance Natural Laundry Detergent Bag, which uses BOPE/PE mono-material packaging, which is the first of its kind in the market. Compared to traditional multi-layer composite flexible packaging, Liby Group's mono-material packaging promotes the recycling and reuse of flexible packaging from the design, achieving easy recycling and regeneration. At present, Liby Group has used mono-material packaging for laundry beads, laundry powder, and laundry detergent.



Lightweight, low-carbon packaging of Nestlé (China) Co., Ltd.



Water and beverage bottles made from 100% rPET of Vitasoy International Holdings Limited



BOPE/PE mono-material packaging for liquid of Guangzhou Liby Group Co., Ltd

Publicity & Brand Exposure

A) Live streaming

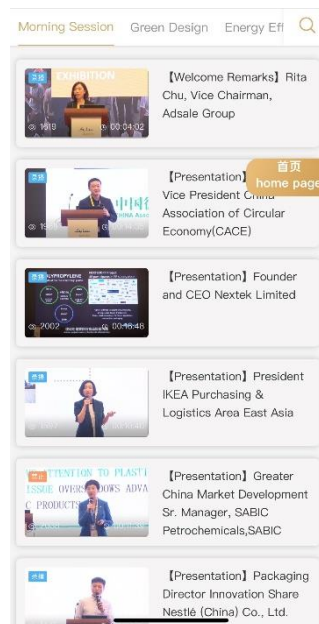
Accumulated number of views:

240,000+Chinese page views: **170,000+**English page views: **70,000+**(accounts for **29%** of total views)**66** presentations & interviews,with **3500+** views on average

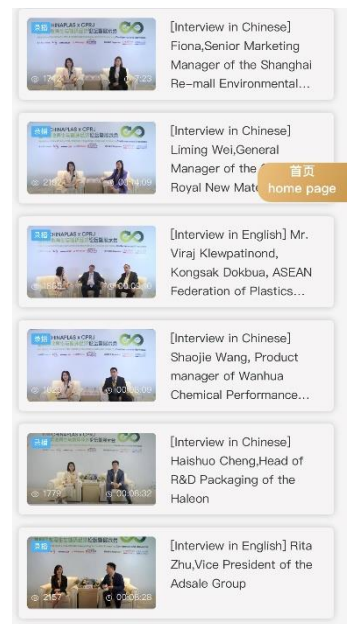
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Home page



Presentations



Interviews

B) CPRJ Weekly eNews

200k+ subscriptions with averagemonthly page view: **185k+**(highest: **250k+**)

C) Online & Social Media

1) AdsaleCPRJ.com

800+ elites gather at CHINAPLAS x CPRJ Circular Economy Conference held in Shenzhen

Link: https://www.adsalecprj.com/web/news/article_details?id=61120&lang=1

【Sponsor Interviews Example】SABIC

Full lifecycle management of plastics, exploring new opportunities for circular economy

Link: https://www.adsalecprj.com/web/news/video_details?id=3722&lang=0

More sponsor interviews: https://www.adsalecprj.com/web/news/video_index?lang=0

2) CPRJ WeChat

【Live report】<https://mp.weixin.qq.com>



【Exhibit Highlight】<https://mp.weixin.qq.com>



【Programme】<https://mp.weixin.qq.com>



【WeChat Channels】[雅式橡塑网](https://mp.weixin.qq.com) [AdsaleCPRJ](https://www.adsalecprj.com)



More Advertorials: www.adsalecprj.com/web/home?lang=1

3) Promotions at partners' platform

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

Testimonials (partial)

It's the first time for Materi'act to showcase in Chinese market, with the bio-plastics, recycled materials and carbon reduction applications, sharing ideas & discussing with up/down-stream companies, aiming to the more contribution of the industry.

Materi'act

Thanks CPRJ's organization of the high-quality conference within an international context in the circular economy filed. Congrats to the big success, with 800+ attendees and 50+ keynote speakers in just one day! Look forward to seeing the next edition already!

Baguio Green Group

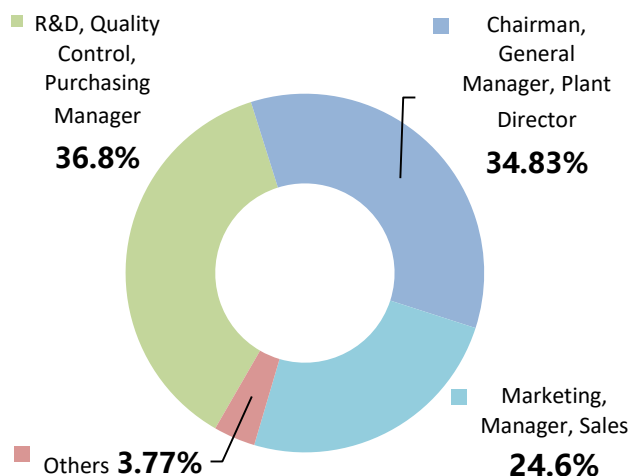
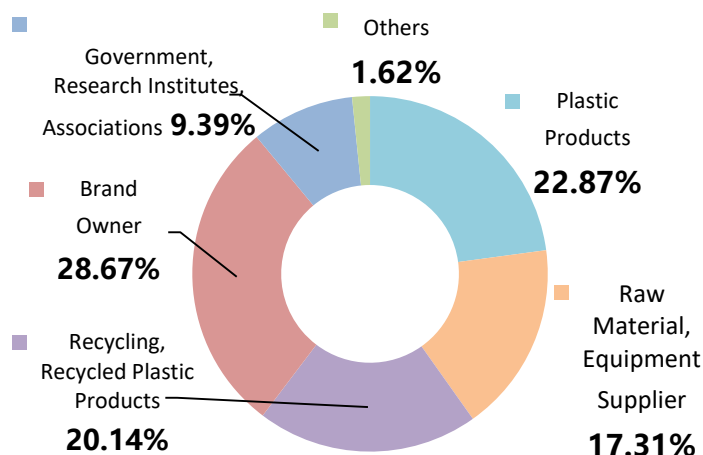
Appreciated that Adsale provided the industry with an important platform in connecting with raw material suppliers, manufactures and end-users, after the three-year pandemic stuck, discussing and sharing ideas of any new sustainable solutions and applications, working together alongside the whole industrial chain.

Haleon

It's such a rewarding experience, with a smooth communication with potential buyers who have a high enthusiasm! It's also a great timing for us to promote company & products updates just before the show this year, and got a positive feedback.

EREMA ENGINEERING RECYCLING MASCHINEN UND
ANLAGE GMBH

Participants' Profile

809 Participants**443** Companies

Business Matching

Online & In-person one-on-one meeting

- 23 buyers VS 37 suppliers
- 76 on-site and 18 online meeting arranged

60+ Buyers' Sourcing Requests (partial):

Food packaging

- New technologies for recyclable plastics;
- Application of rPET in edible oil packaging, etc.

Daily chemical products packaging

- PCR and ABS applied in cosmetics rigid packaging;
- High barrier flexible packaging for liquid products;
- Environmentally-friendly substitute shrink film, etc.

Medical, leisure & big health

- ABS, PP, PA; Forming machine, mold, hot runner;
- Traceable plastic recycling materials & processing manufacturers, etc.

Home appliance related

- PCR, PP, ABS, PC, PT, engineering plastics;
- Suppliers of recycled & biodegradable materials, etc.

Other applications

- PET\HDPE\PE, single-material softeners;
- Recycled polyethylene (post sterilization & color washing), EVOH alternatives, etc.

(Discover more on H5 platform)

Snapshots

Scan to Watch
Conference
Videos!Scan to explore
on H5 platform
now!

Online platform on WeChat

Users may interact with buyers and respond to the sourcing requests anytime, anywhere!

- 39 Exhibit Highlights collected and uploaded

Source: 4th Edition CHINAPLAS x CPRJ Plastics Recycling & Circular Economy Conference and Showcase



Contact Us

Adsale Publishing Ltd. (Adsale Group)

Tel: Hong Kong +852 2516 3329

Shenzhen +86 755 2354 7188

Email: cprj@adsale.com.hk

Web: AdsaleCPRJ.com

Conference: AdsaleCPRJ.com/RecyclingConference

Global Network:

AdsaleCPRJ.com/GlobalNetwork



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