

# Innovation For Faster Development. Circular Plastics For Better Future



## 8th Edition CPRJ Plastics in **Packaging** Conference & Showcase

# Conference Review


3-4.9.2020 | Hongqiao Jin Jiang Hotel, Shanghai


Host: **ADSALE 雅式**<sup>®</sup>  
Adsale Publishing Ltd. (Adsale Group)

Organizers: **ADSALE 雅式**  
**Adsale Plastics Network**  
The One-Stop Resources Sharing Platform  
Adsale Plastics Network

中国  
**CPRJ 塑料橡胶**  
China Plastic & Rubber Journal  
AdsaleCPRJ.com

国际版  
**CPRJ International**  
China Plastic & Rubber Journal 中国塑料橡胶  
AdsaleCPRJ.com

Co-organizers:  **PKG FAMILY**  
包装之家  
PKG Family

 Shanghai Packaging Technology Association

Supporters:  **Ufi**  
Approved Event

 **Chinaplas**<sup>®</sup>  
国际橡塑展  
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 **CHINA PACKAGING FEDERATION**  
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Plant Visit Supporting Units:  **Berry Ace**  
Berry Ace

 **MENSHEN**  
Menshen Packaging (Shanghai) Co.,Ltd.



Missed our livestream?  
Check it out here!



Go to conference website

Salute to the Following Sponsors



Photo Gallery

Audience Arrival



Plenary Session



Parallel Sub-forum



Brainstorm Session



Exhibiting & Networking



Interview



Welcome Speech



Eric Shew  
General Manager, Sales &  
Marketing Adsale Group  
Adsale Exhibition Services  
(Shanghai) Ltd.



Hongjun Wu  
Deputy Secretary General  
China Packaging  
Federation



Runan Gao  
President  
Shanghai Packaging  
Technology Association



Lin Wu  
Founder  
PKG Family



For more  
keynote speakers

## Programme

### 3rd September Morning Session 08:00-12:05

- 08:00 Audience Reception**  
**08:40 Welcome Remarks** **Adsale Group Adsale Exhibition Services (Shanghai) Ltd.** - Eric Shew, General Manager, Sales & Marketing  
**China Packaging Federation** - Hongjun Wu, Deputy Secretary General  
**Shanghai Packaging Technology Association** - Runan Gao, President  
**PKG Family** - Lin Wu, Founder
- 09:00 China Packaging Federation** - Hongjun Wu, Deputy Secretary General  
*An analysis of the new regulation on ban of plastics*
- 09:20 Southern Packaging Group Ltd.** - Gavin Li, COO  
*Challenges and opportunities for packaging enterprises*
- 09:50 Jiangmen Pengjiang Hualong Packing Materials Co.,Ltd.** - Sato Chikara, R&D Technical Director  
*The super star of flexible packaging material*
- 10:10 Coffee Break / Networking / Exhibition Visiting**
- 10:30 P&G Technology (China) Co.,Ltd.** - Deon Wang, Packaging Development Technology Academician  
*P&G packaging sustainability*
- 11:00 [High-Level Dialogue: Accelerate Circularity]** Can our technologies and actions accelerate the development of circular economy in plastic packaging?  
**The Moderator:** Dr. Li Bin, CEFLEX  
 \* What is the biggest challenge for the circular economy model in plastic packaging?  
 \* What is the current status of the companies' development of commitments and strategies for sustainability? What experiences can be shared?  
 \* How can we balance the business and environmental values of innovative packaging? Such as: balancing the demands for diversified needs and environmental protection including quantity reduction and easy recycling.  
**Guest:** **P&G Technology (China) Co.,Ltd.** - Deon Wang, Packaging Development Technology Academician  
**Amcor Group** - Zhonglin Wang, Vice President of R&D, Greater China  
**Berry Ace Group** - Evan Yin, General Manager  
**Uni-president Enterprises (China) Investment Co.,Ltd.** - General Manager Assistant
- 12:00 Group Photo**  
**12:05 Networking Lunch**

**The Moderator:** Maggie Shao,  
 Founding Partner, Storyway

### 3rd September Afternoon Parallel Modules 13:30-18:00

- Parallel Sub-Forum: New consumption model and packaging innovation**  
**The Moderator:** Guokang Chen, Shanghai Society of Plastic Industry, Secretary General
- 13:30 Huhtamaki Group** - Ben Chen, Innovation Head, Foodservice AO *Regulations of plastic ban in China and their influences on the development of packaging in the tide of sustainability*
- 14:00 Shantou Designer Precise Machinery Co.,Ltd.**-Xing Jin , General Manager of Dalian Branch *Research and application of environmentally degradable materials in twin-screw sheet extruder and thermoforming machine*
- 14:20 Hangzhou NetEase Yanxuan Trading Co.,Ltd.** - Yongsheng Xiong, Senior Quality Manager  
*E-commerce packaging under the new consumption pattern*
- 14:50 China HP Co.,Ltd. Shanghai Branch.** - Hanquan Feng, Great China Sales Manager, Indigo / Inkjet Digital Press Solution Labels & Packaging Segment  
*Win in the digital age---HP Indigo promotes the reform of flexible packaging industry*
- 15:10 Xiaowei (Shanghai) Biotechnology Co.,Ltd.** - Mike Zhu, Head of Packaging Development  
*New trends of daily chemical products in the post-pandemic era*
- 15:40 Coffee Break / Networking / Exhibition Visiting**
- 16:00 Shenzhen Meixixi Catering Management Co.,Ltd.**- Chunbo Yang, Director of Quality Control  
*The "green" Heytea in action*
- 16:30 Husky Injection Molding Systems (Shanghai) Ltd.** - Manson Zhang, Senior Application and Business Advisor, Rigid Packaging Business Unit *Husky's injection molding solution supports packaging differentiation and diversity, leading new trends in FMCG packages*
- 16:50 Wuxi Chuo Kagaku Co.,Ltd.** - Bing Yang, General Manager Assistant  
*Discussion on the pain points of biodegradable container and the solutions*
- 17:20 Brainstorming:**How can materials, molds, equipment, processing, and end-users work together to efficiently Promote the sustainable development of the industry chain?
- Parallel Sub-Forum: High-performance materials and innovative design**  
**The Moderator:** Richard Yuan, CPMC Investment Company Limited, Three Piece Tank Division Business General Manager
- 13:30 Pepsico Asia R&D Center Co.,Ltd.** - Johnny Zhao, Director, R&D Packaging, Greater China  
*Foods PKG Innovation*
- 14:00 NEXEO Plaschem (Shanghai) Co.,Ltd.** - George Sun, BD Manager  
*Improvement of packaging performance by special materials*
- 14:20 Menshen Packaging (Shanghai) Co.,Ltd.** - Midas Chen, Technical Department Manager  
*Small capsule, profound wits - application of multi-layer barrier technology on coffee capsule*
- 14:50 Dow** - Phil Xu, Asia Pacific Application Development Leader of Specialty Plastics, Packaging and Specialty Plastics *Specialty functional polymers for frangible pouch*
- 15:10 Coffee Break / Networking / Exhibition Visiting**
- 15:30 Sino-Auto Technology Co.,Ltd.** - Jie Shen, Technical Director  
*Bulk material container liner loading, unloading technology*
- 15:50 SABIC** - Hang Lu , Marketing Development and Technical Supports Senior Engineer, Petrochemicals, SABIC Great China *SABIC's high performance flexible packaging solutions: addressing functional needs and closing the loop to create circular economy for plastics*
- 16:10 Albea Group** - Mike Wang, CRP Innovation & Development Manager - China  
*The innovative developments of cosmetic packaging*
- 16:40 Bohler Special Steele (Shanghai) Co.,Ltd.** - Andy Yin, Sales General Manager  
*BOHLER assisted packaging industry to reduce costs and increase efficiency*
- 17:00 Brainstorming:** How to integrate materials and design to achieve innovative design solutions?

### 3rd September VIP Gala Dinner 19:00-20:30

**4th September Morning Session 08:40-12:20**

**Parallel Sub-Forum: FMCG packaging - Flexible packaging** The Moderator: Arnold Wang, Ellen MacArthur Foundation, China Plastics Program Manager

- 08:40 **CEFLEX** - Dr. Li Bin *CEFLEX's new designing guidelines for flexible packaging recyclability*
- 09:10 **JCtimes Group** - Wenkang Zhang, Senior Research Engineer  
*Casting die new technology and JCTIMES precision manufacturing integrated solution*
- 09:30 **Mondelēz China** - Nigel Li, Senior R&D Manager, AMEA Biscuit Packaging Development  
*Opportunities and challenges of flexible packaging innovation under the 2025 environmental protection strategy*
- 10:00 **Rieckermann Industrial Technologies (Shanghai) Co.,Ltd.** - Bridge Shi, Subdivision Manager  
*All plastic packaging should be recyclable or reusable by 2030*
- 10:20 **Coffee Break / Networking / Exhibition Visiting**
- 10:40 **Sealed Air (China) Co.,Ltd.** - Alex Fan, Senior Applications Expert  
*Overview of sustainable development packaging and Sealed Air packaging solutions*
- 11:10 **Ametek Commercial Enterprise (Shanghai) Co.,Ltd.** - Alex He, Asia Regional Sales & Service Manager  
*Shelf life VS package barrier property- optimize your package, extend shelf life*
- 11:30 **Tingzheng Packing Materials** - Dr. Scott Zhang, Senior Director of R&D Department *New opportunities and extended applications of antimicrobial materials in food packaging after the pandemic*
- 12:00 **GMG China Ltd.** - Paul Liang, Sales Director  
*The application and value of GMG color management solutions for brands owners and printers*

**Parallel Sub-Forum: Smart manufacturing and supply chain management** The Moderator: Dr.Xiongfei Yin

- 08:40 **Hangzhou Wahaha Group Co.,Ltd.** - Dr.Xiongfei Yin, General Manager of Precision Machine  
*The practice of food and beverage smart manufacturing in Wahaha*
- 09:10 **JSW Machinery Trading (Shanghai) Co.,Ltd.** - Kangsi Sa, Injection Molding Machine Business Manager  
*Application of JSW electric servo drive injection molding machine in high speed Thin-wall injection molding solution*
- 09:30 **GSK** - Alex Hu, APAC Packaging Director *Opportunities and challenges for consumer health products packaging*
- 10:00 **Cold Jet Dry Ice Equipment (Shanghai) Co.,Ltd.** - Steven Sun, China Director  
*Earn more money by cleaning smarter !*
- 10:20 **Dongguan NIASI Plastic Machine Co.,Ltd.** - Yaqing Tang, Chairman  
*Smart upgrade, cost reduction and efficiency increase*
- 10:40 **Coffee Break / Networking / Exhibition Visiting**
- 11:00 **Johnson & Johnson (China) Ltd.** - William Bao, Associate Director  
*New Normal consumer goods trend evolution and discussions of related packaging adaptations*
- 11:30 **China Commerce Networks (Shanghai) Company** - Jason Yang, Marketing Director  
*Packaging material digitization and supply chain traceability under the users' thinking*

**4th September Afternoon Parallel Modules 13:30-18:00**

**Parallel Sub-Forum: FMCG packaging - Rigid packaging**

The Moderator: Dr. Li Li, Shanghai Ocean University, College of Food Science & Technology, Professor

- 13:30 **Beiersdorf AG** - Eric Shen, Senior Manager of Front-end Packaging Innovation, Asia Pacific  
*Sustainable innovation in packaging*
- 14:00 **Avient Corporation** - Lu Ren, Product Manager, Additives  
*A series of solutions provided by additives masterbatches in the packaging application*
- 14:20 **Shenzhen Beauty Star Co.,Ltd.** - George Lin, Director, Technology Management Dept.  
*An innovative packaging scheme of addition, subtraction, multiplication and division*
- 14:50 **Milliken Enterprise Management (Shanghai) Co.,Ltd.** - Dr. Zina Zhu, Asia Marketing Manager  
*How to leverage PP to build up a sustainable & innovation solution in packaging*
- 15:10 **Coffee Break / Networking / Exhibition Visiting**
- 15:40 **Danone (China) Food & Beverage Co.,Ltd.** - Justin He, Senior Packaging Manager R&D  
*Optimization and upgrading of beverage packaging and applications of new technologies*
- 16:10 **Sacmi (Shanghai) Machinery Equipment Co.,Ltd.** - Tracy Han, Technical Support Manager  
*Continuous innovation: SACMI's new product range for the future of plastic closures*
- 16:30 **Bruelkner Group China Co.,Ltd.** - Mr. Vincent Chen, Sales Manager  
*Latest trends on products designs and material applications*
- 16:50 **Brainstorming:** Innovative materials and processing facilitate the development of packaging design. What are the new trend and features of rigid packaging innovation?

**Parallel Sub-Forum: Recycling and sustainable development**

The Moderator: Dr.Changying Hu, Jinan University, Professor of Food Science & Engineering Department

- 13:30 **Ellen MacArthur Foundation** - Arnold Wang, China Plastics Program Manager  
*Global commitment to a new plastic economy: Tackling plastic waste and pollution at the source*
- 14:00 **Avery Dennison China Co.,Ltd.** - Xin Sun, Service Marketing Director, Label and Packaging Materials China  
*Enable a circular economy with the pressure-sensitive materials*
- 14:20 **National Reference Laboratory for Food Contact Material (Guangdong) & Guangzhou Customs Technology Center**- Marco Zhong, Director  
*Food-grade biodegradation and rPET under sustainable development: compliance and safety*
- 14:50 **Marchante S.A.S** - Linbo Chen, China Chief Representative *Marchante's sustainable solution - High stiffness BOPE and reusable rPET high transparency packaging thick film*
- 15:10 **Kraft Heinz China** - Daniel Liu, Associate Director-Packaging Development *New insights on packaging sustainability*
- 15:40 **Coffee Break / Networking / Exhibition Visiting**
- 16:10 **Amcor Flexibles Asia Pacific** - Dr.Jack Chen, R&D Director-Technology & Sustainability  
*Sustainability and challenges of FMCG packaging*
- 16:40 **China Synthetic Resin Supply and Sale Association Recycled PET Branch / Veolia Huafei** - David Cao, President / General Manager *System exploration of food grade recycled materials production*
- 17:10 **Brainstorming:** How is the progress of the Chinese market this year regarding to plastics circular economy? How is the progress of the global and Chinese rPET market? Especially in the field of food contact.

**Concurrent Events:**

Date	Time	Events	Target Audience
2 September	14:00-17:00	<b>Plant Visit</b> Route 1: Menshen Packaging (Shanghai) Co.,Ltd. Route 2: Berry Ace Packaging (JX) Plant	By invitation
3 September	18:00-19:00	<b>Innovation Workshop:</b> How to make your packaging tell a story?	All audience

Business matching service will be available for the whole day

Adsale Publishing Ltd. (Adsale Group) reserves the right of final interpretation for the conference

## 2<sup>nd</sup> September Visit Plan

In the afternoon of 2<sup>nd</sup> September, organized by CPRJ team, participants visited:

### Menshen Packaging (Shanghai) Co.,Ltd.



### Berry Ace Packaging (JX) Plant



Note: Due to the non-disclosure agreement, the details of the visit could not be revealed here.

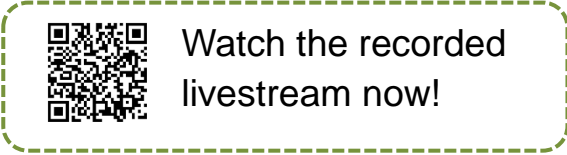
## 3<sup>rd</sup> September Innovation Workshop

Maggie Shao, the founding partner of Storyway shared how to make your packaging tell a story.



Live streaming

- Accumulated number of views: **348,000+**
- Morning session: **15,600+** views
- Parallel Sub-Forum: **51,200+** views
- Total **72** presentations and interviews broadcasted during and after the conference, with **2,400+** 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

1. 650+ professionals! CPRJ Plastics in Packaging Conference successfully held

Link : [https://www.adsalecprj.com/en/news\\_show](https://www.adsalecprj.com/en/news_show)

2. Beyond the buzz words: Highlights from CPRJ Plastics in Packaging Conference

Link : [https://www.adsalecprj.com/en/news\\_show](https://www.adsalecprj.com/en/news_show)

#### 2) CPRJ WeChat

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



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



Link 3. <https://mp.weixin.qq.com>



## Testimonials (Partial)

The speakers shared the hottest topics in packaging filed of 2020, covering a wide range of industry, including packaging innovation, sustainable development and individualization.

Hershey (Shanghai) Foods Research and Development Co.,Ltd.

I have benefited a lot in packaging innovation, environmental protection and sustainable development concepts in the 2 days' forum, and met many raw and auxiliary material supplier resources.

Menshen Packaging (Shanghai) Co.,Ltd.

The well-organized conference and showcase helped publicity of our brand. It included the analysis of development trend and innovation of plastic and package.

Böhler Special Steels (Shanghai) Co.,Ltd.

The quality audience and organization of the conference benefited the information exchange on hot topic and motivated brainstorm!

Milliken Enterprise Management

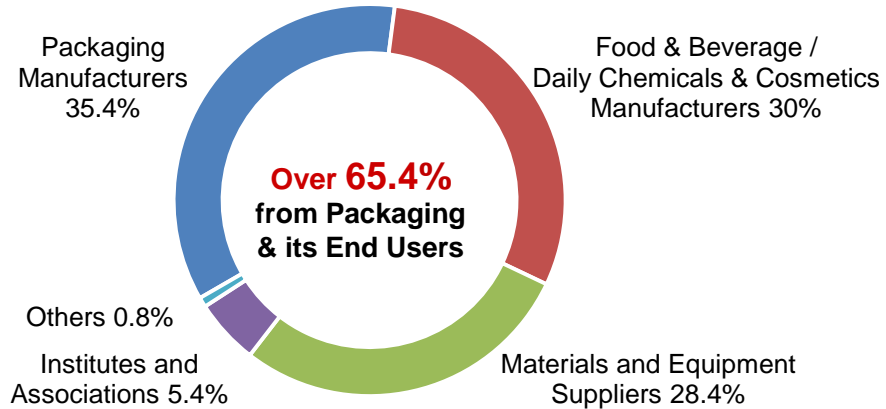


**Participants' Profile**

**725** Participants

- Packaging R&D / Quality Control / Production Manager 42.9%
- Managing Director / General Manager/Plant Manager / Senior Management 22.3%
- Purchasing / Marketing / Operation Manager 33.1%
- Others 1.7%

**342** Companies



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



**92%** Agreed the conference's quality from satisfactory to excellent



**98%** Intended to recommend CPRJ Packaging Conference to others

*\*Source of information: Over 82 respondents filled in the questionnaires*

▶ **Sponsors' comment on the conference:**



**100%** Agreed the conference's organization and services from satisfactory to excellent



**94%** Agreed the conference's presentation contents from satisfactory to excellent



**94%** Achieved the goal of participating in the conference



**94%** Concluded the conference's result from satisfactory to very fruitful

▶ **Benefits sponsors gained from the conference**

Obtained clearer picture on the plastics application in packaging market **83%**



Meet potential buyers / distributors / agents **80%**



Enhance corporate / product image **60%**



*\*Source of information: questionnaires collected from over 45% sponsors*