

Cross-industry,
i-innovation, i-recycling

9th Edition CPRJ Plastics in Packaging

Conference and Showcase



Conference Review

27-29.9.2021 | Hongqiao Jin Jiang Hotel, Shanghai

Host: **ADSALE 雅式**
Adsale Publishing Ltd. (Adsale Group)

Organizers:

 Adsale Plastics Network The One-Stop Resources Sharing Platform	 China Plastic & Rubber Journal AdsaleCPRJ.com	 China Plastic & Rubber Journal 中国塑料橡胶 AdsaleCPRJ.com
Adsale Plastics Network	China Plastic & Rubber Journal	China Plastic & Rubber Journal International

Co-organizers:

 PKG FAMILY 包装之家	
PKG Family	Shanghai Packaging Technology Association

Supporters:

	 CHINAPLAS 国际橡塑展	 PFP EXPO Sino-Pack 中国国际包装工业展	 swop 包装世界 (上海) 博览会 2017.11.02-10 中国包装工业展
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Plant Visit Supporting Unit:

 丰连实业 UNISUPPLY INDUSTRIAL



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Audience Arrival



Plenary Session



Parallel Sub-forum



Exhibiting & Networking



Welcome Speech



Janet Tong
 General Manager, Adsale
 Publishing Ltd., Adsale Group



Runan Gao
 President, Shanghai Packaging
 Technology Association

Keynote Speakers



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



Hongmei Wei
 Chief Engineer of Hualo Film,
 Jiangmen Hualong Membrane
 Material Co., Ltd.



Sébastien Pivet
 Chief Sustainability Officer and QA
 Director, A.S. Watson Group



Tao Zhang
 Senior Manager of Packaging
 Innovation, Meituan



Tony Yang
 End Use Marketing Manager and
 Food & Specialty Packaging
 Market Development
 Manager for Greater China, Dow
 Packaging and Specialty Plastics



Daniel Liu
 Head of R&D Innovation Center,
 Kraft Heinz China



Mirko Turrina
 General Manager, Goglio (Tianjin)
 Packaging Co., Ltd.



Dr. Jack Chen
 R&D Director,
 Technology & Sustainability,
 Amcor Flexibles Asia Pacific



KOIZUMI KANEYOSHI
 Technical Director of China Region
 for SiriusVision Shanghai

Programme

27 September Morning Session 08:00-12:15

The Moderator: China Packaging Federation - Hongjun Wu, Deputy Secretary General

08:00 Audience Reception

08:30 Welcome Remarks Adsale Group Adsale Publishing Ltd. - Janet Tong, General Manager

Shanghai Packaging Technology Association - Runan Gao, President

08:40 WGSN CHINA - Maggie Men, Trend Director [FMCG Packaging Trends 2022](#)

09:10 Inner Mongolia Yili Industrial Group Co.,Ltd. - Yuming Deng, R&D Director, Innovation Center [Packaging innovation helps category upgrades](#)

09:40 Suzhou Yuzhen Automation Technology Co., Ltd. - Jian Wang, General Manager

[Application and Innovation of Visual Inspection System in Plastic Package Industry](#)

10:00 Coffee Break / Networking / Exhibition Visiting

10:20 Shanghai Zijiang Enterprise Group Co.,Ltd. - Zhenhui Wang, Technical Director of Container Division

[High-efficiency configuration drives PET packaging applications with UV blocking, highly translucent and finishing technologies](#)

10:50 Jiangmen Hualong Membrane Material Co., Ltd. - Hongmei Wei, Chief Engineer of Hualo Film [Mono material lamination film creates green flexible packaging](#)

11:10 A.S. Watson Group - Sébastien Pivet, Chief Sustainability Officer and QA Director

[Sustainable Packaging in retail](#)

11:40 Ellen Macarthur Foundation - Ren Wang, Head of Plastic Project in China

[The keys to unlock the plastic packaging circular economy](#)

12:10 Group Photo

12:15 Networking Lunch

27 September Afternoon Parallel Modules 13:30-17:30

Parallel sub-forum: All-channel Packaging Innovation and Smart manufacturing

The Moderator: CEFLEX - Dr. Li Bin

13:30 Hangzhou Wahaha E-commerce Co., Ltd. - Jiangang Shen, General Manager

[Digital Marketing in the Retail Industry](#)

13:50 Star Advanced Materials(Shandong) Co., Ltd - Bruce Hsu, Sales Director

[How does OBP work in the market?](#)

14:10 Sealedair (China) Co.,Ltd. - Frank Kong, I&D Director – Protective Packaging Solutions

[Protective Packaging Solutions with Green Materials](#)

14:40 Meituan - Tao Zhang, Senior Manager of Packaging Innovation

[Leverage the advantages of platform connection for a green supply chain in takeaway packaging](#)

15:10 Universal Robots (Shanghai) CO., LTD. - Lian Yuan, Key Account Manager and Central China Region

Channel Development Manager [Cobots boosts the intelligent manufacturing in packaging industry](#)

15:30 Coffee Break / Networking / Exhibition Visiting

15:50 Hangzhou NetEase Yanxuan Trading Co.,Ltd. - Yongsheng Xiong, Senior Quality Manager

[Packaging material control logic under the new regulations](#)

16:20 CMT East Asia Co - Simon Teng, General Manager [CMT—One stop thermoforming service provider](#)

16:40 Suzhou Unisupply Industrial Co., Ltd. - Shige Zhou, Chairman

[Implementation of smart thermoforming factory](#)

17:10 JD Logistics - Run Guo, Logistics packaging planning expert

[Innovative upgrade and sustainable development of cold chain packaging technology](#)

Parallel sub-forum: New Advanced Functional Packaging Solutions

The Moderator: Chiway Industry - Richard Yuan, Head of Packaging Section

13:30 Shanghai Milkground Food Tech Co., Ltd. - David Ma, Strategic Purchasing Manager

[The development trends and cost management of cheese sticks packaging](#)

14:00 Ametek Commercial Enterprise (Shanghai) Co., Ltd. - Alex He, Asia Pacific Sales and Technical Manager

[MOCON helps development of sustainable high barrier package](#)

14:20 Eka Global (Suzhou) Packaging Co.,Ltd. - Ponny Shi, Product Development Manager

[High Barrier functional innovation packaging container and application](#)

14:50 YorkColour Ltd - Dr Frank, General Manager

[Effect of oxygen and light on food ingredient and how to protect](#)

The 9th Edition CPRJ Plastics in Packaging Conference & Showcase

15:10 Coffee Break / Networking / Exhibition Visiting

15:40 ShyaHsin Packaging (China) Co., Ltd. - Mike Zhu, Global Project Director

16:10 Dongguan JEA Polymer Technology Co., Ltd. - Guohui Xu, JEA Technology Marketing Center Manager

[Ingenious use of thermoplastic elastomers to upgrade the texture of plastic packaging](#)

16:30 Southern Packaging Group Ltd. - Guixiang Zhang, Associate Director, R&D

[The design and application of condiment plastic packaging](#)

17:00 Shanghai Ocean University - Fuxin Yang, Professor

[Developments and applications of anti-mildew and anti-virus packaging](#)

27 September VIP Gala Dinner 19:00-20:30

28 September Morning Session 08:40-12:20

Parallel sub-forum: i Innovation-Flexible Packaging Special Session

The Moderator: Jiangsu Caihua Packaging Group Co., Ltd. - Xiangning Wu, Deputy General Manager

08:50 Babycare - Leo, Director of Strategic Purchasing

[Packaging design and innovation of baby fast-moving consumer goods](#)

09:20 JCTimes Group - Wenkang Zhang, Marketing Engineer

[How to avoid unevenness, lines and other common problems from the perspective of dies](#)

09:40 Amcor Flexibles Asia Pacific - Dr. Jack Chen, R&D Director-Technology & Sustainability

[Daily chemical and food flexible packaging innovation and sustainable development](#)

10:10 Henkel (China) Investment Co., Ltd. - Jingjing Liang, PD manager Asia Pacific Region - Flexible Packaging

[Business PAA in flexible package & Introduction of Henkel Solutions](#)

10:30 Coffee Break / Networking / Exhibition Visiting

11:00 Beijing Ershang Meat Food Group Co., Ltd. - Chengjun Min, Deputy General Manager & Director of

Technology Center [Thinking about the current situation, future and development of fresh meat packaging](#)

11:30 Goglio (Tianjin) Packaging Co., Ltd. - Mirko Turrina, General Manager

[Goglio with Green Economy - Sustainable Packaging](#)

Parallel sub-forum: i Innovation-Rigid Packaging Special Session

The Moderator: Shanghai Ocean University, College of Food Sciences & Technology - Li Li, Professor

08:50 Hangzhou Wahaha Group Co., Ltd. - Xiongfei Yin, General Manager

[Position packaging design and technology realization](#)

09:20 SiriusVision Shanghai Co., Ltd. - KOIZUMI KANEYOSHI, Technical Director of China Region for SiriusVision

Shanghai [The first integration between the new generation of high precision printing quality inspection](#)

[technology from japan and the chinese manufacturing](#)

09:40 Sacmi (Shanghai) Machinery Equipment Co., Ltd. - Tracy Han, Technical Support Manager

[The sustainable light weight technology and total quality control](#)

10:00 Coffee Break / Networking / Exhibition Visiting

10:20 INTO YOU - Xiaoliang Cui, Director of Product Development

[Innovations and developments of lip makeup products](#)

10:50 Microban International (Asia) Ltd. - Winnie Chen, APAC Technical Service Engineer

[Redefining plastic packaging with built-in antimicrobial technology](#)

11:10 Albea Group - Mike Wang, Innovation & Development Manager, ALBEA China CRP

[Green innovations in cosmetic packaging](#)

11:40 SHANGHAI-FANUC Robomachine Co., Ltd. - Dongqian Wang, Senior Sales Manager

[FANUC technology advantage of injection molding in packaging market](#)

28 September Afternoon Parallel Modules 13:30-17:30

Parallel sub-forum: i Cycle-Flexible Packaging Special Session

The Moderator: Hangzhou Wahaha Group Co., Ltd. - Xiongfei Yin, General Manager

13:30 Kraft Heinz China - Daniel Liu, Head of R&D Innovation Center

[Kraft Heinz's Corporate Social Responsibility and Sustainable Packaging Innovations](#)

14:00 Dow - Tony Yang, End Use Marketing Manager and Food & Specialty Packaging Market Development

Manager for Greater China, Dow Packaging and Specialty Plastics [From D4R to Close-the-Loop](#)

14:20 Tingzheng Packing Materials - Yaqing Wei, R & D Department

[Rethink packaging solutions for environmental protection and epidemic prevention after 2020 from the](#)

[perspective of consumers and brands](#)

14:50 Shanghai Royal New Materials Technology Co., Ltd. - Sally Wei, General Manager

[Technology empowerment, polyolefin black technology helps to achieve the double carbon goal of packaging industry](#)

The 9th Edition CPRJ Plastics in Packaging Conference & Showcase

15:10 Coffee Break / Networking / Exhibition Visiting

15:40 Guangzhou Liby Enterprise Group Co., Ltd. - Longcheng Wang, Senior Packaging Engineer (Manager)

[Packaging Applications to Sustainable Development in Household Detergent](#)

16:10 Qingdao Zhoushi Plastic Packing Co., LTD. - Shuangli Li, VP

[The development trends of biodegradable packaging products](#)

16:30 World Ecology Organization China Office / Ningbo Institute of Materials Technology & Engineering

China Academy of Science - K. Jim Jem Ph.D., P.E. , Chief Scientist / Visiting Professor & Researcher

[The trends of global plastics ban on disposable plastic packaging products](#)

17:00 Brainstorming

Parallel sub-forum: i Cycle-Rigid Packaging Special Session

The Moderator: Jinan University - Changying Hu, Professor of Food Science & Engineering Dept.

13:30 Henkel (China) Investment Co.,Ltd. - Zujun Yao, Director Packaging Development APAC

[The Henkel Packaging Strategy](#)

14:00 SIPA Machinery Hangzhou Co., Ltd. - Feng Cheng, Packaging Design & Develop Manager

[SIPA's innovative design dedicated to circular economy](#)

14:20 Rosti Integrated Manufacturing Solutions (Suzhou) Co., Ltd. - Michael Li, BD Manager

[Packaging sustainability The Rosti Way](#)

14:50 Dongguan Bouteille Resources Management Co., Ltd. - A Branch of Guangdong INTOP

industrial Holding Co., Ltd - Song Zeng, Vice General Manager

[The challenge and opportunity for waste plastics recycling industry](#)

15:10 Coffee Break / Networking / Exhibition Visiting

15:40 Beiersdorf Group - Vicky Zong, NEA/EM Packaging Development Associate Director

[Care Beyond Skin——Beiersdorf Sustainability Agenda](#)

16:10 Audia Elastomers - Richard Chen, Market Development Manager /Shaokun Wen, Product Manager, Asia

[Audia Elastomers AudiaFlex™ – More Sustainable TPE Solutions](#)

16:30 INCOM RESOURCES RECOVERY(TIANJIN)Co.,Ltd - James Wang, Deputy General Manager

[INCOM's rPET sustainable packaging practice contributes to "carbon neutrality"](#)

17:00 Brainstorming

Concurrent Events:

Date	Time	Events	Target Audience
27 September	14:30-15:30	The Moderator: Beiersdorf Group - Eric Shen, Senior Manager, Front & Packaging Innovation, Asia Pacific HP Indigo digital print empowers packaging innovation Main Product: HP Indigo digital printing equipment Programme: 1.Presentation - Hendry Feng, HP Indigo China flexible packaging sales director 2.Indigo customer share Venue: Hongqiao Jinjiang Hotel, Coral Room (3rd floor)	Plastic packaging color printing enterprises, plate making enterprises (gravure printing plate making enterprises), brand owners/OEMs – OEMs with own brands, etc.
28 September	9:00-11:00	Plant Visit: Suzhou Unisupply International Co.,Ltd. (Note: 8:45 Assemble at the hotel lobby, then visit the factory, shuttle bus arranged for visitors)	Invited guests only

Concurrent Workshop: HP Indigo



Hendry Feng, Flexible Packaging Sales Director of HP Indigo China stated that digital printing has changed the traditional packaging. It will not only lead to more product categories and meeting more customized needs, but also will provide limited-edition solutions. Digital printing can make the product more sustainable, reduce waste and carbon emissions.

Plant Visit

September 29th morning, led by Adsale CPRJ, the conference delegates visited the plant of UNISUPPLY INDUSTRIAL. The whole roof of the plant is covered with solar crystal panels, on which there are intelligent bird repellents and small robots that can automatically clean. Making full use of environmentally-friendly clean energy can provide a stable power supply of 2.5 million kWh throughout the year and reduce carbon emissions by 2500 tons per year. In addition, the plant has also implemented an automatic feeding system, an intelligent extrusion workshop, an intelligent molding workshop, an intelligent raw material three-dimensional library, an intelligent coil three-dimensional library and an intelligent finished product three-dimensional warehouse.

NISUPPLY INDUSTRIAL Plant:



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

Live streaming

- Accumulated number of views: **89,321**
- Morning session: **22,059** views
- Parallel Sub-Forum: **37,530** views
- Total **69** presentations and interviews broadcasted during and after the conference, with **1,295** 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.



Watch the recorded
livestream now!



Main Page



Sub-forum Selection



Live Presentations



Interviews

Publicity

Online & Social Media

1) AdsaleCPRJ.com

1. CPRJ Packaging Conference calls for green and smart plastics technologies

Link: https://www.adsalecprj.com/en/news_show

2. CPRJ Packaging Conference makes a leap from a whole industry chain perspective

Link: 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>



Link 4. <https://mp.weixin.qq.com>



Testimonials (Partial)

The CPRJ Packaging Conference is well organized despite the pandemic with renowned experts in the industry and a wide range of contents. It provides a very good learning opportunity for us.

Ting Zheng Printing & Packing Material Co. Ltd

Thank you very much for the meticulous arrangement and on-site service of Adsale. It allows us to understand the market trends and maintain the relationship with buyers, government agencies and industry associations.

ANRY GROUP

The conference is rich in content, which not only gives us the opportunity to keep in touch with the buyers, but also makes us better understand the current plastic technology industry and application trend.

Wanhua Chemical Group Co., Ltd.

The contents of this conference were in-depth and professional. We are so glad to have this opportunity to meet the experts in the industry and learn new knowledge.

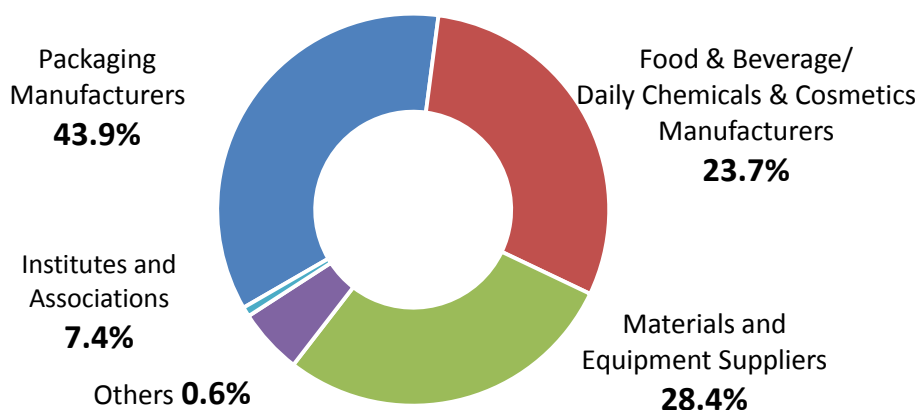
Sealed Air (China) Co., Ltd.

Participants' Profile

603 Participants

Packaging R&D / Quality Control / Production Manager **43.3%**
 Managing Director/General Manager/Plant Manager/Senior Management **24.4%**
 Purchasing/Marketing/Operation Manager **23.6%**
 Others **8.8%**

312 Companies



► Audience's comment on the conference:



96% Agreed the conference's quality from satisfactory to excellent



90% Intended to recommend CPRJ Packaging Conference to others

**Source of information: Over 115 respondents filled in the questionnaires*

► Sponsors' comment on the conference:



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



92% 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

Obtained clearer picture on the plastics application in packaging market **62%**



Meet potential buyers and partners **62%**



Enhance corporate / product image **62%**



**Source of information: questionnaires collected from 50% of Inspection companies, 42% of Mold companies & 30% of Chemical companies*