



CHINAPLAS x CPRJ
PLASTICS RECYCLING & CIRCULAR ECONOMY
CONFERENCE AND SHOWCASE

Conference Review

20.5.2019 | Sheraton Guangzhou Hotel, Guangzhou
(Concurrent event of CHINAPLAS 2019)

Hosts:



Adsale Publishing Ltd. (Adsale Group)



CHINAPLAS



China Plastic & Rubber Journal

Supporters:



China Plastic Recycling Association of CPRA



EUROMAP



Plastics and Rubber Machinery

VDMA



Plastics Recycling Committee of China
Plastics Processing Industry Association



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

Guangzhou Association of Resource Recycling Industry



Missed our livestream?
Check it out here!



Go to conference website

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Photo Gallery

Audience arrival



Plenary session



Parallel sub-forum



Brainstorm session



Exhibiting & networking



Welcome speech



Stanley Chu
Chairman, Adsale Group

Missed our livestream?
Total 46 presentations & interviews
can be viewed here!

Keynote speakers



Nana Zhao
Assistant Director, UNEP Basel
Convention Regional Center for Asia
and the Pacific



Ina Vettkötter
Project Manager Communication,
EUROMAP



Jeff Liu
Senior Manager, Market Development
and Technical Support, Petrochemicals,
Asia, SABIC



Michael Sheng
Secretary-General, China Resource
Recycling Association Replas Branch



Penny Peng
Director of Sustainability Division,
Kingfa Sci.&Tech. Co., Ltd.



Dr. David Kusuma
Vice President, Research and Product
Innovation, Tupperware Brands
Corporation



Dr. Hank Han
Head of CMF, Logitech Far East
Limited



Jerry C.H. Shih
Deputy Manager, R&D Center,
Da Fon Environmental Technology
Co., Ltd.



Kevin Gao
Stakeholder Relations &
Communications Manager, Ellen
Macarthur Foundation

Programme

20 May Morning Session 08:00-12:15

- 08:00 Audience Reception**
- 08:40 Welcome Remarks** Adsale Group - Stanley Chu, Chairman **The Moderator: Victor Wang**
- 08:50 UNEP Basel Convention Regional Center for Asia and the Pacific** - Nana Zhao, Assistant Director
Developments and trends of international management of marine and plastic waste
- 09:20 EUROMAP** - Ina Vettkötter, Project Manager Communication *On the way to a Circular Economy: Plastics material flow and recovery of post-consumer plastic waste in Germany and Europe*
- 09:50 SABIC** - Jeff Liu, Senior Manager, Market Development and Technical Support, Petrochemicals, Asia
Explore & innovate: making a world of difference, together
- 10:10 Coffee Break / Networking / Exhibition Visiting**
- 10:40 China Resource Recycling Association Replas Branch** - Michael Sheng, Secretary-General
Recycled plastics industry helps circular economy and environmental protection
- 11:10 Kingfa Sci.&Tech. Co.,Ltd.** - Penny Peng, Director of Sustainability Division
How does high-quality recycling integrate recycled plastic products into every aspect of our lives?
- 11:30 Tupperware Brands Corporation** - Dr. David Kusuma, Vice President, Research and Product Innovation
Designing sustainable products in the age of new materials and technology
- 12:15 Group Photo**
- 12:20 Networking Lunch**

20 May Afternoon Parallel Modules 13:30-18:00

Parallel Sub-Forum: Material Science for Sustainability

- The Moderator:** Yushun Fan, Executive Vice-President & Secretary-General, Plastics Recycling Committee of China Plastics Processing Industry Association
- 13:30 Logitech Far East Limited** - Dr. Hank Han, Head of CMF *EcoDesign*
- 14:00 Dow** - Suny Markose, Asia Pacific Recycling Commercial Director, Dow Packaging and Specialty Plastics
Don't let it go to waste: Enabling Recycling for a Circular Economy
- 14:20 Johnson & Johnson (China) Investment Ltd.** - Jason Dong, Senior Product Manager, R&D Dept.
Innovation drives sustainable development and circular economy
- 14:50 ExxonMobil Chemical** - Dr. Jady Xu, ADT Chair *Rethink recycle with Vistamaxx™ performance polymers*
- 15:10 Coffee Break / Networking / Exhibition Visiting**
- 15:40 Rondo Plast** - Fredrik Holst, Product Manager
Challenges and Opportunities with recycled plastic – A Compounders view (with case story of Volvo)
- 16:10 Heng Hiap Industries Sdn Bhd** - Seah Kian Hoe, Managing Director *The third life of plastic*
- 16:30 China Synthetic Resin Supply and Sale Association Recycled PET Branch / Veolia Huafei** - David Cao, President / General Manager *Challenges and opportunities in China's rPET industry*
- 17:00 Bourouge Pte Ltd.** - Richard Horne, Vice President Marketing Centre Packaging
Working towards a zero waste economy
- 17:20 Brainstorm:** *Sustainable development is the mission of materials technology. As a material technology enterprises and users, how can we fulfill this social mission while realizing economic benefits of the enterprises?*
- Other Guest:** Adidas Sourcing Limited - Christine Wong, Director Parley Operations, Sourcing Apparel

Parallel Sub-Forum: Recycling Technology

- The Moderator:** Dr. Chifei Wu, Distinguished Professor, East China University of Science and Technology
- 13:30 Da Fon Environmental Technology Co.,Ltd.** - Jerry C.H. Shih, Deputy Manager, R&D Center
Evolutionary pathway of Circular Economy and case studies of high-value added recycled plastics
- 14:00 EREMA Engineering Recycling Maschinen und Anlagen Ges.m.b.H.** - Michael Heitzinger, CSO/Co-manager to CEO *Circular economy is the future / existing cases in Europe*
- 14:20 East China University of Science and Technology** - Dr. Chifei Wu, Distinguished Professor
Recycling and value-added utilization of PET waste: From textile waste to plastic pipes and profiles
- 14:50 Wittmann Battenfeld (Shanghai) Co.,Ltd.** - Xiaoxiong Liu, Technical Support Engineer

The best quality & efficient regrind plastics recovery

15:10 POLYSTAR Machinery Co., Ltd. - David Lo, Marketing Manager

Benefit of POLYSTAR recycling machine- simplicity toward success

15:30 Coffee Break / Networking / Exhibition Visiting

16:00 Zhuhai Gree Green Renewable Resources Co.,Ltd. - Congwu Zhang, Marketing Director&New Material CTO *The recycling system construction experience and planning of Gree*

16:30 Sorema div. of Previero N. srl - Yu Zheng, China Representative Agent for Sorema Company

Innovative solutions for recycling of PET bottles and PET thermoforms

16:50 Jiangsu Aceretech Machinery Co., Ltd. - Youhua Bian, General Manager *Recycling and digital control*

17:10 TOMRA Group - Jet Chang, Vice President, Circular Economy, Asia, TOMRA Group

Technology drives circular economy revolution

17:30 Brainstorm: *Following the circular economy trend, what are your expectations on the further developments of different ideas and technologies for plastics recycling?*

Parallel Sub-Forum: Environmental Packaging

The Moderator: Hongtao Wang, Associate Professor, College of Architecture & Environment, Sichuan University

13:00 Ellen Macarthur Foundation - Kevin Gao , Stakeholder Relations & Communications Manager

New Plastics Economy-Rethinking the future of plastics

14:00 Bandera Luigi Costruzioni Meccaniche SPA - Dr. Andrea Rigliano, General Sales & Marketing Director

Innovative PET rigid packaging eco solutions from recycled and biodegradable materials

14:20 CEFLEX – Dr. Li Bin

Recycling flexible packaging in the Circular Economy: Insights and learnings from CEFLEX

14:50 NatureWorks LLC- Steve Davies, Vice President - Performance Packaging

Designing high performance biomaterials for the circular economy

15:10 Nestlé(China) Co.,Ltd. - Xuetao Wang, Packaging Director

Nestlé packaging sustainability

15:40 Coffee Break / Networking / Exhibition Visiting

16:10 Amcor(China)Investment Company Limited - Janny Zou, Field Technical Service Director

Amcor's eco-friendly packaging case sharing

16:40 Xiamen Luhai Pro-environment Inc. - Jennifer Jiang, General Manager

The management of closed loop recycling of plastic waste in China

17:00 Brainstorm: *Is packaging and environmental protection contradictory? How to establish an eco-friendly closed-loop economy from packaging design, recycled materials and recycling processes?*

Other Guest: Ocean Recovery Alliance/Plasticity Forum - Doug Woodring, Founder/Managing Director

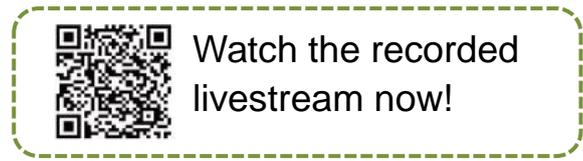
Business matching service will be available the whole day. Audience will receive a Free Entry Code for visiting CHINAPLAS 2019

CHINAPLAS 2019, the World's leading plastics and rubber trade fair, has become a splendid stage offering global innovative technologies. The show will be held in China Import & Export Fair Complex, from May 21-24, 2019. An estimated total of more than 3,500 market leaders from around the world, together with 11 country/region pavilions, will showcase their new raw materials, processing technologies and solutions over an exhibition area of 250,000 sqm to more than 180,000 professional visitors from over 150 countries and regions. To echo with the hot topic of Plastics Recycling and Circular Economy, the show also set up a 'Recycling Technology Zone' and 'Recycled Plastics Zone' which can lead exhibitors and visitors to explore the enormous potential.

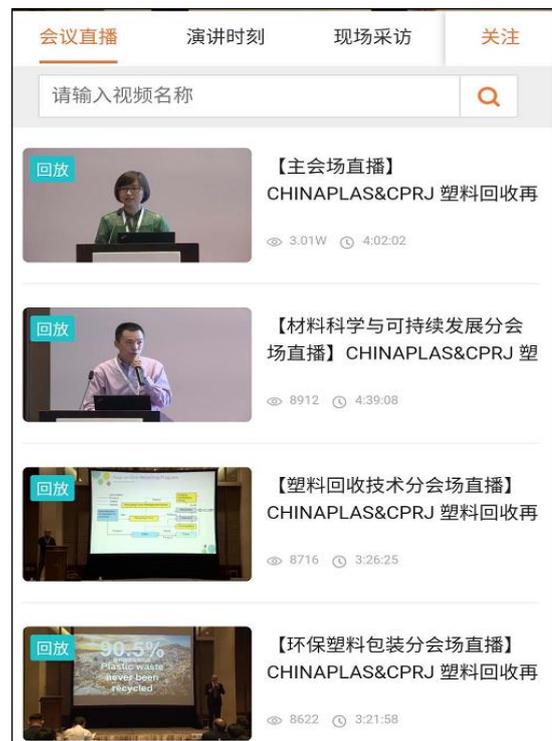
Adsale Publishing Ltd. (Adsale Group) reserves the right of final interpretation for the conference

Live streaming

- Accumulated number of views: **194,000+**
- Morning session: **30,000+** views
- Parallel Sub-Forum: **26,000+** views
- Total **46** presentations and interviews broadcasted during and after the conference, with **3000+** 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 : <https://www.adsalecprj.com/Publicity>

2) CPRJ WeChat

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

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



今年5月20日, 来自全球400+位塑料行业从业人员汇聚广州, 在众所期待的“CHINAPLAS X CPRJ塑料回收再生与循环经济论坛暨展示会”上, 通过领先塑料回收与再生科技、环保材料、创新设计等话题的碰撞, 来一场对地球母亲的爱的集体表白, 以此推进大众对废塑处理的关注、提高环保意识!

一大波来自全球, 不同语言, 不同肤色的地球卫士们, 在这个特别的日子汇聚广州, 从海洋污染到废塑料的回收再利用, 他们用科技的力量集体向深爱的地球妈妈表白!

CHINAPLAS x CPRJ塑料回收再生与循环经济论坛暨展示会

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

Eg: Toutiao.com

Platform (Partial)	Link
Chinanews	Click to view
China.com	Click to view
Sohu.com	Click to view



Testimonials (Partial)

With the well organized for the conference and showcase, it helps exposure our brand image via CPRJ conference resultful.

Moretto Automation Technology (Shanghai) Co., Ltd.

It was a great conference for people across the value chain to learn from each other, and to broaden the network for collaboration.

Unilever Asia Private Limited

Participation in the recycling conference is the most fruitful activity in this industry. Recycling conference provides more benefits for the development of renewable resources industry!

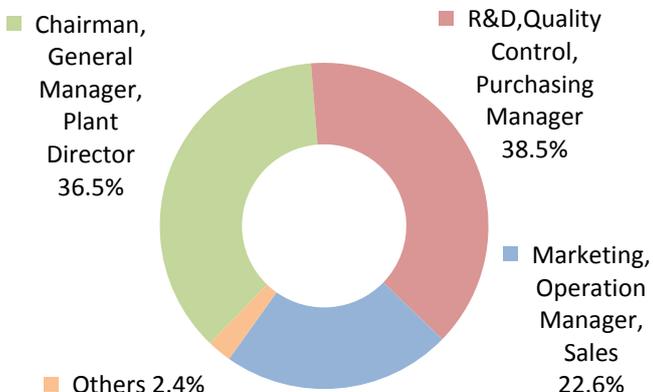
Guangxi Wuzhou Guolong Renewable Resource Development Co.,Ltd.

Marketing tools including online and offline channel to impact and coverage strengthened our brand image, which can further influence the buyers.

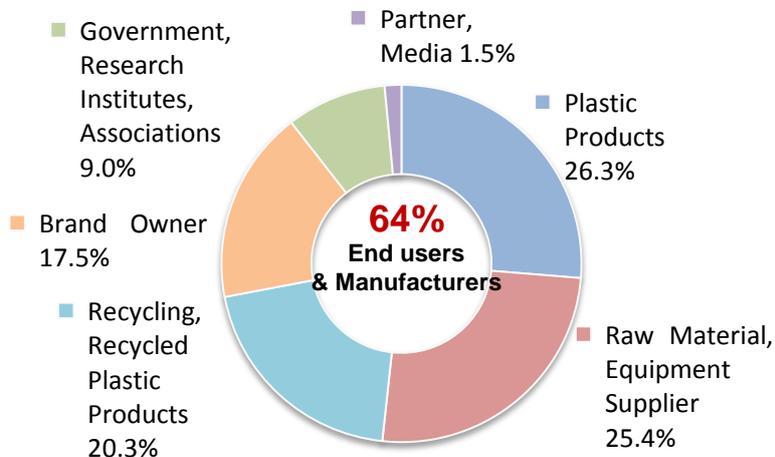
Bandera Luigi Costruzioni Meccaniche SPA

Participants' profile

468 participants



263 companies



Regional distribution

China	72.4%
Asia (Vietnam, Singapore, Korea, etc)	11.1%
China Hong Kong, Macao and Taiwan	8.3%
Europe	4.1%
North America	2.4%
Others	1.7%

Audience's comment on the conference:

98% Agreed Conference's quality from satisfactory to excellent

97% Intended to recommend CPRJ Recycling Conference to others

*Source of information: 59 respondents filled in the questionnaires

Sponsors' comment on the conference:

96% Agreed the Conference's organization and services from satisfactory to excellent

96% Achieved the goal of participating in the Conference

92% Agreed the Conference's presentation contents from satisfactory to excellent

88% Concluded the Conference's result from satisfactory to very fruitful

Benefits sponsors gained from the conference

Enhance corporate / product image **80%**

Obtained clearer picture on the latest trend of plastic recycling and circular economy **76%**

Meet potential buyers / distributors / agents **44%**

*Source of information: Questionnaires collected from over 60% sponsors