



Plastics Recycling &  
**CIRCULAR ECONOMY**  
Conference 塑料回收与循环经济论坛  
CHINAPLAS x CPRJ

5th Edition CHINAPLAS x CPRJ Plastics Recycling and Circular Economy Conference and Showcase

*(a live streaming and simultaneous interpretation provided event)*

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**2024 · 4 · 22 (Monday) Shanghai, China**

Marriott Hotel Hongqiao (2270 Hongqiao Road, Shanghai, 200336 PRC)

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**Hosts**



**Organizers**



## Background

Environmental protection has become the world's largest consensus and one of the most important driving forces for economic recovery. In September 2023, the United Nations announced the Zero Draft, which is the starting point for the formal document to formulate a resolution to end plastic pollution (Resolution 5/14) in 2024. In October 2023, the EU Carbon Border Adjustment Mechanism (CBAM), the world's first "carbon tariff", officially entered the transition period. Meanwhile, global policy exploration and practical innovation related to ESG are also constantly advancing.

In order to further explore how plastics recycling and circular economy facilitate high-quality industry development, the Adsale Group will host a major concurrent event the day before the CHINAPLAS 2024 trade fair – The 5th Edition CHINAPLAS x CPRJ Plastics Recycling and Circular Economy Conference and Showcase, gathering industry experts and leading solution providers to discuss the road to sustainable development.

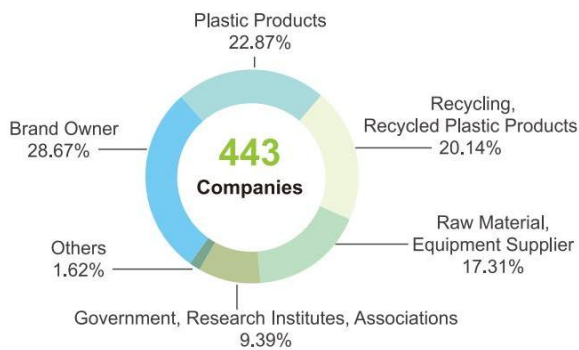
## Target Audiences

*(estimated 20% attendees are from Asian/Overseas)*

- Downstream brands and components manufacturers of home appliance/3C electronics, automobiles, fast consuming products and daily chemical packaging, food packaging, e-commerce packaging, agricultural film, optical & functional films, sports and recreation products, household products, pipes, etc.
- Plastic recycling enterprises and recycled plastic products manufacturers.
- Experts from governmental departments recycled plastic recycling economy park, industry associations, research institutes, etc.
- Third party organizations in plastic recycling technologies and plastic recycling platforms.



## 2023 Audience Profile (16 April, Shenzhen)



Audience Enquiry:

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## Plenary Session

## New Global Trends of Circular Economy for Plastics

**8:40-13:00 Morning on April 22, 2024**



**The Moderator: Donghua University - Bin Li, Professor**

**8:00 Audience Reception**

**8:40 Welcome Remarks** **Adsale Group** - Ada Leung, General Manager of Adsale Exhibition Services Ltd.  
**China National Resources Recycling Association** - Junxiang Xu, President

**8:50 Foreign Environmental Cooperation Center, Ministry of Ecology and Environment** - Xuezhi Xiao, Chief Scientist

*Analyze China's policy direction from the global trend of tackling plastic pollution*

**9:10 European Bioplastics** - Roberto Ferrigno, Head of EU Public Affairs

*Latest market and policy developments for bioplastics in Europe*

**9:30 Coca-Cola Greater China** - Jean Xu, SGP Director

*Compliance management of recycled plastic suppliers*

**9:50 Shanghai Re-Mall Environmental Protection New Material Co., Ltd.** - Dr. Winnie Xiong, Co-founder & CTO

*From low quality to high value, convergence and innovation in closed-loop plastic recycling*

**10:10 Trend Sharing: Plastic Recycling Association of CRRA** - Yonggang Wang, Secretary General

*Exploration of building a green recycled plastic supply chain system*

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

**10:40 United Caps** - Astrid Hoffmann-Leist, Chief Innovation & Communication Officer Business Director APAC

*Sustainable and innovative design of bottle caps*

**11:00 SABIC** - Linjia Cai, Leader, Circular Economy GC

*Plastic solutions for circularity and carbon neutrality*

**11:20 Innovation Sharing: Mars** - Vicky Zong, Sustainable Packaging Head - AsiaPAC

*Mars' sustainable packaging journey*

**11:35 Veolia China** - Francois Jenny, Senior Vice President Veolia China, Solid Waste & Recycling

*Sustainability & circularity international development*

**11:55 DOW** - Jessen Feng, Senior Sustainability Business Manager

*Innovation materials science to enable sustainability*

**12:15 Summit Dialogue: Circular Economy for Plastics and Closed-loop Recycling**

- **How to promote circular economy for plastics from design perspective?**
- **What are the current status and pain points of plastics recycling in different industries?**
- **How to make the best use of plastics with cross-industry collaboration?**
- **Promote sustainable development of plastics and the industry with low-carbon standards**

### Industry institutions:

**China Packaging Federation** - Li Wang, Vice President

**China Society of Automotive Engineers** - Jianlai Yan, Special Secretary General

**China Plastics Processing Industry Association** - Shou Chen, Vice Chairman

**Plastic Recycling Association of CRRA** - Yonggang Wang, Secretary General

**China Association for Medical Devices Industry** - Selena Qin, General Secretary of China Medical Devices Packaging Committee

**12:50 Group Photo**

**13:00 Networking Lunch**

## Parallel Session A

## Plastic Recycling and Fashion Trends

**14:00-18:00 Afternoon on April 22, 2024**



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

**14:00 ANTA Sports Products Limited** - Zhongwei Chen, Deputy Director of Sustainable Development

*Exploration of low-carbon and circular business in ANTA Group*

**14:20 FCS Group** - Vincent Lin, Director, Field Application Engineering Center

*The response strategy of injection molding under the trend of carbon neutrality*

**14:40 AS Watson Industries** - Kim Siu, Business Strategy and Planning Director

*ASWI integrating circularity into strategies*

**15:00 Covestro Engineering Plastics** - Roy Cheung, Global Head of Sustainability Solutions

*How sustainable materials are shaping the future of circular economy*

**15:20 Coffee Break / Networking / Exhibition Visit**

**15:40 National Reference Laboratory for Food Contact Material Of Guangdong** - Marco Zhong, Director

*Promoting the use of food grade rPET in China: A technical perspective*

**16:00 Engel Machinery (Shanghai) Co.,Ltd.** - Ethan He, Application Engineer

*Achieving higher levels of sustainability with innovative technologies in injection moulding*

**16:20 ALBA** - Liang Lu, Deputy General Manager / Romed Aspmair, Global Business Director rPlastics

*ALBA Group Asia & Interzero: Driving international recycling towards a world without waste*

**16:40 ALPLA Circular Economy & Recycling Asia Ltd.** - Korn-eak Thamrongwang, Head of Program Management & Business Development Asia

*From Bottle to Bottle: ALPLA's creative design for & from recycling and the circular economy approach*

**17:00 Talk of the Industry Salon:**

**How to Promote Green and Sustainable Fashion Trends?**

How can we make recycled plastics more recognized and favored in the fashion and FMCG industries, achieving a win-win situation of commercial and social value?

**PEPSICO** - Hao Xu, Vice Director of Beverage Packaging Research and Development

**Li Ning(China)Sports Goods Co.,Ltd.** - Jie Huang, Quality and Supplier Social Responsibility Management Center, Senior Director

**Berry CPI China** - Alex Tong, Senior R&D Manager

**Yeloworld New Life Resource Recycling Technology Co.,Ltd.** - Sunny Sun, General Manager



## Parallel Session B

## Recycling and New Plastics Economy

**14:00-18:00 Afternoon on April 22, 2024**



**The Moderator: GIZ - Mingyu Qian, Head of Department, Department of Environment and Circular Economy**

**14:00 Global Impact Coalition - Charlie Tan, CEO**

*The chemical industry pathway to net zero - can we go on this journey together?*

**14:20 KAO (China) Research & Development Center Co., Ltd. - Yan Zhu, Packaging Research Specialist**

*Development and application of innovative ESG technology for packaging containers*

**14:40 Lyondellbasell Polyolefin (Shanghai) Co., Ltd. - Tony Wang, New Business Development Manager / Lu Yan, Senior Manager of Sustainability Business**

*LyondellBasell: A sustainable future with a circular economy*

**15:00 Yanfeng Plastic Omnium - Yi Deng, Sustainability Manager, Strategic Planning Department**

*New exploration on sustainable development for enterprises*

**15:20 Global Green Material Co., Ltd. - Raymond Chang, Sales and Marketing Manager**

*Development and practice of new plastic economy - food grade, ocean waste, and plastic recycling engineering*

**15:40 Shanghai Ausell Material Technology Co., Ltd. - James Xia, President of AUSELL, PhD.**

*Opportunities and challenges in the application of high quality automotive polycarbonate pcr materials*

**16:00 Free The Sea - Dr. Agiana Her Visnhu Ditakristi, Head of Business Development / Director**

*From problem to progress: Insights into ocean plastic prevention efforts by Free The Sea*

**16:20 Xiamen Luhai Environmental Protection Co., Ltd. - Jennifer Jiang, President and General Manager**

*The breakthrough path of large scale recycling and utilization of domestic plastic waste in China*

**16:40 Talk of the Industry Salon:**

**How to Accelerate the Economic Development of Recycling and Circular Economy?**

*What is the development progress of the new plastics economy driven by circular economy, from raw materials to recycled materials? What are the challenges and opportunities?*

**Starbucks Enterprise Management (China) Co., Ltd. - Tobey Liu, Director of Tech Solution, R&D**

**Kmart Group - Mao Mao, Sustainable Packaging Project Manager**

**ALPLA Circular Economy & Recycling Asia Ltd. - Bernd Wachter, Corporate Director**

**Veolia Group - Adele Liu, Commercial Manager-Waste & Recycling**

## Parallel Session C

## Industrial Linkage and Low Carbon in All Fields

**14:00-18:00 Afternoon on April 22, 2024**



**The Moderator: S.C. Johnson & Son Inc. - Min Xu, Global Product Change Management Technology Manager (Asia Pacific)**

- 14:00 AMCHAM Sustainability and CSR Committee** - Richard Brubaker, Committee Chair  
*Moving beyond compliance: global catalysts and business cases for circularity*
- 14:20 Jiangsu Ceville New Materials Technology Co., Ltd.** - Gyongyong Kim, Chief Marketing Officer  
*How to choose better circular plastics*
- 14:40 P&G Technology (Beijing) Co., Ltd.** - Wandi Zhou, Director of Research and Development  
*P&G's sustainable development and low-carbon path throughout the entire industry chain*
- 15:00 Zhejiang Jiaren New Materials Co., Ltd.** - Yajun Guo, Senior Sales Manager  
*High quality application of recycled dmt in pet materials*
- 15:20 Coffee Break / Networking / Exhibition Visit**
- 15:40 Meituan** - Peikun Huang, Plastics Issue Leader of Meituan Blue Mountain Project  
*Meituan Blue Mountain Project promotes the green and low-carbon practices in the takeaway food industry*
- 16:00 Guangdong Bosi Sci & Tech Co., Ltd.** - Zhouqiao Lei, Head of the Research Institute  
*Coloring and functional masterbatch of pcr materials*
- 16:20 NESTE** - Jeroen Verhoeven, Vice President Value Chain Development  
*Renewable plastics revealed: Pathways to emission reduction and sustainable growth*
- 16:40 Schneider Electric (China) Company Limited** - Francois Bonvin, Schneider Electric Indus. SAS Technology Standardization Management VP / Leo Zhang, Plastic Technology Standardization Principal Engineer  
*Use & recovery of plastics in electrical products: An innovative approach for circularity*

### **17:00 Talk of the Industry Salon:**

#### **Cross-industry Cooperation Promotes Low-Carbon Development in All Fields**

Unlike traditional economic models, low-carbon economy urgently requires innovative ideas, and industrial linkage and cross-industry cooperation often bring new ideas.

**Kenvue** - Hao Wang, Head of Self Care Packaging APAC

**Panasonic Appliances (China) Co., Ltd.** - Ze Ye, Head of Materials Division

**Haleon** - Sheng Li, R&D Packaging Senior Manager

**Hunan Vary Tech Co., Ltd.** - Zhen Song, Deputy General Manager

## Parallel Session D

## Sustainable Future and Green Industry Chain

**14:00-18:00 Afternoon on April 22, 2024**



**The Moderator: Shi Chai Environment - Arnold Wang, President**

**14:00 Shanghai New Energy Industry Overseas Innovation Service Platform** - Taiying Wang, Secretary General

*Analyzing opportunities and challenges for the plastic industry in the automotive supply chain under the EU carbon emission reduction legislation*

**14:20 STAR PLASTICS** - Yunxi Gao, Sales Manager

*Sustainability & continued innovation*

**14:40 Baguio Green Group** - Yutong Zhou, Director of Strategy and Investment

*The first mile of circular economy*

**15:00 Wanhua Chemical Group Co., Ltd.** - Lin Sun, Market Development Manager of Wanhua Chemical Performance Polymers BU

*Sustainable development and low-carbon material solutions from Wanhua Chemical*

**15:20 DONAU CARBON TECHNOLOGIES SRL** - Giuseppe Dell'Acqua, Managing Director / Yifei Wang, General Manager

*Solvent recovery technologies the green solution*

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

**16:00 Röchling Auto Parts (Kunshan) Co., Ltd.** - Richard Zhu, Director Product Portfolio & Marketing Asia

*The challenges and opportunities of carbon peaking and carbon neutrality for the plastic industry*

**16:20 RENOLIT Healthcare Beijing** - Bi Wang, Senior Project Manager

*Renolit's sustainable development concept and innovative environmental packaging technology*

**16:40 Talk of the Industry Salon:**

**Low Value? High value? Building a Sustainable Future Together**

Whether it's low-value plastic waste or high-value PCR, maximize their value in order to jointly build a sustainable future.

**Beiersdorf Group** - Eric Shen, North East Asia Packaging Director

**Henkel (China) Investment Co., Ltd.** - Sophia Su, Consumer Brand Coloration and Styling Packaging Development Manager

**Inner Mongolia Yili Industrial Group Co.,Ltd.** - Yuming Deng, Senior R&D Director of Innovation Center

**Xiamen Luhai Environmental Protection Co., Ltd.** - Jennifer Jiang, President and General Manager

➤ 23-26 April Visit CHINAPLAS 2024

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

CHINAPLAS 2024, Asia's No.1 plastics and rubber trade fair, is ready to make a strong comeback to Shanghai (National Exhibition and Convention Center, Hongqiao, Shanghai, PR China) after a six-year absence, promoting high-quality development and showcasing top intellectual achievements in high-end manufacturing for the plastics and rubber industries. CHINAPLAS 2024 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 2024 where both exhibitors and visitors can explore enormous potential in plastics recycling industry.

Business matching service will be available the whole day. Audience will receive a Free Entry Code for visiting CHINAPLAS 2024.

## Supporters:



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