



ProPak Asia Seminar June 2023 Agenda 1

**The digitization of packaging in SE Asia, new developments in Active and Intelligent Packaging**

**@ProPak Asia 2023, BITEC Centre Bangkok**

**15<sup>th</sup> June 2023 , SILK3**

The Economist Intelligence Unit names Thailand, Vietnam and India as the most improved nations in which to do business. The assessment found that Vietnam and Thailand have favourable policies for foreign investors who are looking for routes to both these markets and China where Supply Chain disruption has been severe. Thailand is one of the countries which has shown the most marked improvement in the last year. Further, the Thai Government is encouraging both the Food and Pharmaceutical sectors to become regional centres for manufacture and distribution.

To take full advantage of these strong economic indicators, the need for secure and efficient Supply Chains and measures to ensure Food Security, Sustainability, Anti-Counterfeiting, Traceability and Provenance/Authentication is vital. AIPIA brings together a group of leading Smart packaging companies with strong links to SE Asia's dynamic and growing markets, to offer companies Solutions to their increasingly complex needs.

**AGENDA**

09.40 INTRODUCTION AND WELCOME: Andrew Manly *Communications Director AIPIA*

09.50 SEALED AIR: *speaker, Surendra Soni*

**HOW SMART PACKAGING UNWRAPS A NEW WORLD FOR FOOD BRANDS**

Many brands are quickly learning that smart packaging, also referred to as Digital Packaging, is an excellent vehicle for connecting with consumers. Mobile technology is now interwoven into everyone's lives. As more consumers turn to their phones and laptops, smart packaging has greater opportunities to link with consumers. These interactions provide valuable data and analytics brands need to gain market share.

Learn more about the trends driving the adoption of digital packaging in Asia, and how Sealed Air is making it easy for brands to fast track the adoption of digital packaging for food processors and how one can realize the benefits that digital packaging provides.

10.35 CLEANTECH & beyond: *speaker Pimpisut Worakajit, General Manager*

Title: **Battery-free, temperature-sensing RFID/NFC labels for smart packaging**

Tracking temperature is becoming a crucial functionality of smart packaging technology. Many products have to be transported, stored, and used under a safe temperature. Cleantech and Beyond, a startup by VISTEC and IRPC, has developed passive RFID/NFC labels integrated with thermo-responsive sensing elements. The labels are battery-free and output both visual and digital indications, allowing low-cost tracking of temperature-sensitive goods at item-level.

11.10 AVERY DENNISON: *speaker, Pankaj Lunia, Digital Transformation Expert*

## **Supply Chain optimization with smart packaging and digital triggers**

Supply chain frictions are typically caused due to a lack of standardization and sharing of data among the participants. Limited supply chain visibility topped with insufficient real-time inventory insights leads to inventory inaccuracy, and out-of-stock or overstocking situations. Assigning a standards-based digital identity to products and packages enables automating the recording and tracking of inventory items across the eco-system partners. The packaging industry is uniquely positioned to help OEMs adopt digital triggers that can automate logistics handling for improved inventory accuracy, reduced inventory handling costs, tracking returnable packing/transport assets, and overall, better capital utilization.

11.55 GS1 speaker *Mayurintr Petchad, Business Development manager*

## **2D in Retail - A new dimension in barcodes**

Synopsis: To better enable the digital consumer, the retail industry is embarking on one of the biggest changes since the original introduction of the barcode: the adoption of 2D barcodes. This multi-year programme is focused on pilots and developing collateral and tools to support industry's migration to 2D barcodes.

12.20 – 13.30 LUNCH

13.30 SCANTRUST speaker *Tim Hadsel-Mares, Regional Director APAC*

## **Digital Product Passports (DPP): EU product labelling regulations and what it means for your company and your industry**

Digital Product Passports (DPP) have been introduced as part of several new regulations issued by the European Commission for gathering and sharing data on products and their supply chains. The imminent regulations require that such product information is made available to key stakeholders along the value chain, including the producers of raw materials and ingredients, distributors, and ultimately end-customers. The presentation will cover:

1. What is a Digital Product Passport?
2. Who will need to implement Digital Product Passports?
3. What information does a Digital Product Passport need to capture?
4. How to implement a Digital Passport for your business

14.15: SMARTGLYPH speaker *Martin Hooley Founder & VP R&D*

## **A patented approach to connected packaging and collaboration with the multi-trillion dollar Halal ecosystem**

SmartGlyph will be demonstrating how it is collaborating with the multi-trillion dollar Halal cross border trade and supply ecosystem. It is working with Malaysia in a system to assure Muslim Friendly products – from creation, processing, shipping, distribution and vendor compliance. The company is also demonstrating AI enhanced Connected Packaging at the event - ChatPackaging.

15.00 AIPIA speaker *Andrew Manly, Communications Director*

## **Smart Packaging for SE Asia, an overview of the latest technologies in active and intelligent packaging**

The whole APAC region is once again growing strongly after COVID. With other geopolitical factors in play a new set of challenges face companies wishing to make, distribute and sell CPGs both in the

domestic markets and for exports. Supply Chain disruption, Sustainability, Counterfeiting, Traceability, Authentication and Provenance (including DPP) are all major factors. Here you will see an overview of some of the latest developments in Smart Packaging to address these issues. AIPIA has a unique position in the market to offer an overview of the latest, relevant technologies

15.45 END OF DAY PANEL DISCUSSION: *All available speakers will join the panel*

**The Way Ahead for Smart Packaging in SE Asia: Identifying the priorities**

Speakers will discuss the key technologies which can offer immediate benefits for the SE Asia markets and take questions from delegates about the future development of these technologies

16.20 CLOSE

Sponsors/demonstrators:

