ProPak Asia to Deliver State-of-the-Art Technology and New Features in 30th Anniversary Edition

ProPak Asia 2023 has once again brought together global participants from the processing and packaging industry. Participants can expect plenty of opportunities for establishing new connections and reinforcing existing partnerships.

Global Participation Leads to Greater Opportunities
There will be 11 international pavilions from countries such as Australia, China, France, Germany, Italy, Japan, Korea, Singapore, Taiwan, Switzerland, and the United States.

Last year, ProPak Asia re-opened its doors post-COVID after two years of pandemic restrictions. It attracted 780 leading companies from 41 countries and 37,528 visitors from 61 countries, with the top 10 visitor countries being Thailand, the Philippines, Malaysia, Vietnam, Indonesia, Singapore, Bangladesh, India, Japan, and Korea.

Thanks to government agencies and trade associations, 27 groups from 10 countries played an important role in promoting and inviting their members to attend last year’s event. These included Cambodia Business Association (CBA), The Department of Trade and Industry Regional Operations Group Philippine (DTI), Federation of Malaysian Manufacturers (FMM), Indonesian Packaging Federation (IPF), Vietnam Beer — Alcohol Beverage Association (VBA), Laos National Chamber of Commerce and Industry (LNCCI). ProPak Asia 2023 will continue to build upon last year’s success by offering an even wider range of solutions to meet industry needs.

Features

Post-Harvest Innovation Tour
Co-hosted with the Embassy of the Netherlands and The Faculty of Agro-Industry from Kasetsart University, this tour will address techniques applied to agricultural produce after harvest for its protection, conservation, processing, packaging, distribution, marketing, and utilisation.

Lab Pavilion
Co-hosted with Innolab, this will gather research and lab information for research and development, as well as qualitative comparative analysis (QCA) specialists.

Sustainability Square
Co-hosted with The Mirror Foundation and Sapya Tourism Community Enterprise, Top 100 Green destinations 2022 by Green Destinations Foundation Netherlands, this will be an interactive zone where visitors and exhibitors can learn more about sustainability.

Packaging Solutions
This consulting session for packaging design is co-hosted with the Thai Package Design Association (Thai PDA) to upgrade and develop entrepreneurs in management roles to increase productivity, reduce costs and enhance the potential for efficiency.

WPO Innovation Stage
Co-hosted with The World Packaging Organisation (WPO), this will feature experts from around the world. They will be sharing insights on Sustainability in Packaging, Flexibility in Packaging and Food Safety through Packaging.

Future Food
A fully immersive experience, this will be co-hosted with TasteBud Lab. Excite your senses by experiencing the future of food, beverages, packaging and processing.

Don’t miss out on ProPak Asia’s special 30th anniversary. Discover current trends, solutions to industry challenges and more from 14–17 June in Halls 98–104 at Bitec Bangna, Bangkok.
Top Picks for Day 1 Activities 14 June 2023

Language: Conducted in English  Fee: Free seminar

Activity

Global Packaging Forum 2023 (GPF) 10:30am–5:00pm AMBER 1–2

10:30am–11:45am
Global and regional perspectives into sustainability and circular design showcasing initiatives, programmes, regulations and roadmaps.

11:45am–12:30pm
Consumer insights and its implications, and how the barcode has evolved into a dynamic data point for authentication, tracking, communication with consumers, and more.

12:30pm–1:30pm
Take a deep dive into current and future designs and packaging development for soft and rigid plastics. Hear from experts as they discuss meeting packaging needs vs reducing food waste.

2:00pm–3:00pm
The soft plastics and flexible industry is working on developing more mono material recyclable solutions that can be recycled or reprocessed. This session will discuss the future of soft plastics.

3:00pm–4:00pm
The latest trends, data, innovations and insights into what the future holds for packaging machinery, automation and processing equipment.

4:00pm–5:00pm
Closed loop collection programmes, container deposit schemes, innovative software solutions for collection and capturing of valuable materials for reprocessing and recycling. This session will also cover advanced recycling opportunities in the region.

Asian Packaging Seminar “Zero Emission in Food & Packaging Industry” 1:30pm–5:30pm Silk 2

The Paris Agreement is a legally binding international treaty which has aimed at reducing the problem on climate change. However it is not easy to achieve the target of reducing greenhouse gas (GHG) emissions by 50% by 2030, and reach net zero by 2050.

According to the UK Food & Drink Federation (FDF), import products are responsible for 33% of emissions, local ingredients 32%, consumer 12%, retail & catering 9%, manufacturing 6%, packaging 3%, transport 5% and post-consumer 5%. Farming is estimated to contribute around 10–12% of emissions, while land use change, such as deforestation, causes 8–10%, and food supply chain activities, like transport and manufacturing, are responsible for 5–10% of emissions. It is therefore imperative to work towards zero emission.

1:30pm–2:30pm
Zero Emission: Overview, Regulations and Requirements.

2:30pm–3:00pm
The Sustainability Roadmap of the Turkish Packaging Industry

3:30pm–5:00pm
Applications and Adaptations of Food & Packaging Manufacturers

Executive Talk: Emerging Trends, Innovation, and Investment in the Agri-Food Value Chain 3:00pm–6:00pm Meeting Room 211

3:05pm–3:25pm
ASEAN Agri-Food Outlook 2023

3:25pm–3:45pm
Thailand Agri-Food Policies and Development Strategies

4:55pm–5:15pm
Challenges & Opportunities in Post-Harvest Processing in ASEAN

5:15pm–5:35pm
Transformation in Post-Harvest Technology to Improves Product Quality and Reduces Postharvest Losses

5:35pm–5:55pm
Technology and Innovation Priorities for a New Era of Asian Food Security

The best efforts have been made to ensure that the information provided is accurate. Details such as the agenda, timings and venues may be subject to change as deemed necessary by the organisers and hosts.
Complete Inspection Systems by Heat and Control

CEIA metal detectors enhance food safety for prepared meals with their range of THS detectors which identify both magnetic and nonmagnetic metals, including high-resistivity stainless steel.

Metal detection as part of the inspection process can occur at several points throughout a production line. Its primary purpose being to identify metal contaminants such as aluminium or stainless steel in food products, or to detect other foreign matter, even paint chips, meeting consumer expectations for safety, consistency and avoiding costly product recalls.

Metal detection units also protect the machinery in your production line. As metal contaminants can cause machinery malfunction and loss of revenue due to production downtime for costly repairs. See the CEIA range at the Heat and Control booth.

Visit us @ Stand AQ41

Ensure your special recipe has only the right ingredients with CEIA

Top inspection performance for total product quality confidence.

Deliver unparalleled inspection with extremely high detection sensitivity for metals - whether ferrous, non-ferrous, or stainless steel - for all manner of food and pharmaceutical products. Whatever your product needs, we can meet it with precision and passion.
**e-Commerce Packaging: More Than Just a Box**

**Some Findings About e-Commerce**
Statista reports that in 2021, retail e-commerce sales amounted to approximately 5.2 trillion U.S. dollars worldwide. This figure is expected to grow to 8.1 trillion dollars by 2026.

Alibaba, the Chinese retail giant, is the largest e-commerce retailer worldwide, with online sales over 700 billion U.S. dollars in 2022.

Some have forecast that Amazon, a US-based e-commerce giant, will generate over 1.2 trillion U.S dollars in online sales by 2027.

In 2022, the Chinese e-commerce market was forecast to be the largest in the world, with internet sales accounting for nearly half of the country's retail sales. The United Kingdom ranks second with the highest percentage of retail sales taking place online (36%), followed by South Korea (32%), and Denmark (20%). E-commerce is booming in Asia. Last year, the fastest growing countries based on online sales are the Philippines and India, where e-commerce sales are forecast to increase by more than 25%.

Euromonitor, a global market research company, reports that Asia Pacific’s e-commerce sales are expected to nearly double by 2025 reaching USD 2 trillion. The region is predicted to see the highest retailing sales growth in 2020–2025, following Latin America, with digitalisation, connectivity and demographics representing the key drivers in the region’s shift into an innovation hub post-pandemic.

This phenomenon draws attention to a very important aspect of online sales: e-Commerce packaging.

**Why e-Commerce Packaging Is Important**
Frequent online shoppers sometimes complain of receiving a small item packed in a box 10 times its size. Sounds familiar? That's because it is a frequent occurrence. Environmentally conscious consumers are irked by this, as additional material such as bubble wrap or foam are usually added to fill the extra space, leading to unnecessary waste. Sometimes, there are no fillers, leading to the box being battered and torn, risking damage to the purchases.

This shows that e-Commerce retailers are not paying enough attention to packaging, which shouldn’t be the case. As Mintel’s senior eCommerce analyst Matt Lindner says, “The role of packaging in the online shopping channel is becoming a core focus for brands and retailers as consumers shift more of their spending online. Packaging concerns tend to fall into one of three areas — packaging integrity, environmental impact, and appearance.”

**Packaging Integrity**
Packaging integrity refers to how well an enclosed product is protected by its container. It determines shelf life and reduces, if not
eliminates, the risk of damage during transportation. In the food and beverage industry, packaging protects products from contamination and oxidation, extending their shelf-life.

Emphasising packaging integrity is synonymous with safeguarding your brand’s reputation. How well a product is packaged communicates a brand’s commitment to ensuring their customers receive their products in good condition. A good packaging adds value and improves consumer perception of the brand too. e-Commerce packaging ought to be an extension of your brand, and is an important aspect of showing consumers what your business represents.

Environmental Impact
The UN Environment Program (UNEP) estimates that a third of all plastics produced are used in packaging, including single-use plastic products for food and beverage containers. Approximately 85% of these end up in landfills or as unregulated waste.

Euromonitor’s Voice of the Consumer: Sustainability Survey 2022 found that 60% of consumers reduce plastics use and 57% recycle items. This aligns with findings from most sources, which report that consumers lean towards brands that embrace sustainable practices.

With growing concerns about environmental sustainability, the way e-commerce retailers use packaging has gained more importance. Using recycled materials, minimising waste, and utilising eco-friendly alternatives, can reduce the environmental impact of e-commerce operations. Customers are increasingly conscious of sustainable packaging choices, and implementing such practices can enhance brand reputation and attract environmentally conscious consumers.

Appearance
Packaging has a significant impact on the overall customer experience. When customers receive their orders in visually pleasing and well packaged boxes, it enhances their perception of the brand and creates a sense of excitement. It is an important aspect of branding and marketing that should not be neglected. A well designed packaging should include the following features: Aesthetically pleasing visuals, easy to handle and open, well placed logos and other aspects that can communicate useful product information and the brand’s values.

Modern packaging has also placed more emphasis on user experience. For example, packaged products can include interactive features such as QR codes, which consumers can scan to learn more about the product or the brand.

Another cool futuristic feature is augmented reality (AR) packaging, which engages consumers and provide additional information or immersive experiences. AR packaging allows customers to visualize products, access multimedia content, or participate in games, which contributes to brand engagement.

Some of the major brands that have utilised AR Packaging include Coca-Cola, Nestlé’s KitKat and Starbucks. By scanning a QR code, users can access animations, games or upcoming promotions. Lay’s, the potato chip brand, has also used AR packaging. In one of their campaigns, customers could scan the chip bags to play virtual games and win prizes.

A Vital Brand Component
There are innovative ways in which packaging can be used to enhance a brand’s image. With the e-Commerce sector going strong, it is crucial not to neglect the importance of packaging, which serves to engage consumers, provide valuable information, and create memorable experiences around food and beverage products.
38 YEARS OF BRIDGING BUSINESSES IN ASIA
Come celebrate our achievements with us, ride on our success

HIGHLIGHTS OF OUR SUCCESS

eNewsletter
No. of successful deliveries per blast
20,648
Total open rate
40.4%

Webinars
Highest no. of registrations
654
Turn-up rate
55%

Website Top Banner
Impressions
46,000

Contact us for more information
stanleytan@epl.com.sg
apfood@epl.com.sg
Aseptic Combi Predis™

Aseptic packaging provides an ideal solution for customers required to pack sensitive products that require high level of care in a packaging line, in order to preserve their organoleptic properties and extend their shelf-life.

Sidel's unique PET aseptic solution and 40 years of aseptic packaging expertise have proven solutions development, including innovative dry preform and wet-bottle decontamination with the right PET bottle ensuring maximum product integrity and flexibility along the supply chain for juices, nectars, soft drinks, isotonic and teas (JNSDIT) as well as liquid dairy products (LDP), while optimizing uptime, costs efficiency and sustainability.

Sidel Aseptic blow fill seal solution is the world's first aseptic PET filling equipment with dry preform sterilisation approved by Food and Drug Administration (FDA).

Food for Thought

Which Is More Attractive?

For each set of pictures, would you purchase the item on the left or on the right?

In a 2020 study published by the School of Psychology in Shaanxi Normal University, the researchers concluded that transparent windows on food packaging do not always capture attention and increase purchase intention.

The researchers of another report published by the Department of Experimental Psychology, University of Oxford, had a different take. Results of their findings showed that transparent packaging increased willingness to purchase as compared to packaging that used food imagery instead. Participants also expected the products to be tastier.

Another insightful study published by The Association for Consumer Research found that: “packages that had a transparent element (as compared to otherwise plain, opaque packaging) were judged to be more trustworthy, received higher consumer preference scores, and greater purchase intent. However, these effects were only found when the product contained within was visually attractive: if the product was visually unattractive, it was rated as significantly less trustworthy when presented in transparent packaging.”

What do you think?
Top Packaging & Processing Trends You Should Know in 2023

**Smart Packaging**

Technology-enabled solutions are some of the best strategies used today to add value to your food packaging. Tech features are now easily accessible via smartphone gadgets, and allows brands to connect with their customers.

**Customisation**

Personalisation can make customers feel valued. A focus on the customer experience provided by packaging is why there has been a trend of unboxing videos on social media platforms such as YouTube, Instagram and Tik Tok.

**Sustainability**

A trend that looks set to stay. Use your food packaging to promote sustainability, and to win over today’s consumers, who are increasingly environmentally conscious. Sustainable packaging and processing practices require less use of natural resources. This allows companies to operate with less cost and improve its overall sustainability in the long run.

**e-Commerce**

With the rise of e-commerce, food products need to be processed and packaged in a way that ensures they remain intact and fresh during transit. Packaging materials and designs must withstand various processes from shipping, handling to warehousing and transportation to stores. This is to protect consumables from damage, leaks, and contamination.

Stay tuned for more insights, trends and updates
Don’t miss the Day 2 edition of our Show Daily newsletter on 15 June 2023