

BEYOND THE PACKAGING



» 19 September 2019 @ BITEC, Thailand

Usinsu

8.30-9.30 Registration

9.30-10.15 Food & Beverage Packaging Industry Perspective

- The demand of food & beverage packaging
- The situation and trend of Thailand's food & beverage packaging industry
- The competitiveness of food & beverage packaging industry

By: Ms.Kevalin Wangpichayasuk

Assistant Managing Director, Kasikorn Research Center Co., Ltd.

10.15-11.15 2020 Food Packaging Trends

- The food packaging trends from both consumers and packaging manufacturers

By: Ms.Nalinee Thongthae

Packaging Design Expert

11.15-11.30 Networking Refreshments

11.30-12.15 Packaging for Export: How to Increase the Efficiency and Reduce the Loss

- Packaging material selection and its properties
- Technical aspect of packaging design

By: Mrs.Varna Sudasna

Chief Packaging Specialist, SCG Packaging Public Company Limited

12.15-13.15 Luncheon

13.15-14.00 Intelligent Packaging

- From passive packaging to smart packaging
- Overview of scavenging packaging
- Overview of release packaging
- Overview of diagnostic packaging

By: Associate Professor Panuwat Suppakul, Ph.D.

*Department of Packaging and Materials Technology
Faculty of Agro-Industry, Kasetsart University*

14.00-14.30 Sustainable Plastic Waste Management: Recycled PET (rPET) Bottles for Food & Beverage Packaging

- The situation of plastic waste
- The innovation and technology of recycled PET

By: Mr.Richard Jones

Senior Vice President

Indorama Ventures Public Company Limited

14.30-15.00 interpack 2020 – Current Trends at the World's Leading Trade Fair for the Processing and Packaging Industries

By: Mr.Thomas Dohse

Deputy Project Director, interpack / Messe Duesseldorf GmbH

**This session will be conducted in English*

15.00-15.15 Networking Refreshments

15.15-16.45 Branding Strategies: How to Differentiate and Add Distinct Value

- Techniques and strategies to create brand value and awareness
- Logo and its regulation

By: Mr.Peerawong Chaturongakula

Expert in Marketing Strategy, Brand Building

Product & Packaging Design and Product & Packaging Development

16.45-17.00 Q&A and End of Seminar

Exhibition organized by:



Concurrent exhibition by:



Conference organized by:



For more information, please contact
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