Programme day one **Wednesday 15th November 2017**	
7:30 - 8:20	Registration and collection of meetings schedule
8:20 - 8:30	Chair's opening remarks **Welcome to the PACE Asia Forum** *The series of keynotes, roundtables, panel discussion, debates and business meetings will explore the latest challenges and opportunities impacting the packaging sector. We'll be examining the current landscape but also look at future trends which will shape the packaging sector. Drawing on real life case-studies we will discuss how to improve customer engagement, packaging sustainability, performance of the supply chain, and many other inspiring topics.*
8:30 - 9:00	**Keynote Session: Identifying Changing Trends in Asia to Gain a Holistic View of the Market and to Build your Winning Packaging Strategy** *This dynamic keynote will provide an overview of the emerging key themes that are framing the innovation and design agenda in packaging, using data and short case studies, to look at how to build a packaging strategy to adapt to these new challenges.* *This session will look at how the future will increasingly be shaped by factors such as a growing concern for sustainability, desire for customisation and the Internet of Things.* • Introducing big challenges that the packaging industry is facing to adapt to evolving market needs and expectations • Embracing smart packaging to better satisfy and surprise your customers • Considering the growing opportunity and challenges raised by eCommerce to build strategies • Presenting general trends concerning sustainability to be better prepared to shift to more environmentally friendly packaging • Disclosing how the popularity of customisation is reshaping the packaging industry and how your company can draw benefit from it

	• Evaluating how packaging manufacturers can optimise their supply chain and find solutions to common supply challenges **Dominic Cakebread, Director of Packaging Consulting, GlobalData Consultant**
9:00 - 9:30	**Case Study: Finding the Best Solutions for your Products in the Fight Against Counterfeit Packaging** • Identifying and preventing counterfeit products from entering the supply chain • Unveiling the unintended consequences of increasingly complex packaging regulations • Exploring the central role of packaging in the authentication process • Highlighting the difficulties consumers face in ensuring "they buy real" **Steve Payne, Director Anti-Illicit Trade Operations Asia Pacific, Japan Tobacco International**
9:35 - 10:05	Business meeting 1 *Each 30 minute scheduled meeting is an opportunity for attendees to sit down with a provider to learn more about the solutions they hold which can help meet your business needs.* *We'll have over 30 innovative companies taking part and offer an arena for delegates to meet with a wide range of solution providers under one roof.*
10:10 – 10:40	Business meeting 2
10:40 - 11:10	**Morning Refreshment and Visit the Exhibition** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance*
11:10 – 11:40	**Exploring the state of regulations in Asia for packaging safety and understanding how to adapt to them** • Reinforcing regulatory compliance disclosure (Western vs. Eastern) for safer packaging and increase in exportability of food products

	• Evaluating Nestlé's strategies to deal with fast changing regional regulations: avoid falling behind and prevent product recalls • Appraising different challenges that FMCG are facing when new regulations are issued: case study of China Food Safety Law and GB Standards to understand the scope of adaptation of already commercialised packaging and food products • Safety by design: how to avoid non-compliance issues in packaging innovations **Sylvain Rannou, Packaging Safety & Compliance Expert, Nestle**
11:40 – 12:10	**Sustainability as a Packaging Strategy influencing Consumer Purchasing Behaviour** • Sustainability as a differentiator in the Dairy markets • How sustainability factors influence consumer purchasing behavior • How sustainability can be the connection between packaging and consumers • How sustainable packaging strategies enhance the brand-consumer communication • Q&A **Ola Svending, Director Sustainability, Stora Enso Consumer Board**
12:15 – 12:45	Business meeting 3
12:45 - 13:45	**Lunch and Networking** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance*
13:45-14:15	**Case Study: Coca-Cola: Collaborating Across the Supply Web to Solve Today's Challenges and Drive Tomorrow's Innovation** • Exploring the current trends and challenges for packaging to enhance the customer experience, to reduce the carbon footprint while protecting the product. • Financial and innovation perspective: driving top-line growth AND bottom line improvement • Highlighting sustainability and innovation relations: How can we better serve our consumers? Exploring Coca-Cola's sustainable packaging strategy • Discovering how the collaboration across the supply web is necessary for break-through innovation

	Richard Novomesky, Director of Cross Enterprise Labels and Closures , The Coca-Cola Company	
14:15 - 14:30	**Innovation in packaging... no need to wait, go digital** • Highlighting the possibilities of digital printing in the packaging industry • Exploring the time to market with new ideas • Discovering solutions to be creative **Tobias Sternbeck, General Manager Key Accounts, Mimaki Engineering**	
14:35 - 15:05	**Introduction to the Singapore Packaging Agreement (SPA) - Moving towards a Zero Waste Nation** • Discovering what the Singapore Packaging Agreement is about to understand the importance of packaging waste reduction • Unveiling who is involved in this agreement • Exploring what is involved in this agreement • Showcasing the Signatories' Achievements • Highlighting the Resources available to Signatories **Albert Lim, Chairman, Singapore Packaging Agreement**	Business meeting 4
15:10 - 15:40	Business meeting 5	
15:40 - 16:00	**Afternoon Refreshment and Visit the Exhibition** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance*	

16:00 - 16:30	**Case Study: Discovering Quality Testing in the Packaging Development Process to draw upon Rohto laboratories' Expertise** • Classifying packaging material based upon their function: container for protection the product, individual box for aesthetic/prepossess, outer box for distribution • Exploring the best quality testing methods for primary packaging • Discovering the best quality testing method for secondary packaging **Megia Esvandiari, Packaging Development Specialist, Rohto Lab Indonesia**	Business meeting 6
16:35 - 17:05	**Exploring the Massive Opportunity of eCommerce in Asia to Understand how your Business can Embrace this Move** • Appraising global trends of ecommerce and new consumption behaviours to build a road map and prepare your company for long term changes • Highlighting Asia Pacific as the world's fastest-growing e-commerce region • Tackling the massive e-commerce opportunity increasing market reach, and connecting with new demographics • Delivering a Smile in the Last Mile in e-commerce **Jason Stevens, VP of Fulfillment, DHL E-commerce**	Business meeting 7
17:05 - 17:35	**Uncovering the Benefit of Digitalisation of Printing Processes to Enhance Brands and Unlock New Consumer Interactions Through Packaging**	

	• Exploring the fundamentals of packaging design to understand how it can either diminish or propel a brand • Understanding the visual equities of your brand and how far you can stretch them to remain relevant at shelf • Evaluating the process and outcomes of digital printing to help you understand the stakes of the innovation • Exploring how digitalisation can support personalisation and create more meaningful packaging **James Rutherford - Design Director - Nutrition - Consumer Healthcare- GSK**
17:35 - 17:40	Chair's summary and end of day one

Programme day two **Thursday 16th November 2017**	
7:45 - 8:20	Registration and collection of meeting schedules
8:20 – 8:30	Chair's opening remarks Welcome to the PACE Asia Forum *The series of keynotes, roundtables, and business meetings will explore the latest challenges and opportunities impacting the packaging sector. We'll be examining the current landscape but also look at future trends which will shape the packaging sector. Drawing on real life case-studies we will discuss how to improve customer engagement, packaging sustainability, performance of the supply chain, and many other inspiring topics.*
8:30 – 9:30	**Interactive Roundtables** Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others. Choose 2 topics from the choice below. Each roundtable lasts 30 minutes. **Roundtable 1:** The ultimate of Packaging Price forecasting **Sutan Muhammad Azhar A. W. Asia Strategic Packaging Buyer, PZ Cussons Indonesia**

	Roundtable 2: Exploring innovations in labels and closures **Richard Novomesky, Director of Cross Enterprise Labels and Closures , The Coca-Cola Company** **Roundtable 3:** Evaluating the importance of packaging as a security feature for products authenticity **Mike Ridgway, Director, The Consumer Packaging Manufacturers Alliance** **Roundtable 4:** An insight into new material solutions to address prevailing consumer needs **Soke Meng Chan, Head of Product Management Additives, BU Masterbatches, APAC** **Robert Kurniadi, Head of Sales, BU Masterbatches, South East Asia**
9:35 – 10:05	Business meeting 8
10:05 – 10:35	**Morning Refreshment and Visit the Exhibition** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance.*
10:40 – 11:10	**Exploring Packaging Through a Supply Chain Lens** • E2E Supply Chain Impact • Packaging Material cost vs Total Cost of Ownership • Need for Packaging Innovation within Supply Chain **Hitesh Shenoy, Head Technical Packaging AMA, GSK** Business meeting 9
11:15 – 11:45	**Packaging Matters – Now More Than Ever** • Review the latest results of WestRock's annual consumer research study, Packaging Matters, about the role of packaging • Discuss key packaging trends including consumer preference for natural packaging • Highlight an insight-driven packaging innovation case study

	Sze Ooi, Regional Sales and Business Development Director, WestRock **Quentin Yan, Marketing Director, Consumer Packaging, WestRock**	
11:50 – 12:20	Business meeting 10	
12:20 – 13:20	**Lunch and Visit the Exhibition** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance.*	
13:20 – 13:50	**Exploring Consequences of Plain Packaging on the Tobacco Industry** • Highlighting packaging as a barrier to trade in counterfeit and illicit goods • Discovering where plain packaging has been implemented and drawing upon their experience • Discussing a potential plain packaging for alcohol • Identifying the next markets where plain packaging could be implemented • Exploring the impact on the retailers in terms of counterfeit products, customers and consumers satisfaction **Mike Ridgway, Director, The Consumer Packaging Manufacturers Alliance**	
13:55 – 14:25	Business meeting 11	
14:30 – 15:00	**Exploring Human Centric Design as an Approach Toward more Functional Packaging Focussed on Consumer Needs** • Defining Human Centric Design to understand how it can improve patient satisfaction and brand image • Discovering how to increase the connection between your brand and the patient through easier utilisation, adapted to the state of the patient • Identifying challenges designers face when developing packaging	Business meeting 12

	for ready-to-use complex medication to anticipate needs • Presentation of Human Centric Design packaging to draw upon their experience **Munindra Roy, Functional Lead - Packaging Development, Gland Pharma**	
15:00 – 15:30	**Afternoon Refreshment and Visit the Exhibition** *The exhibition will feature a varied line-up of innovative technologies to support the packaging industry.* *No matter your job function you'll find providers to meet your needs; we'll be showcasing new solutions for sustainable materials and inks, design agencies to rebrand your product and engage better with your consumers, innovation in production process to save costs and time, and beyond to give you a comprehensive suite of solutions to maximise packaging performance*	
15:30 – 16:00	**Embracing e-commerce: A strategic case study of Microsoft packaging** • The business situation and case for change • The criticality of foundational pre-design research: review of development goals and approach • How robust competitive assessment drove critical insights and innovation opportunities • Review of the packaging design vision and results **Jeff Loth, Global Packaging Manager, Microsoft**	
16:00 – 16:30	**Discussing How to Secure and Optimize the Supply Chain** • Evaluating how supply chain optimisation and safety is a real challenge for packaging manufacturers to share experience and find solutions • Identifying ways to secure the quality of your supply chain to make sure of the quality of your packaging • Enhancing how to find local suppliers to diversify your supply chain, and save cost. • Discovering how to develop successful sourcing strategies and qualitative relations with suppliers **Murali Nair, Regional Procurement & Supplier Relationship Manager , Menarini Asia-Pacific Holdings Pte Ltd**	
16:30 – 17:00	**Towards Sustainable Packaging Materials: a Perspective of Side Stream Valorisation**	

	William Chen Wei Ning, Director NTU Food Science & Technology Programme, Nanyang Technological University
17:00-17:10	Chair's summary and close of forum