

可持续性精明包装

通过提高技术解决方案和绿色包装工艺往可持续及精明型发展方向前进并提升财务底线

上海锦江汤臣洲际大酒店，
中国

2010年8月26 - 27日

“在这竞争强烈的市场上，越来越多产品有着非常复杂的包装，成功的妨碍了消费者使用它。现在的消费者都必须费尽心思的把包装撕裂。”

绿色策略是要彻底并持续贯彻与执行的一个极重要的概念，利用您的绿色及智能型包装协助您达成对环保的承诺。



您将会有以下收益：

- 包装行业安全和质量法规的更新
- 在变化无常的消费者市场中获取洞察力，并了解这些趋势对包装解决方案的影响
- 探索先进的科技以优化品牌形象，实现成本效率及如何往绿色发展
- 预测包装行业的发展路线，有效的投资并在市场上占一份位置
- 如何轻量化您的包装：减少原材料和资源的运用并同时满足消费者对包装的需求
- 通过再利用策略实现降低废物生产和保存自然资源，使它成为品牌价值的一部分
- 遵从现任更加严厉的食品安全法规，并检验包装原材料的质量
- 融合创新和智能型包装以吸引消费者并方便宣传活动
- 理想包装：通过价值工程为您的企业实现利益底线
- 成本效率：包装减少以降低运输成本（轻量化）

为什么不能错过此会议？

可持续性与智能型包装在中国有着明亮的前途，尤其中国政府正在大力为国家宣传绿色策略以实现一个绿色的经济。关注绿色包装，提倡绿色包装，坚持使用绿色包装，这是品牌持有者对环境的一点贡献。品牌持有者也积极的寻找经济的绿色包装方案以达到对环境的一些贡献。

国家政府已经推出了实行绿色包装则既可减少流通污染，优化生存环境，又可提高国际竞争力，促进出口贸易发展，还有利于实施可持续发展战略。绿色包装所代表的含义是强调最少废弃物、结构优化、材料消耗降低，包装可再生，可降解回收再利用以不产生再次污染。品牌持有者正在寻找着有效的途径减少包装以实现环保目的，同时节约资源实现经济效益。在绿色消费浪潮的推动下，越来越多的消费者倾向于选购对环境无害的绿色产品。再说，消费者对于方便，安全，健康及产品可靠性有着极高要求，这趋势正推着智能型及可持续性包装的发展。

这四届峰会带来了不同行业的品牌持有者，包装制造商，包装专家，一起探讨在国内实现绿色包装的挑战和机遇。会议上会强调可持续包装以实现绿色环境；探讨吸引消费者的智能型包装特质例如：产品安全，方便及可靠性；重新思考包装供应链的程序，在包装发展过程中执行周期分析。

谁有必要参加

来自以下部门的副总裁，总监，总经理，领导，高级经理，经理，专家，工程师：

- 包装
- 包装设计
- 包装开发
- 品牌管理
- 产品设计
- 市场营销
- 研发
- 技术中心/包装技术
- 生产
- 产品开发
- 消费者调查
- 市场调查
- 业务发展

来自以下行业：

- 食品饮料
- 化妆品
- 个人护理产品
- 家用产品
- 保健
- 零售商
- 制药
- 包装原材料供应商
- 包装技术和服 务供应商
- 包装设计咨询
- 其它有关行业

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Smart Packaging for Sustainability

Advancing packaging towards smart and sustainable to boost bottom-line through enhanced technological solutions and greener packaging process

InterContinental Shanghai
Pudong, China

26th & 27th August 2010

Key benefits of attending this event:

- **Updating** on the latest safety and quality regulations governing the packaging industry
- **Gaining** insights into the ever evolving consumer and market trend that impacts the packaging solutions
- **Exploring** advanced technologies that enhanced brand image, cost effectiveness
- **Forecasting** where the packaging industry is heading to invest and position yourself wisely to become the leading player
- **Shrinking** packaging to reduce the exploitation of raw materials, conserving natural resources and at the same time ensuring packaging meet the needs of consumers
- **Utilising** reusable strategy as a significant reduction in producing packaging waste and promotion of conserving natural resource
- **Complying** to China's more stringent food safety laws and examining the quality of packaging raw materials
- **Incorporating** innovative and smart designs to grab consumers' interests and for end user convenience
- **Achieving** bottom-line benefits for the organisation with Value Engineering
- **Practicing** returnable packaging that contributes to social, environmental and economical factors
- Cost-effectiveness: **Light-weighting** to reduce transportation costs, renewable and reusable materials

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"More and more products are coming out in fiercely **protective packaging designed to prevent consumers from consuming them**. These days you have to open almost every consumer item by gnawing on the packaging."

Dave Barry

Looking green is not enough but had to be really green. The concept of being thorough and consistent in one's commitment to help the environment is important, let this green and smart packaging help you make an impact!



Why you cannot miss this event

A bright future may be anticipated for sustainable and smart packaging, as the Chinese government is actively campaigning for a greener economy, brand owners are constantly on the lookout for greener and economical packaging solutions.

Major initiatives have been implemented gradually as part of a large-scale government effort to steer the country on a more environmentally-friendly path. For China, going "Green" means cutting excess – especially in peripheral industries such as packaging. More brand owners are looking for effective ways to reduce and lightweight their packaging for environmental protection purposes and for material savings purposes. Not to mention, stronger consumer interest in convenience, safety, and health and product security is also pushing the wave of smart and sustainable packaging from brand owners especially in the Asian continent.

This conference will bring together a variety of brand owners, packaging manufacturers, packaging professionals to discuss the main challenges and opportunities to go green in the country. A major emphasis will be placed on **Sustainable Packaging for Green Environment and Corporate Social Responsibility; Consumer focused: Smart packaging for product safety, convenience, flexibility, and design; Rethinking your packaging supply chain processes, and conducting lifecycle analysis in the packaging development process.**

Who should attend

Vice-President, General Manager, Director, Manager, Head, Supervisor, Engineer from:

- Packaging Design
- Packaging
- Product Design
- R&D
- Production
- Packaging Technology
- Market Research
- Packaging Development
- Brand Management
- Marketing
- Technical Centre
- Product Development
- Consumer Insights
- Business Development

From the following industries:

- Food & Beverage
- Personal care Products
- Household products
- Pharmaceutical
- Packaging Solution Suppliers
- Other Related Industries
- Cosmetics
- Healthcare
- Retailer sectors
- Packaging Raw Material Suppliers
- Packaging Design Consultancies

Smart Packaging for Sustainability

SH-MF1823 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

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Nature of Business: _____

Company Size: 1-9 10-24 25-49 50-99
 100-249 250-499 500-999 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

- Conference fee** @ USD1,795 + GST / VAT (if applicable) per delegate
- Translation service** @ I am registering as a delegate and I need the translation service at USD200
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
- Online Documentation** - USD500. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

Register Now

Code: E

Contact Marketing at **marcus evans**

Tel: +603 2723 6748

Fax: +603 2723 6699

Email: leec@marcusevanskl.com

Date: 26th & 27th August 2010

Venue: InterContinental Shanghai Pudong,
China

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (+86) (21) 5835 6666 and make it clear that you are attending **marcus evans** conferences event quoting SH-MF1823 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur

Malaysia

www.marcusevans.com

Payment Method

Payment is required within 5 working days on receipt of invoice

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Please debit my Visa Mastercard Amex Diners

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Card Number:

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Security Code:

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Signature: _____ Expiry Date: / /
M Y

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email glaveep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
6. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.