



INDONESIAN PACKAGING FEDERATION

Meeting the Challenges of Packaging Today & Tomorrow

One-day conference ~ Three-day expert workshops



24 - 27 May 2010
Inna Grand Bali Beach Hotel,
Sanur - Bali

Organized by the Indonesian Packaging Federation (IPF), this Packaging Conference & Workshops event is led by trainers from EP Resources Pte Ltd Singapore, who will share their expert knowledge and teach select modules from their Professional Packaging Training Programme.

Packaging Conference :

Meeting the Challenges of Packaging Today & Tomorrow

Date: Monday, 24 May 2010

Venue: Inna Grand Bali Beach Hotel, Sanur-Bali, Indonesia

Session 1. Impact of Sustainability on the Packaging Industry – Environment, Legislation & Compliance

Speaker: Stuart Hoggard



What is Sustainability? Why does it matter? What are the environmental laws in Asia? Are they a barrier to export?

Understand why environmental issues are important to your business, and how you can immediately and easily implement packaging cost and waste savings to realize Sustainable Cost Benefits. Learn how you can market your sustainability efforts, while avoiding the sins of greenwashing.

This session also provides a good overview of the environment legislation and standards in Asia that you have to comply with, in order to do business in the region.

Session 2. Cost Optimization in the Packaging Supply-chain

Speaker: Simon Fisher



Find out what are the many areas where costs can be controlled in the packaging supply chain, and how you can gain cost savings for your business. With an overview of Cost Models, learn to build a profitable packaging supply-chain.

Understand what the commercial influences bearing on the supply chain are and how packaging buyers function, to help you maximise your sales.

Why you should attend:

- Discuss the challenges facing the Asian Packaging Supply-chain today.
- Spot Future packaging trends in Sustainability, Legislation, Business and Marketing.
- Build a profitable Packaging Supply Chain.
- Understand the MNC perspective on how to buy and sell packaging.
- Evaluate eco-friendly and practical waste-saving measures and cost-efficient applications for your operations, products & services.
- Learn to market sustainability
- Know the legislation and standards you have to comply with to do business in Asia and globally.

Who should attend:

- Brand Owners
- Packaging Producers
- Packaging Developments
- Procurement
- Marketing

For more information, contact :

INDONESIAN PACKAGING FEDERATION

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Other conference presenters include:



- **Sustainable and Safe Packaging** by Kandarp Singh, Cluster Leader Environment, Tetra Pak Cluster South & Southeast Asia.



- **Environmental awareness of greener packaging options** by Robert Bobroff, D2W, has had over 12 years involvement with Symphony Environmental Ltd, a company that is one of the pioneers in the field of oxo-biodegradable plastic.

- **Implementing sustainability through the right packaging decisions** by Juil Cha, Geography Leader, DuPont Packaging & Industrial Polymer Korea, AP Packaging Segment Leader.



The miracles of science™

Sign up for the Workshops and attend the Conference for **FREE!** Seats are limited!

Packaging Workshops :

Date: Tuesday - Thursday, 25 - 27 May 2010

Venue: Inna Grand Bali Beach Hotel, Sanur-Bali, Indonesia



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Inna Grand Bali Beach
Hotel, Sanur - Bali

A series of two parallel workshops, each consisting of two sessions - a two-day training session, and a one-day training session - will be taught by trainers from EP Resources Pte Ltd and aims to equip participants with greater in-depth knowledge to tackle the challenges facing the packaging industry today and prepare for future growth.

- **Packaging Workshop A** is taught by Stuart Hoggard and focuses on Sustainability, environmental and Design matters.
- **Packaging Workshop B** is taught by Simon Fisher and explores the Commercial aspects of packaging operations.

Additional recreational programs:

- Green Tour
- Golf
- Submarine Tour
- Other sightseeing activities

Packaging Workshop A

Trainer: Stuart Hoggard

Session A.1: Packaging Cost Reduction & Sustainability

Session A.2: Design for Environment

A.1 Packaging Cost Reduction & Sustainability

Dates: Tuesday - Wednesday, 25 - 26 May 2010 (Two-day workshop)

Sustainability (Environmentally Friendly Packaging) is the hot topic in the global packaging market. Laws require it, consumers demand it, customers need it, and producers & designers benefit from it!

But what IS Sustainability? This workshop provides a practical production approach to the Sustainability issue.

Who Should Attend

Executive Management level, CSR & Compliance Officers, HR Executives at both Brand Owner & Packaging Producers looking to implement Sustainable Best Practices

Objectives:

To provide a Management System to implement a Design for Environment programme of cost and waste savings. Participants will be equipped with tools that can be adapted into their corporate culture of packaging requisitioning & production

1. What is Sustainability?

- The 8 key sustainability principals/ Implications for packaging
- Why is a Sustainability a big issue? / Cost Savings with DfE (Design for Environment)/ Global Warming/ Media & Consumer pressure/ Waste Management Issues

2. Compliance & Legislation

- Legislation & Standards in Asia differences/ Regulations in Asia & Internationally: EC Directive 94/62 (Packaging Waste), RoHS & REACH (EU), Packaging & Container Law (Japan), Package Recycling Regulations (China)
- Environmental Standards : CEN (EU) , Asian Environmentally Conscious Packaging Standards, Sustainable Packaging ISO Standards

3. Understanding Sustainable Cost Benefits

- Waste reduction = cost reduction/ High-weighting/package migration/ material selection

4. What is 3-R?

- Reduce, Reuse, Recycle - what does it mean in practice and how does it benefit the business?
- Twenty 3-R Cost Savings to Implement Tomorrow - Design for Environment (DfE) The Management Perspective
- Management Considerations, strategies/ Building the Team/ Writing the specs/ / Life Cycle Assessment (LCA)/ Ensuring Fit for Purpose
- Design tools/ Resource Minimisation: Reducing production losses, Reducing voidspace, Lightweighting and downsizing, Reducing energy use

- Integrating DfE into the Corporate Culture
- Case Studies - Success stories from Europe & Japan

5. Best Practice Marketing of Your Sustainability Efforts

- Measures that can re-position your packaging & The Sins of Greenwashing

A.2 Design for Environment

Date: Thursday, 27 May 2010 (One-day workshop)

The growing grey market is challenging Packaging designers to develop barrier-free inclusive packaging yet retain cost efficiencies. This course introduces the Universal Design (UD) challenge to develop packaging that is easy to open, close, store & understand.

Who Should Attend?

Packaging Brand Managers, Technologists and Structural Designers planning a product launch.

Objectives:

To provide an introduction to techniques to make packaging more acceptable to new growing market groups: the elderly, disabled or young
Participants will have an understanding of the difficulties Packaging presents to these new consumer segments and how to integrate solutions

1. Introduction to Universal Design (UD)

- What is UD? Why is important?
- The financial case for UD
- How UD can Extend Market Reach
- Redefining Conventional Market Segments: Grey, Disabled, Young
- Quantifying the Market
- Examples of UD - In Daily Life/ In the High-street/ In Packaging

2. Integrating UD into the Existing Workflow - Re-thinking the Design Process:

- Product Identification - marking
- Ease of Opening, Closing & Re-packing
- Ease of Use
- Instructions for Use
- Sorting & Package Disposal
- The ISO Standard for UD - What is it?

3. The UD Checklist

- 20 Questions to Ask at the packaging concept planning stage

4. What is the bottom-line benefit?

- Grey consumers never buy a product because of a UD feature - But they certainly DON'T buy those without!
- How to meet latent consumer expectations

Packaging Workshop B

Trainer: Simon Fisher

Session B.1: Commercial Control of the Packaging Supply Chain

Session B.2: How MNCs buy Packaging



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B.1 Commercial Control of the Packaging Supply Chain

Dates: Tuesday - Wednesday, 25 - 26 May 2010

The Packaging Supply Chain is a complex network of buyers, sellers, contracts & responsibilities.

This workshop is an essential guide to building a profitable Packaging Supply Chain.

Who Should Attend?

Packaging personnel who will influence the commercial arrangements of supply, ie Buying, Development Quality Planning Factory and Distribution

Objectives:

To give the Participants a view of the many areas where costs can be controlled in the packaging supply chain, and techniques to help them do it Participants will have a full understanding of the Commercial influences bearing on the Supply Chain, and will be fully conversant with the role of the packaging buyer

Additional recreational programs:

- Green Tour
- Golf
- Submarine Tour
- Other sightseeing activities

Sign up for the Workshops
and attend the Conference
for **FREE!**

1. Understanding the Packaging Supply Chain

- What is it? / Where do you sit in it? / How can it be controlled?

2. Why do we need Buyers ?

- Buyers Responsibilities/ Changing Role of the packaging buyers/ Suppliers Responsibilities / Win - Win?

3. What are we buying?

- Specifications/ Quantities v Capacities
- When - Timing / Deliveries / J-I-T/ Market Types

4. How to assess & What makes a Good Supplier

- Commercial requirements/ Capabilities/ Industry Presence/Inspecting Suppliers/ Approved Supplier Status

5. Cost / Quality / Service

- Which is best?/ Can all be perfect?/ Scoring systems
- Review and Action

6. Cost Make up / Cost Modelling

- What is a cost model?
- Dangers & Benefits of Cost modeling / Cost is not Price

7. Feedstock Material Prices - Linkage

- Available Market Data/ Linkage to contracts
- Should we buy the feedstock?

8. Hole in the Wall and other options

- Make or Buy/ Hole in the Wall/ Alternative Technologies/Alternative Materials

9. Negotiation and E Procurement

- Getting the best deal/ Offer Comparison techniques
- E Procurement - Dangers and benefits
- Selling the deal internally

10. Authorities / Contracts / Terms and Conditions

- Elements of a Contract/ Normal terms and conditions
- Clauses to include and avoid/ When contracts are broken

11. Managing a Launch / Relaunch / Major Activity

- Key factors to achieve Success/ Network timings for packaging items/ Risk analysis and reduction

B.2 How MNCs buy Packaging

Dates: Thursday, 27 May 2010

MultiNational Corporations (MNCs) have distinct commercial advantages when they come to buy packaging.

Understanding how the MNCs structure their packaging procurement can assist local brands and package suppliers compete in the marketplace.

An essential guide to getting in the door, winning the contract, keeping the contract, and building a long term business.

Who Should Attend?

Packaging Supplier Marketing, Production & Designers with regular Customer Contact

Objectives:

To give an understanding of how decisions are made within MNC's. To learn buyers likes and dislikes. Matching your product against the competition and MNC requirements. Participants will get a full understanding of the Buying Process within an MNC. How to ensure quotes are well presented, and how to avoid common pitfalls

1. Understand your Customer

- Market, size, products, future plans/ Who are the contacts /decision makers ? Capacity and (Shared?) Investments

2. Understand your Market and Competition

- Who are the Competition/ Competitive Edge - Price Quality Service? / Feedstock Availability / Cost movements/ Selling your strengths

3. The quotation Process

- Format / Punctuality/ Additional information, what is needed?/ What not to put in your quote

4. Commercial Approval

- Key Contact for negotiations/ Commitment by suppliers/Investment capability/ Clarity/ Key Contractual Components

5. Technical Approval

- Samples / Trial materials / Storage/ Testing , Line trials
- Quality Approval / Certification
- Future technical developments

6. What Buyers Like and Dislike

- Global & Regional Supply/ Technical support/ Commercial Transparency/ Innovation Capability
- The hidden dangers

7. Finalising the deal

- When is a deal done ?/ What clinches the deal ?
- How to extend the deal to new dimensions

About the Trainer



Stuart Hoggard is Publisher of PackWebasia.com and a sought-after speaker for packaging conferences worldwide on topics of Packaging in Asia and Sustainability and is the author of Sustainable Packaging in Asia - A Compliance Guide. He has been a guest judge at many international packaging awards, including the Asian Packaging Federation (APF) AsiaStar and World Packaging Organization (WPO) WorldStar awards



Simon Fisher was the packaging buyer in UK for Lever Brothers and Elida Gibbs before being appointed Chief Buyer for Elida Faberge, Germany. He later became the Regional Supplier Management Director for Packaging, Unilever Asia where he implemented successful Cost Reduction programmes, Global Launch/ Relaunch activities, and Global Supplier Management initiatives.

Registration Form

Date	Event	Indonesian Fee	Overseas Fee
May 24, 2010	Packaging Conference*	IDR 1,500,000 <input type="checkbox"/>	USD 200 <input type="checkbox"/>
Packaging Workshop A			
25 - 26 May 2010	A.1 Packaging Cost Reduction & Sustainability	IDR 3,750,000 <input type="checkbox"/>	USD 450 <input type="checkbox"/>
27 May 2010	A.2 Design for Environment	IDR 2,500,000 <input type="checkbox"/>	USD 300 <input type="checkbox"/>
25 - 27 May 2010	Sessions A.1 and A.2	IDR 5,000,000 <input type="checkbox"/>	USD 600 <input type="checkbox"/>
Packaging Workshop B			
25 - 26 May 2010	B.1 Commercial Control of the Packaging Supply Chain	IDR 3,750,000 <input type="checkbox"/>	USD 450 <input type="checkbox"/>
27 May 2010	B.2 How MNCs buy Packaging	IDR 2,500,000 <input type="checkbox"/>	USD 300 <input type="checkbox"/>
25 - 27 May 2010	Sessions B.1 and B.2	IDR 5,000,000 <input type="checkbox"/>	USD 600 <input type="checkbox"/>

* Packaging Conference is FREE for participants who sign up for either the full three-day Workshops A or B

Hotel	Distance from Venue	Cost/ room/ night**	No. of booking nights
Inna Grand Bali Beach Hotel	Same venue location	USD 75	
Palm Garden Hotel		USD 38	
Segara Agung Hotel		USD 35	
Stana Puri Hotel		USD 33	

** All hotel room rates include Breakfast for two persons. Prices indicated are nett prices.

COMPANY	
ADDRESS	
POSTAL CODE	COUNTRY
TELEPHONE	FAX
EMAIL	WEBSITE
PARTICIPANT 1 (MAIN CONTACT)	
DESIGNATION	
MOBILE	EMAIL
PARTICIPANT 2	
DESIGNATION	
MOBILE	EMAIL

EARLY BIRD DISCOUNT: Pay before 15 May 2010 and receive a 5% discount!
10 Free Tickets to Bali (from Jakarta) for advanced group registration of 10 persons

Payment details:
 PT. Sentra Info Pack
 Bank Mandiri, Aminta Plaza Branch, Jakarta
 AC. 101-000-6015-703
 SWIFT Code: BEIINDJA



Email your form to:
seminar@packindo.org
By 15 MAY 2010