

IPIF 2024

国际包装创新大会

INTERNATIONAL PACKAGING INNOVATION FORUM

推动可持续发展

DRIVING SUSTAINABLE DEVELOPMENT

开启增长新引擎 提升新质生产力

IGNITING NEW GROWTH ENGINES AND ENHANCING PRODUCTIVITY

10月15-16日 | 上海虹桥祥源希尔顿酒店

October 15-16 | Hilton Shanghai Hongqiao



主办单位 Organizer



支持单位 Supporting



中国包装联合会
CHINA PACKAGING FEDERATION

BUSINESS
FINLAND



生物基材料发展前景

Development prospects bio-based materials

Intelligent active packaging materials

智能活性包材

开启增长新引擎

launch new growth engines

Specific implementation of ESG

ESG 具体实施

推动可持续发展

Promote sustainable development

包装生产自动化与智能化

Automation and Intelligence in Packaging Production

降本增效

Reduce costs and enhance efficiency

循环经济

供应链协同发展

Coordinated supply chain development

Circular economy

大会论坛 Forum



展区 Display Area



蓝星计划可持续发展包装大赛 颁奖典礼 "Blue Planet" Sustainable Packaging Awards Ceremony



蓝星计划 - 入围作品 "Blue Planet" - Entries Showcasing



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IPIF 国际包装创新大会框架

Structure of international packaging innovation forum

10月15日 October 15th

主论坛1：汇聚全产业链力量促进包装可持续发展

Main Forum 1 : Amassing the strength of the entire-industry chain and promoting sustainable packaging

细分论坛 Segmented Forum

10月15日 October 15th / 下午 Afternoon

- ☑ 分论坛1 Sub-forum 1: 食品 Food
- ☑ 分论坛2 Sub-forum 2: 餐饮供应链-从田间到餐桌 Food & Beverage Supply Chain-From Field to Table
- ☑ 分论坛 Sub-forum 3: 日化 Chemicals

10月16日 October 16th

主论坛2：探索新质生产力与细分市场的增长潜力

Main Forum 2 : Exploring the growth potential of new quality productive forces and market segments

细分论坛 Segmented Forum

10月16日 October 16th / 下午 Afternoon

- ☑ 分论坛1 Sub-forum 1: 电子电器 & 新能源 Electronics, Electrical Appliances and New Energy
- ☑ 分论坛2 Sub-forum 2: 大健康 Healthcare
- ☑ 分论坛 Sub-forum 3: 酒水 & 饮料 Alcohol & Beverages

包装创新展示区 Packaging Innovation Display Area

10月15-16日 Oct.15th-16th

IPIF Talk 新品发布会 IPIF Talk - New Product Launch

10月15-16日 Oct.15th-16th

“蓝星计划”可持续发展包装大赛展示&颁奖典礼

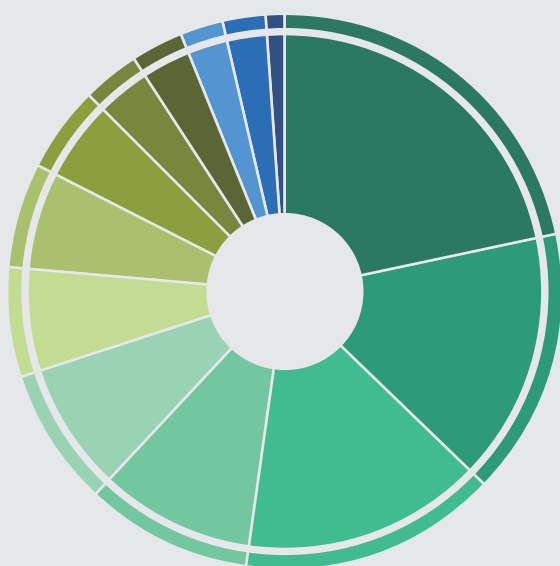
"Blue Planet" Sustainable Packaging Awards ceremony

10月15-16日 Oct.15th-16th

*以现场通告为准 Subject to site

2023 观众分析 Visitor analysis in 2023

品牌终端参会代表细分行业 Brand terminal participate on be half of industry segments



食品 Food	21.81%	日用 Daily necessities	6.04%
大健康 Big health	15.44%	饮料 Beverage	5.03%
日化 Daily chemicals	15.10%	酒业 Liquor	3.36%
餐饮 Catering	9.73%	宠物 Pet	3.02%
电商快递物流 E-commerce & courier logistics	8.05%	农产品 Agricultural products	2.68%
电子电器 Electronics and electrical appliances	6.38%	乳品 Dairy products	2.35%
		汽车零部件 Auto parts	1.01%

参会代表占比 Proportion of delegates



品牌终端 Brand owners	59.3%
包装供应商 Packaging supplier	33.1%
协会 / NGO 组织 Association/NGO	4.2%
院校 / 科研机构 Universities & colleges/research institutions	3%
其他 Others	0.4%

参会代表职务 Position of delegates



中高层管理 (总监、总裁等) Intermediate or senior management (directors, CEOs, etc.)	32.5%
初级管理层 (经理等) Junior management (managers, etc.)	22.4%
采购负责人 Purchase leaders	18.8%
包装研发与设计人员 Packaging R&D and design personnel	14.5%
市场及销售人员 Marketing and sales personnel	11.6%
其他 Others	0.2%

主论坛一：产业协同促进包装可持续发展

Plenary Session A: Industry-wide Synergies Speed Up Sustainable Packaging Development



欢迎致词

Welcome Speech

王文杰 / Wang Wenjie
励展博览集团大中华区助理副总裁
Assistant Vice President of RX China



欢迎致词

Welcome Speech

王跃中 / Wang Yuezhong
中国包装联合会常务副会长、IPIF 国际包装创新大会主论坛主席
Executive Vice President, China Packaging Federation, President of IPIF Main Forum



欢迎致词

Welcome Speech

嵇安诺 / Anu Vuori-Kiikeri
芬兰驻上海总领事
Consul General of Finland in Shanghai



全球包装可持续性和对环境的影响趋势

Global Packaging Sustainability and Environmental Impact Trends

Kishan Singh
世界包装组织 WPO 全球大使
World Packaging Organisation, WPO Global Ambassador



中国的生产者责任延伸制度

Extended Producer Responsibility System in China

马荣 / Ma Rong
国家发展改革委环资司原副司长、高级工程师
[Former] Director, Department of Resource Conservation and Environmental Protection of National Development and Reform Commission



塑战速决：政策执行观察及趋势展望

Plastic Challenge Decided: Policy Implementation Observation and Trend Outlook

温宗国 / Wen Zongguo

清华大学环境学院教授，循环经济产业研究中心主任

Professor of the School of Environment, Tsinghua University, Director of the Center for Industrial Research on Circular Economy



《限制商品过度包装》相关标准最新进展

Latest Progress on Standards Related to "Restricting Over-Packaging"

王利 / Wang Li

中国包装联合会副会长、全国包装标准化技术委员会副主任委员兼秘书长

Vice President of China Packaging Federation, Deputy Director and Secretary-General of National Packaging Standardization Technical Committee



聚合物的使命：通往可持续发展的未来

The Mission of Polymers: Towards a Sustainable Future

肖科达 / Kodak Xiao

陶氏公司包装与特种塑料业务部 亚太区可持续发展资深业务总监

Senior Business Director of Sustainable Development in Asia Pacific, Dow Packaging and Specialty Plastics Business Department



ESG 是否可以给企业带来跨周期可持续商业增长能力？

Can ESG bring sustainable business growth across cycles to enterprises?

张丽娜 / Freda Zhang

上海国科龙晖私募基金管理有限公司战略合作伙伴、历任宜家全球产品供应链东亚区总裁

Strategic Partner of Shanghai Guoke Longhui Private Equity Fund Management Co., Ltd., Former President of IKEA Global Product Supply Chain East Asia Region



主论坛二：“以终为始”看循环经济对产业的推动

Plenary Session B: "All in Recycling" How Circular Economy Effects on The Industry



通过电商路径研究优化包装设计，打造有竞争力的可持续包装 Research and Optimize Packaging Design through E-commerce Path to Create Competitive Sustainable Packaging

杨万敏 / Yang Wanmin

宝洁中国供应链包装创新总监

Director of Packaging Innovation in Supply Chain, Procter & Gamble China



设计良好的 EPR 制度是品牌商与包装企业的最优选择

A well-designed EPR system is the best choice for brand owners and packaging companies

常新杰 / Chang Xinjie

中国欧盟商会 环境工作组副主席

Vice President of Environment Working Group, EUCCC



芬兰的包装趋势与创新

Packaging Trends & Innovation in Finland

Antro Säilä

芬兰包装协会

CEO, The Finnish Packaging Association



《芬兰创新和可持续包装解决方案》发布会

Launch of "Innovative and Sustainable Packaging Solutions from Finland"

田马可 / Marko Tiesmäki

芬兰驻中国大使馆商务参赞、芬兰国家商务促进局中国负责人

Commercial Counsellor of Embassy of Finland in Beijing, China Country Director of Business Finland



可持续标签解决方案 共创低碳循环未来

Sustainable Label Solutions to Create a Low-Carbon Circular Future

于雪 / Michelle Yu

芬欧蓝泰标签（中国）有限公司 亚太区可持续发展负责人

Head of Sustainable Development in Asia Pacific, UPM Raflatac (China) Co., Ltd.



我国食品接触材料原级再生利用研究进展

Research Progress on Primary Regeneration Utilization of Food Contact Materials in China

朱蕾 / Zhu Lei

国家食品安全风险评估中心 食品安全标准中心主任

Director of Food Safety Standards Center, National Food Safety Risk Assessment Center



百事中国食品包装可持续创新的探索

Exploration of Pepsi China's Sustainable Innovation in Food Packaging

顾煜 / Alex Gu

百事亚洲研发中心有限公司 食品包装可持续发展研发经理

R&D Manager for Sustainable Development of Food Packaging, Pepsi Asia R&D Center



“以纸代塑”的可持续性探讨

Discussion on Sustainability with "Paper Instead of Plastic"

占孚 / Zhan Fu

浙江福莱新材料股份有限公司高级研发经理

Senior R&D Manager, Zhejiang Fulai New Materials Co., Ltd.



巴斯夫让包装实现可持续发展的未来

BASF Technologies to Enable the Sustainable Future of Packaging

Simon K. Foster

印刷包装树脂全球市场负责人

Marketing Head Resins for Paper, BASF Corporation



再生塑料的鉴别及碳足迹评价

Identification and Carbon Footprint Evaluation of Recycled Plastics

林勤保 / Lin Qinbao

暨南大学包装工程研究所研究员

Professor, Packaging Engineering Institute, Jinan University



包装行业可持续认证项目动态分享

Dynamic Sharing of Sustainability Certification Projects in the Packaging Industry

董峰 / Tony Dong

必维国际检验集团 体系认证事业部 中国区定制化解决方案业务负责人

Head of Customized Solution Business in China, Bureau Veritas (Beijing) Co., Ltd

平行分论坛 1: 食品 & 调味品 Parallel Session I: Food & Condiments



可持续发展下食品包装的安全与合规

Safety and Compliance of Food Packaging under Sustainable Development

钟怀宁 / Zhong Huaining

国家食品接触材料检测重点实验室（广东）实验室主任

Director of the National Key Laboratory for Testing of Food Contact Materials (Guangdong)



太太乐可持续发展实践

Totole's Practice in Sustainable Development

刘士艳 / Liu Shiyan

上海太太乐食品有限公司 公共事务总监

Director of Public Affairs, Shanghai Totole Food Co., Ltd.



从设计到选材 - 联合利华致力可持续包装

From Design to Material Selection - Unilever's Commitment to Sustainable Packaging

沈飞英 / Anny Shen

联合利华资深包装开发经理 - 食品营养北亚区

Senior Packaging Development Manager - Food Nutrition North Asia, Unilever



高阻隔镀铝转移热封纸的休闲食品应用现状，是挑战，亦是机遇

The Current Situation of Leisure Food Application of High Barrier Aluminium Transfer Heat Sealing Paper is a Challenge and an Opportunity

朱利明 / Zhu Liming

东莞市锐泽创艺新材料有限公司总经理

General Manager, Dongguan Ruizhe Chuangyi New Material Co., Ltd.



伊利冰品可持续创新包装分享

Yili Ice Product Sustainable Innovative Packaging Sharing

李凤英 / Li Fengying

伊利集团冷饮研发部副总监

Deputy Director of Ice Cream R&D Department, Yili Group



柔印的可持续发展之路

The Road to Sustainable Development of Flexo Printing

赵嵩 / Jason Zhao

杜邦公司赛丽® 解决方案东区技术经理

DuPont Company, Cyrel® Solution, East District Technical Manager



阿普塔即时混合包装解决方案

Aptar's Instant Mixing Packaging Solution

金伟 / Jin Wei

阿普塔（中国）投资有限公司盖类事业部研发总监

Product Development Director - R&D, Closures China, Aptar (China) Investment Co., Ltd



零食王国的包装创新与可持续发展之路

The Road to Packaging Innovation and Sustainable Development in the Kingdom of Snacks

欧阳龙 / Ouyang Long

湖北良品铺子食品有限公司包装开发部负责人

Head of Packaging Development Department, Hubei Liangpin Shop Food Co., Ltd.



包装创新，成本上升，如何破局——消费者洞察给你答案

Packaging Innovation, Cost Increase, How to Break the Game - Consumer Insights Give You the Answer

黎毅雄 / Li Yixiong

（前）亿滋食品 高级研发经理

(Former) Senior R&D Manager, Mondelez Foods



平行分论坛 2：餐饮外卖 Parallel Session II : Food Delivery



餐饮外卖绿色包装应用工作组工作进展

Progress of the Working Group on the Application of Green Packaging for Food Delivery

胡正阳 / Hu Zhengyang

餐饮外卖绿色包装应用工作组 - 中国包装联合会 副秘书长

Deputy Secretary-General of the China Packaging Federation - Working Group on the Application of Green Packaging for Food Delivery



美团青山计划推动行业绿色低碳发展实践

Meituan Blue Mountain Project to Promote Green and Low-Carbon Development in the Industry

黄培坤 / Huang Peikun

美团青山计划高级经理

Senior Manager, Meituan Blue Mountain Project



涂层纸在中国的可持续发展路径建议

Suggestions for the Sustainable Development Path of Coated Paper in China

南璇 / Nan Xuan

陶氏化学（中国）投资有限公司市场经理

Marketing Manager, Dow Chemical [China] Investment Co., Ltd.



聚焦餐饮领域，新消费场景的包装探索

Focus on the Catering Field, Packaging Exploration of New Consumption Scenarios

左杨 / Zuo Yang

福建南王环保科技股份有限公司研发经理

R&D Manager, Fujian Nanwang Environmental Protection Technology Co., Ltd.



餐饮外卖包装创新：以新技术突破「时间」和「空间」的挑战

Innovation in Food Delivery Packaging: Breaking the Challenges of "Time" and "Space" with New Technologies

马浩然 / Ma Haoran

深圳市裕同包装科技股份有限公司 裕同环保副总裁

Vice President of YUTOECO, Shenzhen YUTO Packaging Technology Co., Ltd.



粘合剂在可持续与创新包装的应用

Application of Adhesives in Sustainable and Innovative Packaging

陈启纳 / Peter Chen

汉高（中国）投资有限公司业务拓展总监

Business Development Director, Henkel (China) Investment Co., Ltd



叫板比萨：一个 B 型企业的垃圾减量故事

Gung Ho Pizza: A Waste Reduction Story of a B-Type Enterprise

Tina Xu

北京拓荒者餐饮有限公司叫板披萨总经理

General Manager of Gung Ho Pizza



面对新的经济形势与消费习惯，西式快餐品类的发展趋势

Facing New Economic Situations and Consumer Habits, the Development Trend of Western Fast Food Category

胡奇杰 / Hu Qijie

上海紫丹食品包装印刷有限公司技术研发总监执行助理

Executive Assistant to the Technical R&D Director, Shanghai Zidan Food Packaging Printing Co., Ltd.

圆桌论坛：中西式小吃场景下的包装解决方案

Free Discussion Session: Packaging Solutions under Chinese and Western Snack Scenes

王志勇 / Wang Zhiyong

沙伯特亚太区销售 & 市场副总裁

Vice President of Sales & Marketing, Sabert

张芳 / Zhang Fang

知支之（上海）商业管理有限公司 市场总监

Market Director, Shanghai Zhizhi Commercial Management Co., Ltd.

黄成林 / Huang Chenglin

马上诺餐饮（上海）有限公司 玛尚诺披萨家业务负责人

Head of Home Delivery Business, Marzano Catering (Shanghai) Co., Ltd.

李凡 / Li Fan

重庆新呼啦餐饮管理有限公司供应链总监

Supply Chain Director, Chongqing New Hula Catering Management Co., Ltd.

黄培坤 / Huang Peikun

美团青山计划高级经理

Senior Manager, Meituan Blue Mountain Project

南璇 / Nan Xuan

陶氏化学（中国）投资有限公司 市场经理

Marketing Manager, Dow Chemical (China) Investment Co., Ltd.



平行分论坛 3: 个人护理 & 家庭护理

Parallel Session III : Personal Care & Home Care Cleaning



塑料回收当前现状及未来体系建设

Current Status and Future System Construction of Plastic Recycling

王永刚 / Victor Wang

中国物资再生协会再生塑料分会秘书长

Secretary General, China Plastic Recycling Association of CRRA



绿色产品设计：化妆品生命周期可持续性改进

Sustainable Product Design: Improving the Sustainability of Cosmetics Lifecycle

魏嘉骏 / Ronan Wei

雅诗兰黛创新研发（中国）有限公司技术副总监 - 包装开发

Associate Fellow-Packaging Development, Estée Lauder Commercial Innovation R&D (China) Co., Ltd.



关爱超乎所见 - 拜尔斯道夫集团可持续战略和包装行动

Care Beyond Skin - Beiersdorf Sustainability Strategy and Packaging Development

肖萍 / Emily Xiao

拜尔斯道夫集团包装材料和合规技术经理

Packaging Manager, Material & Compliance, Beiersdorf A G



洗护发产品包装创新趋势浅析

Analysis on the Trend of Shampoo Product Packaging Innovation

李贺 / Li He

汉高（中国）洗护和家清品类包装开发经理

Packaging Development Manager, Henkel (China) Shampoo and Home Cleaning Category



创新设计到工艺成型的探索

Exploration from Innovative Design to Process Forming

崔建明 / Cui Jianming

信联集团研发总监

R&D Director, Trust Group



数字化变革中的包装设计与开发

Packaging Design and Development in Digital Transformation

汤鲁吉 / Tang Luji

乐塑 3D 总经理 (中国 3D 打印文化博物馆执行馆长、智慧湾乐塑 3D 数智制造中心负责人)
General Manager, WISDOM BAY-LESU Advanced Intelligence Manufacturing Center; Executive Director, China 3D Printing Culture Museum



日化包装轻量化改进应用

Application Improvement of Lightweight Daily Chemical Packaging

林桃根 / Lin Taogen

纳爱斯包装设计中心副主任
Deputy Director, NICE Group Packaging Design Center



平行分论坛 4：电子电器 & 电商物流 Parallel Session IV: Electronics & E-Commerce



菜鸟绿色供应链的探索和实践 Exploration and Practice of Cainiao Green Supply Chain

许若愚 / Xu Ruoyu
菜鸟绿色 & 包装商业化 产品总监
Product Director, Cainiao Green & Packaging Commercialization



气柱包装的应用 Application of Air Column Packaging

于宁临 / Yu Ninglin
小米通讯技术有限公司包装工程师
Packaging Engineer, Xiaomi Communications Co., Ltd.



包装可持续发展的创新和应用 Innovation and Application of Packaging Sustainable Development

徐欣 / Xu Xin
昕诺飞投资（中国）有限公司亚太区包装专家
Packaging Technology Manager, Asia Pacific Packaging Center, Signify Investment (China) Co., Ltd



包装场景化创新 Innovative Packaging in Scenarios

张波涛 / Zhang Botao
北京京东远升科技有限公司包装总监
Packaging Director, Beijing Jingdong Yuansheng Technology Co., Ltd.



安防产品包装创新探索与机会 Innovation Exploration and Opportunities in Security Product Packaging

梁奕昆 / Liang Yikun
浙江大华技术股份有限公司包装总监
Packaging Director, Zhejiang Dahua Technology Co., Ltd



新能源电芯包装设计方案 Design Scheme for New Energy Battery Packaging

Eric Zhang
前博世亚太区包装部门负责人
[Former] Head of Bosch Asia Pacific Packaging Department



Boulanger 在全球可持续发展大趋势下的包装方案探索 Boulanger's Exploration of Packaging Solutions under the Global Sustainable Development Trend

赖彩霞 / Cathy LAI
法国连锁家电和电子产品零售商 Boulanger 中国区环保包装负责人
China Eco-packaging Lead, French household appliances and electronic products chain retailer, Boulanger



改变纤维基包装的 10 个创新示例和创新框架 10 Innovative Examples and Innovation Frameworks that Change Fiber-based Packaging

陆尉斌 / Felix Lu
史密瑟斯信息咨询亚太区项目总监
Project Director, Asia Consulting Information Division, Smithers



欧盟电池法规中的产品碳足迹强制要求 Requirements of product carbon footprint in EU battery regulation

王洪涛 / Wang Hongtao
四川亿科碳足迹大数据有限公司创始人 & CEO
Founder & CEO, IKE Carbon Footprint Big Data Co., Ltd.



平行分论坛 5：酒业 & 饮料 Parallel Session V: Alcohol & Beverages



中国啤酒业 / 威士忌发展现状和未来发展趋势

Current Status and Future Development Trend of China's Beer/Whiskey Industry

元月 / Yuan Yue

中国酒业协会啤酒分会，威士忌专业委员会、酒与社会促进工作委员会秘书长
Secretary-General of the Beer Branch of the China Alcoholic Drinks Association, Whiskey Professional Committee, and Promotion Committee for Alcohol and Society



百威亚太包装材料可持续发展的创新之路

The Innovative Road to Sustainable Development of Budweiser Asia Pacific Packaging Materials

柳鑫 / Liu Xin

百威亚太 APAC ZITEC 流程和技术开发总监
APAC ZITEC Process and Technology Development Director, Budweiser Asia



精酿啤酒的包装创新趋势和实践

Analysis on the Trend and Practice of Craft Beer Packaging Innovation

李哲 / Li Zhe

山东喜啤士生物科技有限公司总经理
General Manager of Shandong Xibeer Biotechnology Co., Ltd.



酒业 & 饮料可持续和创新包装分享

Alcohol & beverage sustainable and innovative packaging sharing

元洪强 / Yuan Hongqiang

中锐股份 包装板块常务副总经理
Executive Deputy General Manager of the Packaging Division, Zhongrui Co., Ltd.



从物联网，人工智能到元宇宙：

5 大关键数字技术如何助力数字印刷重塑包装行业

From IoT, AI to Metaverse: How 5 Key Digital Technologies Help Digital Printing Reshape the Packaging Industry

陆尉斌 / Felix Lu

史密瑟斯信息咨询亚太区项目总监
Project Director, Asia Consulting Information Division, Smithers



植物基饮品包装策略和创新实践

Plant-based Beverage Packaging Strategy and Innovative Practice

谢思捷 / Xie Sijie

Oatly 燕麦奶 亚太区包装负责人
APAC Packaging Lead, Oatly



数字印刷赋能酒水瓶罐创新

Empowering Alcohol Drinks Bottle Innovation by Digital Printing

张寅 / Jay Chang

高宝卡曼，中国区总经理
General Manager, Koenig & Bauer Kammann (Shanghai) Co., Ltd.



包装回收面临的机遇和挑战

Opportunities and Challenges Faced by Packaging Recycling

江文华 / Jiang Wenhua

爱回收品牌副总裁
Vice President of Aihuishou Brand



平行分论坛 6: 大健康 Parallel Session VI: Great Health



打造差异化——重塑包装的核心角色

Creating Differentiation - Reshaping the Core Role of Packaging

许琬妮 / Wannan Xu

迈茂睿亚太区感官总监

MMR RESEARCH Sensory Director MMR-Asia



可持续的绿色健康之路

Sustainable Green and Healthy Path

程明清 / Nestor Cheng

安利（中国）研发有限公司 研发助理经理

Assistant Manager, Innovation & Science, Amway(China) I&S Center



品牌的绿色发展和创新

Green Development and Innovation of Brands

金学迎 / Jin Xueying

曼秀雷敦（中国）药业有限公司研发总监

R&D Director, Mentholatum (China) Pharmaceuticals Co., Ltd.



康宝莱中国 - 营养保健食品包装创新和可持续性发展

Packaging Innovation and Sustainability in Nutrition/Health Foods of Herbalife China

张永健 / Yongjian ZHANG

康宝莱（上海）生物科技有限公司产品营运总监

Director of Product Operations, Herbalife Nutrition Product Innovation Center



健合集团 - 持续推进包装可持续研究及应用

H&H Group - Continuous Promotion of Sustainable Research and Application in Packaging

崔倩倩 / Cui Qianqian

健合集团 包装开发专业经理

Packaging Manager, the SWISS Business Unit of H&H Group



包装印刷生产中的环保力量

Environmental Forces in Packaging and Printing Production

冯磊 / John Feng

包装平面经理, 拜耳医药保健
Graphic Manager, Bayer HealthCare



在商业价值中兼顾可持续的 VDS 包装创新

Sustainable VDS packaging innovation in the business value

陈乐平 / Chen Leiping

汤臣倍健创意总监
Creative Director, By-Health



用包装创造价值, 让品牌沟通更有成效

Creating Value with Packaging to Make Brand Communication More Effective

黄寰 / Huang Huan

总经理 广东盒智创新技术有限公司
General Manager, Guangdong Box Wisdom Innovation Technology Co., Ltd.



IPIF- 芬兰品牌日 IPIF-Finland Brand Day

IPIF2023 国际包装创新大会获得了芬兰国家商务促进局（Business Finland）的大力支持，强强联合，共同推出“IPIF- 芬兰品牌日”活动。“IPIF- 芬兰品牌日”聚集来自芬兰的包装企业与终端品牌方，给包装同仁和细分终端领域的包装研发人员带去芬兰创新和可持续包装的解决方案；**木基塑料、基于可持续生产的木质生物质、纸浆，以及其他纤维和可回收材料、阻隔材料、不含胶水的纸吸管、可降解生物基粘合剂解决方案、木质素功能化新型纤维**等等，使国内包装同仁深入了解芬兰的可持续包装创新方案和先进经验。

International Packaging Innovation Forum (IPIF) 2023, with vigorous support from Business Finland, joined with the latter to co-launch the "IPIF-Finland Brand Day" event. Spotlighting packaging enterprises and brand owning customers from Finland, "IPIF-Finland Brand Day" delivered innovative and sustainable packaging solutions from Finland to packaging peers and R&D personnel in segmented brand owning sectors, such as **wood-based plastics, sustainable production-based woody biomass, paper pulp, along with other fiber and recyclable materials, barrier materials, glueless paper straws, biodegradable bio-based adhesive solutions, and new functionalized lignin fibers**, providing domestic packaging peers with deep insights into Finland's sustainable packaging innovations and advanced experience.



包装创新展示区 Packaging Innovation Exhibition Zone

为向供应商与采购商提供更多商务交流与合作的机会，位于大会会场前厅还将设置“超人气”的展商展区，将汇聚50+ 行业顶尖的包装材料、制品和服务商，原材料商、包装生产企业，展出前沿环保、绿色、降本、提效包装解决方案和优秀的创意包装作品。汉高（中国）投资有限公司、陶氏公司、芬欧汇川（中国）有限公司、秉信包装、埃肯有机硅、东莞市锐泽创艺新材料有限公司，广东韶能集团绿洲科技发展有限公司等企业曾在现场展出。

To offer more opportunities of business exchanges and collaborations for suppliers and purchasers, a "heavily sought-after" exhibitor zone will be set up in the foyer of IPIF venue that will pool 50+ industry-leading providers of packaging materials, products, and services, as well as raw material suppliers and packaging manufacturers, who will showcase cutting-edge, environment-friendly, green, cost-saving, and efficiency-enhancing packaging solutions and exceptionally creative packaging design works. Previous enterprise exhibitors include Henkel (China) Investment Co., Ltd., Dow Chemical, UPM (China) Co., Ltd., Bingxin Packaging, Elkem Silicones, Dongguan Ruize Creative Arts New Materials Co., Ltd., and Guangdong Shaoneng Group Luzhou Technology Development Co., Ltd.



Talk 新品发布会 New Product Launch Talk

为了让赞助企业更充分地展示自己的实力，延续 IPIF 上届的精彩，此次大会仍将安排 IPIF Talk 环节，即在会议演讲茶歇期间，请赞助企业的代表在活动区域做简短演讲，讲述企业在包装创新与可持续发展领域的新成果，包装业各企业优秀人才将竞相登台“华山论剑”，是品牌企业接触前沿包装“黑科技”，为产品换新衣的好契机！

To enable sponsoring enterprises to showcase their capabilities more thoroughly and continue the splendor of previous edition, IPIF this year will feature the IPIF Talk session as well. During tea breaks between conference speeches, representatives from sponsoring enterprises will be invited to deliver brief speeches in the activity area, sharing their new achievements in packaging innovation and sustainable development sectors. With professionals from various enterprises in the packaging industry "showcasing their expertise" on stage, this will be a valuable opportunity for brand enterprises to find out more about cutting-edge packaging "black technologies" and new product packages.



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* 上届赞助品牌

*Sponsoring brands of the previous edition



蓝星计划 - 可持续发展包装大赛 Blue Planet - Sustainable Packaging Competition

大赛聚焦包装绿色发展与创新突破，大赛将向全球范围内征集优秀的可持续发展包装作品与方案，鼓励环保与创新理念，帮助企业有效推进可持续包装战略，促进行业产业链绿色转型升级。本次联名大赛特设“创新组”和“环保组”两大组别，由蓝星计划智库专家共同评审推选出做出卓越成果的企业和个人，同时新增最佳人气奖与最具人气企业奖，邀请众多业内专业人士参与颁奖晚宴，见证了行业的“高光”时刻。

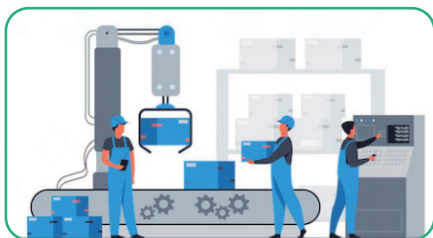
Award focus on green development and innovative breakthroughs in packaging. It will solicit outstanding sustainable packaging designs and schemes from around the world, and encourage **environment-friendly and innovative concepts, so as to help enterprises effectively propel sustainable packaging strategies and facilitate green transformation and upgrading of the industrial chain. This co-branded Competition has set up two special groups, namely the "Innovation Group" and the "Environmental Protection Group"**. Enterprises and individuals that have made outstanding achievements are jointly reviewed and selected by experts from the Blue Planet think tank. At the same time, the Best Popularity Award and the Most Popular Enterprise Award are newly added, and many industry professionals are invited to participate in the award dinner, witnessing the "limelight" moment of the industry.





奖项设置 创新组

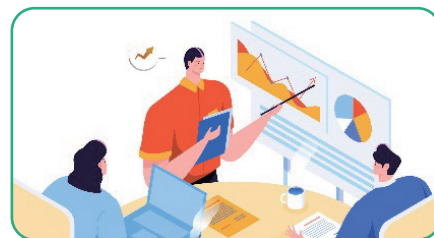
Award setting Innovation Group



创新包装材料奖
Innovative Packaging Material Award



创意概念包装奖
Creative Concept Packaging Award



市场潜力发展奖
Market Potential Development Award

奖项设置 环保组

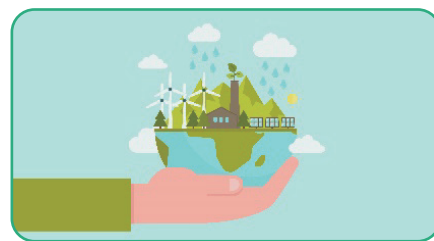
Award setting Environmental Protection Group



绿色材料应用创新奖
Green Material Application Innovation Award



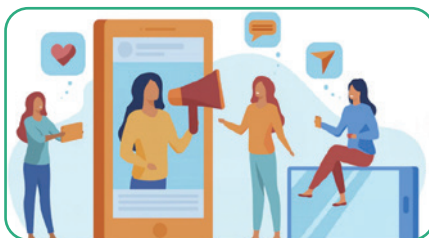
回收循环利用方案奖
Recycling Solution Award



绿色包装设计理念奖
Green Packaging Design Concept Award



可持续发展规划奖
Sustainability Planning Award



最佳人气奖
Best Popularity Award
最具人气企业奖
Most Popular Company Award



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赞助方案

2024年10月15-16日|上海虹桥祥源希尔顿酒店

合作选项	费用(元)	权益说明	
金牌赞助 (独家)	30万	<ul style="list-style-type: none">首日上午主论坛技术主题演讲20分钟 (不接受纯广告推介, 需主办方确认)5个免费参会名额 (价值RMB 14,000)价值30,000元展位1个 (包含2个展位工作证)大会背景板Logo展示全会期现场照片直播 (含Logo)	<ul style="list-style-type: none">IPIF / Packcon公众号品牌推广宣传 (1期, 赞助方按要求提供素材)PACKCON商学院直播1场晚宴席位1位 (主桌)作为大会支持单位露出
银牌赞助 (仅限7家)	10万	<ul style="list-style-type: none">第二日上午主论坛会场技术主题演讲15分钟 (不接受纯广告推介, 需主办方确认)2个免费参会名额 (价值RMB 5,600)价值30,000元展位1个 (包含2个展位工作证)大会背景板Logo展示	<ul style="list-style-type: none">IPIF / Packcon公众号品牌推广宣传(头条) (1期, 赞助方按要求提供素材)PACKCON商学院直播1场晚宴席位1位作为大会支持单位露出
铜牌赞助	6万	<ul style="list-style-type: none">分论坛技术主题演讲15分钟 (不接受纯广告推介, 需主办方确认)1个免费参会名额 (价值RMB 2,800)价值30,000元展位1个 (包含1个展位工作证)	<ul style="list-style-type: none">大会背景板Logo展示IPIF / Packcon公众号品牌推广宣传(次条) (1期, 赞助方按要求提供素材)晚宴席位1位
演讲嘉宾社交晚宴 暨“蓝星计划” 颁奖晚宴 (独家)	15万	<ul style="list-style-type: none">2个免费参会名额 (价值RMB 5,600)大会背景板及晚宴背景Logo展示晚宴期间视频广告1次 (不超过10分钟, 赞助方需按要求提供视频文件)	<ul style="list-style-type: none">晚宴主桌座位1个公司领导晚宴祝词, 并参与主持抽奖及敬酒环节晚宴指定客户同桌就餐1个
会中会 (独家)	10万	<ul style="list-style-type: none">60分钟定制趋势分享与研讨会 (会中会)2个免费参会名额 (价值RMB 5,600)大会背景板Logo展示	<ul style="list-style-type: none">IPIF / Packcon公众号品牌推广宣传(头条) (1期, 赞助方按要求提供素材)
伴手礼赞助 (仅限3家)	1万	<ul style="list-style-type: none">1个免费参会名额 (价值RMB 2,800)大会代表礼品赞助, 制作及运输费用由赞助方承担	
Blue Planet Award “蓝星计划”赞助	6万	<ul style="list-style-type: none">1个免费参会名额 (价值RMB 2,800)大会背景板Logo展示可获得“蓝星计划”赞助称号, 并在活动资料上列明	<ul style="list-style-type: none">IPIF / Packcon 公众号品牌推广宣传(头条) (1期, 赞助方按要求提供素材)活动现场主持人口头鸣谢活动现场播放企业相关视频 (时长为120秒)
特色茶歇赞助	1万/项	<ul style="list-style-type: none">大会背景板Logo展示IPIF特色茶歇赞助机会 (7项中任选1项) 1.插旗赞助: 提供的特色下午茶茶的插旗 500个 2.一次性刀叉勺赞助: 使用赞助商提供的一次性刀叉勺2000套 3.一次性咖啡杯: 使用赞助商提供的一次性咖啡杯 (+盖) 4.一次性纸碟赞助: 使用赞助商提供的一次性蛋糕碟 2000套	<ul style="list-style-type: none">赞助商的产品资料单页架5.个性化胶囊咖啡赞助: 使用客户提供的个性化胶囊咖啡2000个 6.循环标签矿泉水赞助: 使用客户提供的循环标签矿泉水赞助 2000瓶 7.冰淇淋/酸奶赞助: 使用创新型冰淇淋、酸奶包装, 现场主办方提供冰柜

IPIF 2024 国际包装创新大会赞助方案

合作选项	费用(元)	权益说明
椅背广告 *由赞助企业 承担制作	5万	<ul style="list-style-type: none"> 1个免费参会名额 (价值RMB 2,800) 价值30,000元展位1个 (包含2个展位工作证) 大会背景板Logo展示 会议期间单场次椅背广告
展位赞助	3万	<ul style="list-style-type: none"> 5分钟展区新品发布会 (仅限前8位报名者) 2个免费参会名额 (价值RMB 5,600) 价值30,000元展位1个 (包含2个展位工作证)
胸卡赞助 (独家)	1万	<ul style="list-style-type: none"> 大会参会嘉宾胸卡背面广告赞助 (已包含制作费, 赞助方仅提供符合要求的logo文件即可)
布袋赞助 (独家)	1万	<ul style="list-style-type: none"> 大会参会嘉宾布袋赞助 (布袋设计由主办方确认, 赞助方负责制作, 布袋一面是主办方的画面,一面是赞助商的广告画面)
电子会刊 内页广告	8千	<ul style="list-style-type: none"> 大会电子会刊广告内页1p

*每项赞助类别, 以先到先得为原则

配图示例



Sponsorship Prospectus

October 15-16 2024 | Hilton Shanghai Hongqiao

IPIF committee and Business Finland has partnered with Business Finland on "IPIF – Finland Brand Day", where all packaging companies registered in Finland can enjoy a 10% discount on sponsorship fees or participation fees

Sponsorship Levels	Rates (RMB)	Sponsor Benefits	
Gold Sponsor (Exclusive)	¥ 300,000	<ul style="list-style-type: none"> Delivery of a 20-minute keynote speech on the first day morning's main forum (please note that speech content is required to be confirmed by the organizer, and pure advertising is not permitted) Free attendance for 5 delegates (forum tickets worth RMB 14,000) Provision of 1 exhibition booth worth RMB 30,000 (2 booth badges included) Display of your company logo on forum background board 	<ul style="list-style-type: none"> Live photography during the 2-day forum (logo included) 1 headline post to promote your brand on IPIF/PACKCON's official WeChat account (sponsor shall provide materials as required) 1 live broadcast session on PACKCON Business School 1 seat at IPIF 2023 formal dinner (main table) Brand exposure as the official supporter of IPIF 2024
Silver Sponsor (Only 7 Available)	¥ 100,000	<ul style="list-style-type: none"> Delivery of a 15-minute keynote speech on the second day morning's main forum (please note that speech content is required to be confirmed by the organizer, and pure advertising is not permitted) Free attendance for 2 delegates (forum tickets worth RMB 5,600) Provision of 1 exhibition booth worth RMB 30,000 (2 booth badges included) 	<ul style="list-style-type: none"> Display of your company logo on forum background board 1 headline post to promote your brand on IPIF/PACKCON's official WeChat account (sponsor shall provide materials as required) 1 live broadcast session on PACKCON Business School 1 seat at IPIF 2024 formal dinner Brand exposure as the official supporter of IPIF 2024
Bronze Sponsor (Only 10 Available)	¥ 60,000	<ul style="list-style-type: none"> Delivery of a 15-minute keynote speech on the second day's sub-forum (please note that speech content is required to be confirmed by the organizer, and pure advertising is not permitted) Free attendance for 1 delegate (forum ticket worth RMB 2,800) Provision of 1 exhibition booth worth RMB 30,000 (1 booth badge included) 	<ul style="list-style-type: none"> Display of your company logo on forum background board 1 sub-headline post to promote your brand on IPIF/PACKCON's official WeChat account (sponsor shall provide materials as required) 1 seat at IPIF 2024 formal dinner
Forum Speakers' Formal Dinner & Blue Planet Awards Ceremony Sponsor (Exclusive)	¥ 150,000	<ul style="list-style-type: none"> Free attendance for 2 delegates (forum tickets worth RMB 5,600) Display of your company logo on forum background board and gala dinner background 1 video advertisement during the formal dinner (no more than 10 minutes, and sponsor needs to provide video files as required) 	<ul style="list-style-type: none"> 1 seat at IPIF 2024 formal dinner (main table) The leader of the company gives a toast at the banquet, and hosts the lucky draw and toast session. 1 seat with designated customer at IPIF 2024 formal dinner
Sub-forum Sponsor (Exclusive)	¥ 100,000	<ul style="list-style-type: none"> Delivery of a 60-minute customized trend sharing and seminar (sub-forum) Free attendance for 2 delegates (forum tickets worth RMB 5,600) 	<ul style="list-style-type: none"> Display of your company logo on forum background board 1 headline post to promote your brand on IPIF/PACKCON's official WeChat account (sponsor shall provide materials as required)
Souvenir Sponsor (Only 3 Available)	¥ 10,000	<ul style="list-style-type: none"> Free attendance for 1 delegate (forum ticket worth RMB 2,800) 	<ul style="list-style-type: none"> Souvenirs will be given to IPIF 2024 delegates, and production and transportation costs shall be borne by the sponsor
Blue Planet Award Sponsor	¥ 60,000	<ul style="list-style-type: none"> Free attendance for 1 delegate (forum ticket worth RMB 2,800) Display of your company logo on forum background board Recognized as Blue Planet Sponsor and listed on event collaterals 	<ul style="list-style-type: none"> 1 headline post to promote your brand on IPIF/PACKCON's official WeChat account (sponsor shall provide materials as required) The host of the event will express thanks verbally on-site. The company-related video will be played on-site at the event (120 seconds)

IPIF 2023 Sponsorship Opportunities to help to maximize your brand exposure before, during and after the forum!

Sponsorship Levels	Rates (RMB)	Sponsor Benefits
Tea Break Sponsor	¥ 10,000/item	<ul style="list-style-type: none"> Display of your company logo on forum background board Display rack for product collaterals Sponsorship opportunities of IPIF tea break (7 choose 1): <ul style="list-style-type: none"> 1/ 500 mini food flags 2/ 2,000 disposable tableware (plate, knife, fork, and spoon) 3/ Disposable coffee cups (with lids) 4/ 2,000 disposable paper plates for cakes 5/ 2,000 personalized coffee capsules 6/ 2,000 bottled mineral water: use of bottles with recyclable labeling 7/ Ice-cream/yogurt: use of innovative packaging (freezers will be provided on-site)
Seat Back Advertisements (Only 3 Available) <small>* Please note that production costs shall be borne by the sponsor</small>	¥ 50,000	<ul style="list-style-type: none"> Free attendance for 1 delegate (forum ticket worth RMB 2,800) Provision of 1 exhibition booth worth RMB 30,000 (2 booth badges included) Display of your company logo on forum background board 1 session's seat back advertisement during IPIF 2024
Booth Sponsorship	¥ 30,000	<ul style="list-style-type: none"> 5-minute new product launch at Packaging Innovation Exhibition Zone (only for first 8 applicants) Free attendance for 2 delegate (forum ticket worth RMB 5,600) Provision of 1 exhibition booth worth RMB 30,000 (2 booth badges included)
Badge Sponsorship (Exclusive)	¥ 10,000	<ul style="list-style-type: none"> Advertisements on the back of badges for IPIF 2024 delegates (production costs included, and the sponsor merely needs to provide the logo file that meets the requirements)
Bag Sponsorship (Exclusive)	¥ 10,000	<ul style="list-style-type: none"> Sponsorship of bags for IPIF 2024 delegates (bag design shall be confirmed by the organizer, and the sponsor is responsible for the production. One side of the bag is the advertisement of the forum, and the other side is the advertisement of the sponsor)
Inner Page Advertisement of E-Introductory Kit	¥ 8,000	<ul style="list-style-type: none"> 1-page advertisement of IPIF 2024 E-Introductory Kit

* Each sponsorship is on a first-come, first-served basis.

Samples



期待与您相会 IPIF 2024!

Looking forward to
our encounter
at IPIF 2024 !

扫码报名 | 预约参会
Scan the QR Code to register



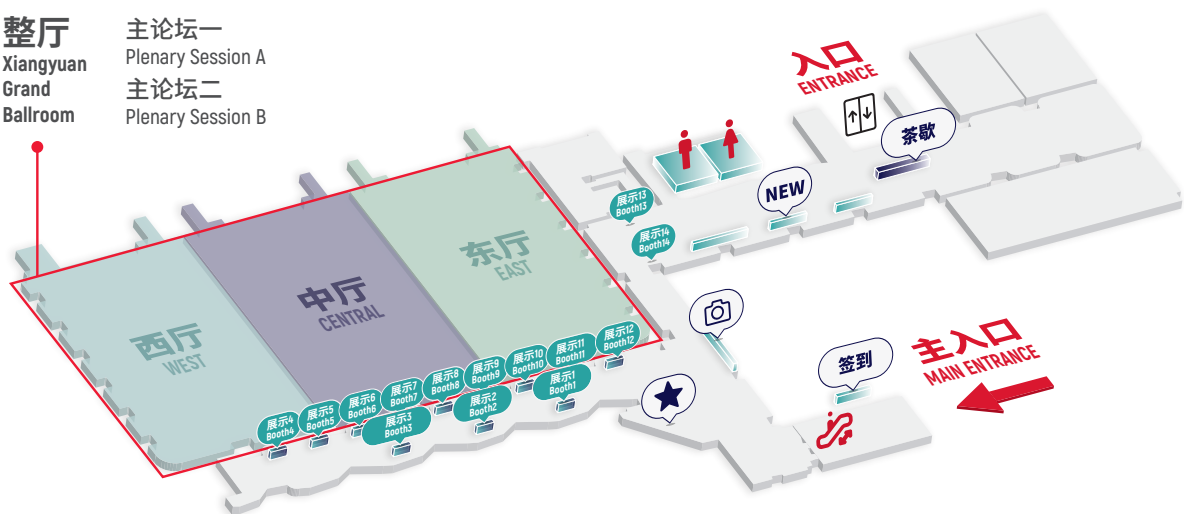
展位图 FLOOR PLAN

10.15-16

整厅
Xiangyuan
Grand
Ballroom

主论坛一
Plenary Session A

主论坛二
Plenary Session B



上海虹桥希尔顿酒店
祥源豪华宴会厅
Xiangyuan Grand Ballroom
HILTON Shanghai Hongqiao

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