

5th Bio plastics markets

23-24 May 2011
THE LANGHAM, HONG KONG

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DAY 1 - 23 May 2011, Monday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks & Introduction

09:10 Global Bioplastic Development – Current and Future

- Value Proposition from a carbon and eco footprint and current regulatory and societal trends
 - End-of-life analysis and infrastructure
 - Market trending towards bio or biomass based plastic or biodegradable plastic or both
 - Market size - current and future
- Dr. Ramani Narayan, Distinguished Professor Michigan State University*

09:55 Sustainable Feedstock Supply in Bioplastics Development

- Innovations to move from 2nd to 4th generation PLA
 - Carbohydrate versus biomass supply situation
 - Moving towards long-term stability in feedstock pricing
- Hans van der Pol Marketing Manager PURAC Biochem bv*



10:25 Discussion followed by Refreshments

10:50 Development of Global PLA Market

- Demand/supply outlook
 - Innovative applications and prospect
- Charles Lagrange, Project Development Director Futero*

11:20 Moving Towards Sustainable Packaging – Coca-Cola's Roadmap

Cees van Dongen Director - Sustainable Packaging Solutions Coca Cola Services- EU Group

11:50 Additives for Bioplastic in Durable Applications

Fei Tan, Head of Business Development Rhein Chemie Rheinau GmbH (HQ & Plant)



12:20 Discussion followed by Lunch

13:45 Afternoon Chairman's Remarks

13:50 Experiences on 20 Years of Compostability Testing of Bioplastics. What has been Learned? What is Needed Next?

Bruno De Wilde, Lab Manager Organic Waste Systems (OWS) NV

14:20 Potential for Bioplastics Demand & Trends in Greater China (China, Hong Kong, Taiwan)

- Emerging applications
 - Government legislations supporting bioplastic industry
- Dr. Huang Chien-Ming, General Manager Minima Technology*

14:50 Food Contact Plastics Packaging and Regulatory Update

- Food contact legislation in Asia/EU
 - Bioplastics in food packaging & challenges
- John S. Eldred, Chief Representative Keller & Heckman*

15:20 Discussion followed by Refreshments

15:50 End-User Panel: Trends in Bioplastics Application

Sana Yip, General Manager Unique Eco Solution Engineering Ltd

Ricky Miyatake, Manager, Marketing Planning Section Teijin Fibers Limited

Ms. Karen Herrero, Director, Asia Pacific (Markers, Highlighters, Art & Office Org) Newell Rubbermaid

16:20 Biomaterials and the Plastic Packaging Industry: Compostable Film Structures, Highlights in Applications, EOL Approach

Stefano Facco, New Business Devt. Director Novamont SPA

16:50 Discussion followed by End of Day One

DAY 2 - 24 May 2011, Tuesday

09:00 Chairman's Remarks

09:05 Bioplastics Opportunity & Markets in India

- Public composting centres
 - Challenges faced and untapped potential
 - Progress within the next few years
- Dr. S. Balakrishnan, Senior Manager-Technical Harita-NTI Ltd*

Vineet Dalal, Vice President & Director of Global Market Development Natur-Tec (A division of Northern Technologies International Corporation)

09:40 Adoption of Bioplastics in Material Design Selection

- Challenges faced
 - Sharing of experiences and product case studies
- An Luo, Co-President Asia Pacific Teams Design Shanghai*

10:15 Discussion followed by Refreshments

10:45 PBS/PBSA Market Developments in Japan

- Demand/supply outlook
 - Emerging applications
- Hideharu Kimura, Research Manager Bionolle Dept, SHOWA DENKO KK - (SHODEN)*

11:20 Biopolymer Developments in Durable Applications

- New product innovation in sustainability
- Dr. Willie Chien, Managing Director of Asia Pacific Polyone Hong Kong*

11:50 Bio TPU: Same Performance, Just Greener

- How Merquinsa invented Bio TPU back in 2007 & contributed to a better world.
 - Examples of leading brands using Merquinsa's Bio TPU
 - Advantages of bio-based TPU over petroleum based TPU
- David Pascual, Elastomers Area Sales Manager Merquinsa*

12:20 Final Discussion followed by Closing Lunch

14:00 End of Conference