

The disruption from Covid-19 pandemic has accelerated e-Commerce growth and as we "sent the virus away", this online shopping habit is here to stay, globally.

At the same time, consumer environmental awareness and demand for sustainable products and packaging has increased. Survey has shown that more consumers are inclined to shop with companies with strong sustainability commitments, and to pay a premium for these purchases.

Online retailers, food and beverage brand owners, and packaging producers have NOW both a responsibility and incentive to demonstrate their environmental stewardship. Together there is a strong need to ensure packaging is recyclable, reusable and sustainably sourced, and contributes to an efficient supply chain.

Sustainable packaging is a growing and glowing topic in the consumer's world, products being over-packaged or delivered/presented in non-recyclable materials can lead to strong criticism and negative public feedback.

Today's packaging has its functional purpose and aesthetics branding through the unboxing experience. Food and beverage packaging needs to maintain food quality, safety compliance, temperature, and etc.

As plastics are perceived less favored form of packaging, retailers and food producers are increasingly looking for more sustainable alternatives such as fiber/paper-based solutions.

The evolution does not stop here. Moving forward there is a continuous need for more innovative packaging (and recycling) solutions to ensure packaging is easy to recycle, require less materials (and carbon footprints), audit and sustainability.

The circular economy propelled the growth of "closing the loop", enabling the recovery, traceability and recycling for new packaging products.

Innovations in new coatings and barriers for paper packaging, as well as upcycling or alternative fibre from bamboo, barley, straw, hemp, bagasse and etc, help address the end of life requirement and more possibility for sustainable packaging solution.

Join the panel of industry lead speakers that will share insights on where and how the fiber/paper packaging is evolving for e-Commerce and Food/Beverage, what are the future trends and opportunities, emerging fibre materials and processes, and what more can be done to realise a circular economy in packaging.

Email grace@cmtsp.com.sg if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

More info on virtual event

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210543&>

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Supplementary Event: Sustainable Fibre/Paper Packaging for e-Commerce - 19 May

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210542&>

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SAVE EUR50 when you register for both virtual events at **bundle fee of EUR340**

ORGANISED BY



Centre for Management Technology
into our 38th year



Sustainable Fibre/Paper Packaging for Food & Beverage

20 MAY 2021, 14:30 CEST (GMT+2) / 08:30 EDT

SPEAKERS



MALCOLM WAUGH
Chief Executive Officer
Frugalpac



JESSE REP
Director Sustainability
Stora Enso



SÁNDOR KETTINGER
CE Buying Manager
(Stationery/Shopping bags)
Tesco



KEENAN THOMPSON
Director of Innovation - Packaging
Anheuser-Busch



JOACHIM QUODEN
Managing Director
EXPRA - Extended Producers
Responsibility Alliance



20 MAY 2021, THURSDAY

14:00 - 14:30 **PRE-NETWORKING**

(Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform)

14:30 Welcome Remarks by CMT

14:40 **The Paper Bottle Revolution**
Malcolm Waugh
Chief Executive Officer
Frugalpac

15:05 **Circularity of Wood Fiber Based Packaging Materials**
Jesse Rep
Director Sustainability
Stora Enso

15:30 **Instigating a Circular Economy through Innovation**
Keenan Thompson
Director of Innovation - Packaging
Anheuser-Busch

15:55 **EPR as Tool on the Way to Circular Economy for (Paper) Packaging**
Joachim Quoden
Managing Director
EXPRA - Extended Producers
Responsibility Alliance

16:20 **Panel Discussion: Recycling/Recyclability Efforts for Paper Packaging in Europe – Are We Doing Enough? What More Can Be Done?**
Keenan Thompson, Anheuser-Busch

Jesse Rep, Stora Enso

Malcolm Waugh, Frugalpac

Sándor Kettinger, Tesco PLC

17:00 Discussion & Closing Remarks, End of Watch Live.