



SMART BEYOND APPEARANCE
智能始于技术 创意溢于颜表

上海国际智能包装设备、 新材料及品牌创意论坛

Shanghai International
Intelligent Packaging Equipment,
New Material & Creative Design Forum

2019年5月16-17日

16-17 May, 2019

上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

www.pak-id.com

NÜRNBERG MESSE

概述 Brief

由纽伦堡会展（上海）有限公司主办，中国轻工机械协会支持，中国印刷及设备器材工业协会协办的PAK-iD 2019上海国际智能包装设备、新材料及品牌创意论坛，与享誉全球的纽伦堡会展包装母展FachPack一脉相承，将致力于打造包装产业的专业技术平台、搭建中欧包装市场的桥梁，以创造更多商业合作机遇。

PAK-iD, organized by NürnbergMesse China Co., Ltd., supported by China Light Industry Machinery Association and co-organized by Printing Equipment Industries Association of China, is a sub-brand of the world-renowned packaging show **FachPack** by NürnbergMesse Group. PAK-iD is committed to establishing professional technology platforms, to building bridges between Sino-Europe markets, and to creating more opportunities for business cooperation worldwide.



首届PAK-iD将以论坛形式于上海世博展馆亮相，该论坛将重点关注食品及饮料行业中智能包装及配套、新材料、外包装设计三大主题，也将与同为纽伦堡会展（上海）有限公司主办的CBCE中国国际精酿啤酒会议暨展览会以及纽伦堡国际博览集团和中国检验检疫科学研究共同主办的BIOFACH CHINA中国国际有机产品博览会同期举行，以进一步提升细分市场的专业性及全产业链的整合度。

PAK-iD will make its debut as an international forum at Shanghai World Expo Exhibition and Convention Center in May, 2019. The forum will be focusing on **intelligent packaging, new materials and outer package design** in the **food and beverage industry**. Concurrently, China Craft Beer Conference and Exhibition (CBCE) and BIOFACH CHINA will be held alongside to enhance the professionalism of segment markets and integration of the whole industry chain.

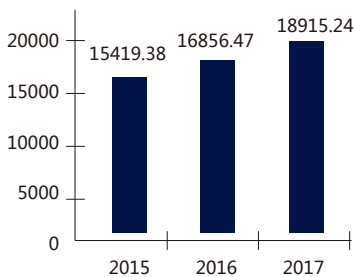
背景 Background

国家工信部及商务部在关于加快我国包装产业转型升级的指导意见中指出，经过30多年的建设发展，中国包装产业已建成涵盖设计、生产、检测、流通、回收循环利用等产品全生命周期的较为完善的体系，目前，包装工业已成为中国制造体系的重要组成部分。加快信息化建设进程，提升包装智能化水平，推动包装标准国际接轨，搭建国际产能和装备制造合作服务平台，加强国际市场拓展和产能国际合作，推广绿色包装技术等方面都在加速进程，将推动包装产业转型升级、健康发展。

After more than 30 years' of endeavor and construction, China's packaging industry has developed into a well-functioning and full life-circle system, covering design, production, testing, circulation, recycling and has become an important part of China's manufacturing system. Ministry of Industry and Information Technology and Ministry of Commerce of China provide the industry with strong support and China is seizing the global trends to accelerate the process of information construction, improve the intelligent level of packaging, strengthen international market cooperation, promote the international integration of packaging standards, establish cooperation platform for international capacity and equipment manufacturing and promote sustainable packaging procedures.

◆ 2015–2017年中国包装工业总产值规模 Total Output Value of China's Packaging Industry from 2015 to 2017

■ 工业总产值 (亿元)
■ Total output value (RMB 100 million)



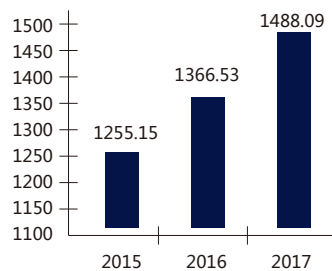
数据来源：国家统计局、中研普华产业研究院

其中，包装产业在食品和饮料行业的规模就超过5000亿元。

Source: National Bureau of Statistics of China, Industrial Research Institute of Zero Power Intelligence

◆ 2015–2017年中国智慧包装行业市场规模 Diagram Market Size of China's Intelligent Packaging Industry from 2015 to 2017

■ 智慧包装市场规模 (亿元)
■ Market size of intelligent packaging (RMB 100 million)

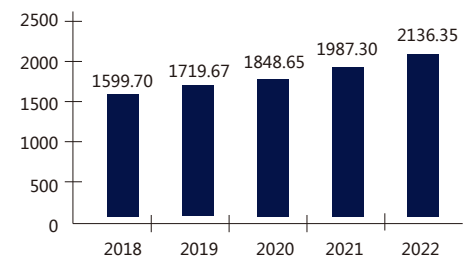


数据来源：中研普华产业研究院

Source: Industrial Research Institute of Zero Power Intelligence

◆ 2018–2022年中国智慧包装行业市场规模预测 Market Size Forecasts for China's Intelligent Packaging Industry from 2018 to 2022

■ 智慧包装市场规模 (亿元)
■ Market size of intelligent packaging (RMB 100 million)



数据来源：中研普华产业研究院

Source: Industrial Research Institute of Zero Power Intelligence

论坛重点关注 Essential Topic Focuses

智能包装下一个突破口

The next breakthrough in smart packaging

关于未来包装产业的设想

The future of packaging industry – Your idea matters

工业4.0

Industry 4.0 in packaging

软件及智能元件对产能升级的关键因素

Efficiency upgrade via software and smart components

RFID技术何时面向大众市场

When will RFID technology be accessible to the mass population?

新材料研发及应用为何至关重要

The highly significant new material research and application

活性包装对食品饮料安全的重要性

Active packaging for safety reasons

柔性包装

Flexible packaging

可持续性设计-环保及循环再造

Sustainable design - environmental protection and cradle-to-cradle

食品饮料品牌的市场扩张如何从外包装设计上获益

How marketing could benefit from outstanding outer package design

可持续性供应链

Sustainable supply chain

定制化包装

Customized packaging

电子商务及物流业对包装的变革影响

Packaging in E-commerce and logistics

国际合作 International Cooperation

世界包装组织

World Packaging Organization

欧洲包装协会

European Packaging Institutes Consortium

德国包装协会

German Packaging Institute

荷兰包装中心

Netherlands Packaging Center

捷克包装协会

Czech Packaging Institute

德国包装谷

Packaging Valley Germany

多特蒙德物流促进与创新进程协会

VVL e.V.

STi集团

STi-Group

Berndt +Partner GmbH

参会五大理由

- **洞察行业及市场趋势**

PAK-iD对未来包装行业上升潜力及产业整体升级的剖析，提供了一个高度集中的了解战略机遇期内包装行业现状、发展前景的信息平台。

- **三大主题，聚焦食品及饮料行业的包装核心动力**

从智能元件到包装机械，从印刷电子技术到智能标签，从新材料测试到外包装设计，PAK-iD选取产业端和终端用户关注的技术和市场焦点。

- **技术交流，领略中欧智能包装新亮点**

业内专家从实验，功能性，革新性出发呈现想法，研发和改进技术的可能性，展示最新技术和研究方向，进行概念性探讨。与PAK-iD一起，挖掘思维实验的启蒙潜力和传统包装行业转型的高新技术热点。

- **遇见商业契机，配套有机食品及精酿啤酒展**

PAK-iD致力于推进国际间，尤其是中欧企业及机构的合作。立足于精准的贸易及协同平台，推动全球资源整合的效率。同期配套中国国际有机产品博览会及中国国际精酿啤酒会议暨展览会，为企业拓展业务提供更多可能性。

- **更重要的，听见并布局未来**

Five Reasons for Attending PAK-iD

- **Industry Insights and Market Trends**

By analyzing the huge and continuous potential and the overall upgrade of the future packaging industry, PAK-iD offers a highly concentrated information platform for the gist of current situation and development prospects.

- **Three Essential Themes that Focus on Core Packaging Dynamics in Food & Beverage Industry**

From smart components to packaging equipment, printed electronics technology to smart labels, new material to outer package design, PAK-iD picks out essential technology and market focuses for researchers, manufacturers and end users.

- **Inspiration and New Highlights of Smart Packaging in Europe and China**

Together with Pak-id, dive into the delight of thinking experiment and high-tech hotspots. Meet up and exchange thoughts, or simply draw inspiration from latest breakthrough, conceptual models and innovative ideas. Embrace the mind plaza.

- **Business Opportunities along with BIOFACH CHINA and China Craft Beer Conference and Exhibition**

Pak-id is committed to promoting international cooperation, especially among enterprises and institutions between Europe and China. This means more trade and synergy possibilities and efficiency boost of global resource integration. With the considerable scale of China's food and beverage industry, enterprises will find value here especially for those with expansion strategies. PAK-iD also makes it easier by running concurrent events targeting organic products as well as craft beer.

- **More Importantly, to Hear the FUTURE**

赞助费：108,000元

- ▶ 开幕致词（3分钟）
- ▶ 专题演讲（30分钟）
- ▶ 现场宣传
 - 北广场移动广告牌（1块）
 - 会议前及茶歇时会议室屏幕上滚动播放赞助商商标及简介（2日）
 - 赞助商宣传资料放置于会议室展示架上（2日）
- ▶ 线上宣传
 - 全年PAK-iD官网上放置赞助商商标及横幅链接
 - 微信推广（私人定制3期）
 - EDM推广（私人定制3期）
- ▶ 印刷品宣传
 - 会刊内页整版彩色广告（1页）
 - 赞助商商标印刷在其他各类PAK-iD印刷品上
- ▶ 媒体新闻稿中提及赞助商信息及媒体专访（1家）
- ▶ 赠送8位免费参会名额
- ▶ 赠送4位VIP晚宴名额

白金赞助
Forum Platinum Sponsorship

Sponsor fee: RMB 108,000

- ▶ Opening address (3 minutes)
- ▶ Keynote speech (30 minutes)
- ▶ Onsite promotion
 - One north square moving billboard
 - Company logo & brief introduction electronically displayed in the conference screen before meetings and during coffee break (2 days)
 - Company brochures presented on display shelf in the conference room (2 days)
- ▶ Online promotion
 - Full-year-long Logo & Banner link on PAK-iD official website
 - Wechat (customized three issues)
 - EDM (customized three issues)
- ▶ Printing material promotion
 - One full-page show catalogue advertisement
 - Company logo on all other PAK-iD printing material
- ▶ Sponsorship mentioned in all media coverage plus one media interview
- ▶ Eight complimentary meeting delegate passes
- ▶ Four complimentary VIP Dinner admissions

金牌赞助 Forum Gold Sponsorship

- ▶ 专题演讲 30分钟
- ▶ 现场宣传
 - 会议前及茶歇时会议室屏幕上滚动播放赞助商商标及简介（2日）
 - 赞助商宣传资料放置于会议室展示架上（2日）
- ▶ 线上宣传
 - 全年PAK-iD官网上放置赞助商商标及横幅链接
 - 微信推广（私人定制1期）
 - EDM推广（私人定制1期）
- ▶ 印刷品宣传
 - 会刊内页整版彩色广告（1页）
 - 赞助商商标印刷在其他各类PAK-iD印刷品上
- ▶ 媒体新闻稿中提及赞助商信息
- ▶ 赠送4位免费参会名额
- ▶ 赠送2位VIP晚宴名额

- ▶ Keynote speech (30 minutes)
- ▶ Onsite promotion
 - Company logo & brief introduction electronically displayed in the conference screen before meetings and during coffee break (2 days)
 - Company brochures presented on display shelf in the conference room (2 days)
- ▶ Online promotion
 - Full-year-long logo & banner link on PAK-iD official website
 - Wechat (one customized issue)
 - EDM (one customized issue)
- ▶ Printing material promotion
 - One full-page show catalogue advertisement
 - Company logo on all other PAK-iD printing material
- ▶ Sponsorship mentioned in all media coverage
- ▶ Four complimentary meeting delegate passes
- ▶ Two complimentary VIP Dinner admissions

赞助费：88,000元

Sponsor fee: RMB 88,000

单项赞助 Single Sponsorship

晚宴赞助	48,000 元	VIP Dinner Sponsorship	RMB 48,000
胸牌	12,800 元	Badge	RMB 12,800
挂绳	15,800 元	Lanyard Logo	RMB 15,800
会刊内页整版彩页广告	10,800 元	Full-page Show Catalogue Advertisement	RMB 10,800
礼品	22,800 元	Gift	RMB 22,800
室外回型广告牌	32,800 元	Outdoor Clip-Shaped Billboard	RMB 32,800
北广场移动广告牌	18,800 元	Moving Billboard	RMB 18,800
工厂参观	48,000 元	Factory Visit Sponsorship	RMB 48,000

更多现场广告宣传机会，请详询主办方。

For more onsite advertisement, please contact the organizer for information.

PAK-iD 2019 Forum 3 Session 论坛的三个专场:

- I. 包装的市场趋势 Market Trends
- II. 可持续性地发展 Sustainability
- III. 数字化的转型 Digital Transformation

会议主题 Topic

I. 全球智能包装的市场趋势专场 The Session of Market Trends

- 如何认识和应对不断变化的全球包装市场——塑造你的企业未来
The changing packaging market - Shaping the future
- 海洋垃圾——如何阻止不断流入市场的塑料包装
Ocean littering - How to stop the leakage of plastic packaging
- 电子商务增长和客户的消费行为分析
E-commerce growth and the analysis of consumer behavior
- 新的市场营销手段——数字营销让您的企业占尽先机
New marketing technologies, get upper hand of digital marketing
- 新零售时代的食品市场趋势解析
Decode food market trend in the new retail era

II. 智能包装的可持续发展专场 Sustainability of Corporate Packaging Session

- 产品开发的重要组成部分——可持续性发展的包装设计
Sustainability design as integrate part of product development
- 食品消费后的包装回收——如何操作以满足食品安全的要求
PCR-Post Consumer Recyclates - What needs to be done to meet the requirements of food safety
- 如何通过物联网进行包装的收集和识别，从而创新产品的零售方案
Retail initiative to collect and identify packaging through IOT
 - 循环经济背景下，包装行业发展的挑战和解决战略
Challenges and solution strategies for circular economy
- 针对可回收和不可回收的塑料包装的策略——来自CEFLEX项目的行业洞察
When to recycle plastic packaging and when not to! Insights from the CEFLEX projects
 - 回收指南的设计
Design for recycling guidelines
- 全球可持续快速消费品生产企业的可持续发展战略
Sustainability strategies of global FMCG companies
 - 通过智能包装抵制食品浪费
Fighting food waste through intelligent packaging

III. 包装的数字化转型专场 Digital Transformation Session

- 作为最大的媒介资产，智能包装的应用可以传递优质的用户体验
Using packaging as the largest media asset to deliver consumer experiences
- 数字转换可跟踪性和一对一的客户互动
Traceability and one-one customer engagement
- 增强现实技术，让您的智能包装更上一层楼
Taking augmented reality to the next level for smart packaging
- 饮料与包装创新——可口可乐公司全面整合传播活动的案例研究
“Drink and Add” - A case study from Coca-Cola for fully integrated communication campaign
- 以消费者为本，智能包装如何强大品牌的价值
Embracing the consumers, how the brand uses digital to enable powerful experiences
- 智能包装就是巨大的媒体资源
The power of pack as media

参会代表领域 Fields of Delegates

食品生产商	Food manufacturers
饮料生产商	Beverage manufacturers
医药生产商	Medicine producers
化妆品品牌商	Cosmetics brands
新型包装材料	New packing material
包装容器及设计	Packing container and design
智能/自动化包装技术及设备	Intelligent / automatic packaging technique and equipment
印刷设备	Printing equipment
印刷标签	Print & label
软件服务商	Software & IT solutions
媒体及协会	Media and institute

参会门票 Delegates' pass

	普通票 Regular	早鸟价 (享8折) Early Bird with 20% Discount	普通团体票 (3人成团享8.5折) Regular Group of 3 People with 15% Discount	早鸟团体票 (3人成团享原价7折) Early Bird Group of 3 People with 30% Discount
不含酒店 Without Accommodation	¥ 1,800.00	¥ 1,450.00	¥ 4,600.00	¥ 3,780.00

包含：两天参会、茶歇、午餐、会刊、参观CBCE和BIOFACH CHINA展会等
Including: two day conference, coffee break, lunch, catalogue and visiting CBCE and BIOFACH CHINA

2019年4月12日前可享早鸟优惠
You can enjoy the early bird discount until 12 April, 2019

注意：如需指定酒店服务，请与主办方联系
Option: If you need to book the official hotel, please contact the organizer

纽伦堡会展（上海）有限公司 NürnbergMesse China Co., Ltd.

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微信公众号 WeChat

支持单位 Supporter:



中国轻工机械协会

China Light Industry Machinery Association

www.clima.org.cn

协办单位 Co – organizer:

中国印刷及设备器材工业协会

Printing and Printing Equipment Industries

Association of China

www.chinaprint.org.cn

同期展览 Paralleled Exhibition:



中国国际精酿啤酒会议暨展览会

Craft Beer China Conference & Exhibition

www.cbcechina.com

2019年5月15-17日 上海世博展览馆 2号馆

15-17 May, 2019 Hall 2, SWEECC



中国国际有机产品博览会

BIOFACH CHINA

www.biofachchina.com

2019年5月16-18日 上海世博展览馆 3号馆

16-18 May, 2019 Hall 3, SWEECC

