



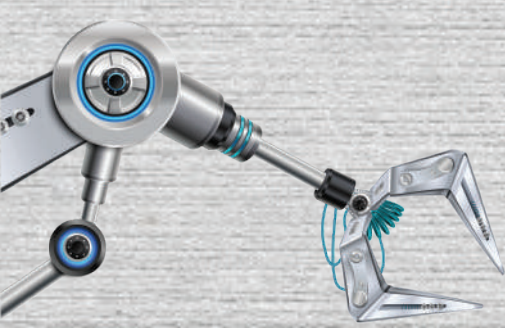
PROPAK INDONESIA

EXHIBITION

REPORT

4-6 September 2024

HALL D1 | Jakarta International Expo



ABOUT

PROPAK INDONESIA

2024

We are proud to announce that Propak Indonesia 2024 has attracted **5,565 visitors**, providing a fantastic opportunity for collaboration and future business ventures. In this report, we are delighted to share key figures that highlight Propak Indonesia as the ideal platform for industry leaders, professionals, and enthusiasts to explore the latest advancements and network with like-minded individuals.

This report serves as a fact check, showcasing the significant milestones of this year's edition and providing a strong encouragement for you to participate in next year's event.

Co-located with:



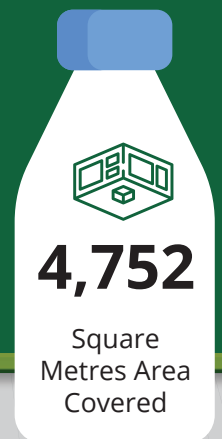
Asia Indonesia

4-6 September 2024

HALL D1

Jakarta International Expo Kemayoran Jakarta - Indonesia

FACTS & FIGURES



EXHIBITING

COUNTRIES/REGIONS

 China	 Italy		
 Australia	 Indonesia	 UK	 Malaysia
 Philippines	 India	 Thailand	 Singapore
 Vietnam	 Germany	 Japan	 Korea
 Hong Kong, China	 Jordan	 Spain	 USA

PRE EVENT ACTIVITIES



2 Webinar Sessions



6 Speakers

ONSITE PROGRAMMES AND ACTIVITIES



3 Seminars &
41 Speakers



Global Technology Showcase (Student Tour)



Factory Visit



Hosted Buyer Program

ECO-CONSCIOUS PROGRAMMES



GREEN COMMUTE ALERT



HYDRATE SUSTAINABLY



DRIVE GREEN: EXCLUSIVE EV PARKING

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PROPAK INDONESIA

EXHIBITOR



EXHIBITOR SATISFACTION & LOYALTY

- **47%** are satisfied with the first edition
- **33%** will participate in GRWID 2025
- **38%** recommend this event to their colleagues

EXHIBITOR'S OBJECTIVE

- **33%** Find New Buyers
- **24%** Find New Partners
- **24%** New Market Expansion
- **38%** Gain Market Information

EXHIBITOR TOP BRANDS



EXHIBITOR'S TESTIMONIAL

Tjang Billy, President Director, PT. Bilplast Grapindo

We have managed to meet our existing customers here, exchanging ideas, and also new customers for future business expansion. This year's edition is a great start for the event and we hope that it will be bigger and better next year.

“

“

Sam Sang, General Manager and Sea F&B Sales Director, Tofflon Indonesia

We are here exhibiting at Propak Indonesia to greet our customers here in Indonesia and also expand our customer base in this country. The Propak series has already gained its fame in other countries and the Indonesia series also proven to be a great event with many industry visitors and lots of opportunities for us to utilize.

“

Rakhmat Kautsar, Marketing Manager Lamipak

We have joined the Propak series in other countries and it has been a wonderful experience, which we also gained here when exhibiting in Propak Indonesia. Exhibiting in this event series is part of our roadshow in promoting the capabilities of our factory and our business values to both local and global markets.

PROPAK INDONESIA

VISITOR



TOP 5

VISITOR COUNTRIES/ REGIONS



Overall Visitors' experience at ProPak Indonesia 2024



Visitor's Satisfaction

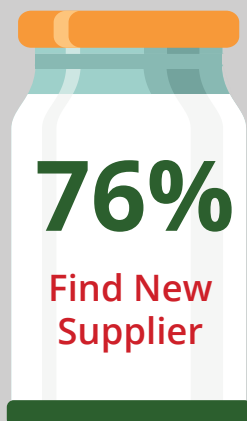


Visitor's NPS



Visitor's Loyalty

Objective Achievement



Satisfaction on Exhibitors



70%

Quality and Quantity of Exhibitors



67%

Quality of Exhibitors

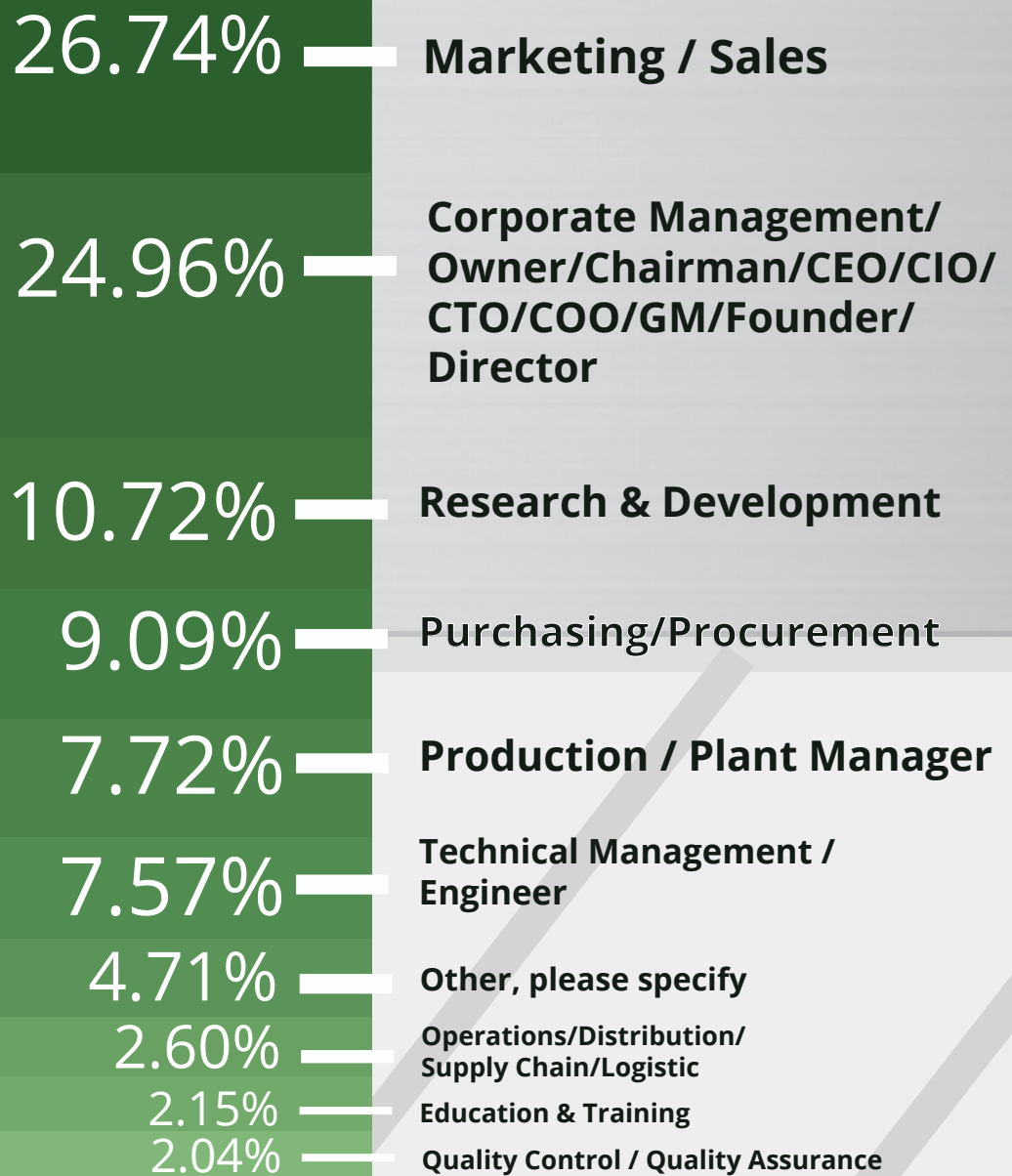


65%

Exhibitors Range of Expertise

TOP 10

VISITOR DEMOGRAPHIC BY JOB FUNCTION



TOP 10

VISITOR DEMOGRAPHIC BY BUSINESS ACTIVITY



Food 11.20%



Food
Manufacturer
8.32%



Consumer
Products 6.76%



Consumer
Goods 4.78%



Drink 4.70%



Food Packaging
4.62%



Bottling / Labeling
3.99%



Consultancy & Services
3.99%



Industrial Goods 2.72%



Manufacturer / OEM /
Contractor 2.72%

VISITOR'S TESTIMONIAL

**Garry Gerald, Senior Supervisor Domestic Sales,
PT. Trias Sentosa Tbk**

Our experience here has been an insightful one. First, we attended the seminar and it gave us new information to be used in our industry. Additionally, we are excited to witness new technologies being shown here by the exhibitors because they are bringing new machines beneficial for our industry. We hope we can see even more new technologies in the upcoming edition of the event.

“

**Aas Selastri & Dwi Febrianti, Research and
Development Staff, PT. Cipta Pangan Mulya**

My colleague and I came here to look for new ingredients, new suppliers, and new food processing machineries. I think the quality of the exhibitors in this event really inspired our company that there are lots of opportunities to generate new products.

Wilson Chee, Secretary, SME Johor Selatan

We came here to explore the market in Indonesia and this event helps us to understand more about the market to look for any opportunities. We will definitely share our positive experience here to our colleagues to come again next year.

“

PROPAK INDONESIA

PRE EVENT

ACTIVITIES



ProPak Indonesia x ProPak Asia

Networking Reception

Plastic Evolution: Innovations Shaping Sustainable Packaging Solutions



Wednesday 8 May 2024 | 09.00-13.00

Speakers:

Adhi S. Lukman
Chairman Indonesian Food
and Beverage Association (GAPMMI)

Timothy Cahyadi
Chairman Indonesia Flexible Packaging
Industry Association (ROTOKEMAS)

Rahmat Hidayat
Chairman Indonesian Bottled Drinking
Water Companies Association (ASPADIN)

Key Takeaways:

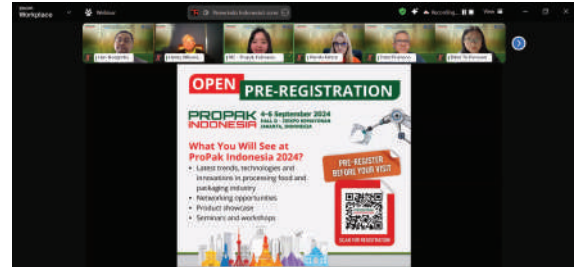
- Plastic packaging is important to support the progress of the food and beverage industry. Among many benefits, the packaging made the product more marketable and valuable.
- Currently the industry is targeting for a more sustainable design of plastic packaging to support the circular economy and also win the market that has become more concern about plastic waste. The emergence of sustainable ways of designing plastic packaging will help the industry to win over this particular market and avoid any penalties that may suffer either from the government or from the public scrutiny.
- Propak Indonesia, as one of the series of Propak Asia event, is set to be have its first edition after going through a long hiatus. The event is slated to provide innovative solutions to tackle the industry's concern on sustainable packaging design and answer the current market trend.



Zoom Webinar ProPak Indonesia x Indonesia Packaging Federation

Food Safety Packaging and Sustainability

31 July 2024 | 10.00-11.30



Keynote Speakers:

Nerida Kelton FAIP

Vice President - Sustainability & Save Food World Packaging Organisation (WFO)

Speakers:

Ribut Tri Purwanti

Sustainability & Social Impact Division GAPMMI (The Indonesian Food and Beverage Association)

Henky Wibawa

Executive Director Indonesia Packaging Federation (IPF)

Putut Pramono

Education & Sustainability Director Indonesia Packaging Federation (IPF)

Moderator

Hari Noegroho

Promotion & Partnership Director Indonesia Packaging Federation (IPF)

Key Takeaways:

- Highlighting the safety and sustainability of food packaging as it has become vital to all businesses due to the health and environmental impact of the packaging, especially plastics and increasing awareness among the consumers on the same issue.
- Producers are encouraged to take the lead in addressing current issues by being innovative to produce alternative food packaging materials.

Zoom Webinar Drinktech Conference

Facing The Changing Consumer Preference

20 August 2024 | 14.00-15.30



Speakers:

Triyono Prijosoedilo

Ketua Umum Asosiasi Industri Minuman (ASRIM)

M. Afrizal Munawas

Manajer Business System
PT. Coca-Cola Europacific Partners Indonesia

Moderator:

Arum Maryudiani

Komite Bidang Regulasi Teknis Pangan GAPMMI (Gabungan Produsen Makanan Minuman Indonesia)



Key Takeaways:

- Current industry trend suggests many factors are influencing consumer buying behavior. The bottom line is that their needs are changing although their needs remain the same. Therefore, when an industry experience a decline in sales, the answer is to keep up with consumer trend and not just blindly innovating with quantity or quality of the products.
- Coca Cola, one of the speakers, shared their digital way of restructuring supply chain management worldwide. This is something that might be adopted by other companies to follow the success of Coca Cola and sustain their business.
- The seminar acted as a teaser to the upcoming Drink Conference at the Propak Indonesia 2024 event. Audience are encouraged to pre-reg and visit the event to attend the seminar and know more about other useful information and see for themselves the innovation showcased at the event.

DAY ONE SEMINAR SERIES

Panel Discussion

Feeding Indonesia's Future: Unlocking the Potential of its Thriving Food Industry

The poster features the logos for PROPAC INDONESIA and GROWTECH. JAKARTA. The title is 'Feeding Indonesia's Future: Unlocking the Potential of its Thriving Food Industry'. The date and time are '4 September 2024 | 10.00-12.00 WIB' and the location is 'Transformative Stage Hall D2 JIEXPO, Kemayoran, Indonesia'. It lists five speakers with their titles and affiliations: Ir. H. Sutarto Alimoeso, MM (Chairman PERPADI), Ricky Gunawan (Chairman ASBENINDO), Lena Prawira (Vice Chairman GAPMMI), Prof. Dr. Ir. Made Astawan, MS (Lecturer and Researcher at IPB University), and Hari Noegroho (Moderator, IPF). A 'FREE ENTRY' badge and a QR code for registration are also present. Logos of organizing and supporting partners like Informa markets and various government and industry bodies are at the bottom.

4 September 2024 | 10.00-12.00

Transformative Stage Hall D2 JIEXPO
Kemayoran, Indonesia

Speakers:

Ir. H. Sutarto Alimoeso, MM
Chairman PERPADI (Indonesian Rice Millers and Traders Association)

Ricky Gunawan
Chairman ASBENINDO (Indonesia Seed Association)

Lena prawira
Vice Chairman GAPMMI (Indonesia Food and Beverage Association)

Prof. DR. Ir. Made Astawan, MS
Lecturer and Researcher at the Department of Food Science and Technology IPB University

Moderator:
Hari Noegroho
Promotion and Partnership Director
Indonesia Packaging Federation (IPF)

Key Takeaways:

- Highlighting the information of supporting local produce with the right technology application.
- Helping the industry to meet current market demand for quality food products, which are not only healthy, but also produced in a sustainable way for the environment.



DAY ONE SEMINAR SERIES

Food Industry Asia X GAPMMI WORKSHOP: BRIDGING THE GAP IN SOLID WASTE MANAGEMENT



4 September 2024 | 10.00-12.00

Sustainability Room, Hall D2 JIEXPO
Kemayoran, Indonesia

Speakers:

Rocky Pairunan

Ocean & Plastic Waste Management
World Resources Institute Indonesia
(WRI)

Dody Iswandi Maulidiawan

Embassy of Denmark in Indonesia

Jeffri Ricardo

Danone

Moderator:

Justin Ng

Food Industry Asia

Key Takeaways:

- Discussing about the management of solid waste that is needed in Indonesia before the enactment of EPR for packaging.
- Sharing about advancing existing waste streams and alignment between industry actions and national objectives in light of Indonesia's pledge for 30% waste reduction at source and ambitious targets of the government.
- Conclusion that there is a need to scale up the regional public service agencies (BLUDs) to strengthen the ecosystem for EPR.



DAY TWO SEMINAR SERIES

Drinktech Conference

Keynote Speakers:

Tri Junanto Wicaksono

Secretary General Association of Indonesian Softdrink Manufacturers

Speakers:

Tim Hill

Key Accounts Director Southeast Asia
GlobalData PLC

Le Tam Khoi

Regional Marketing Manager APAC
PT Lami Packaging Indonesia

Benny Chiadarma

Regional Sales Head, Europe APP Group

Muhammad Afrizal Munawas

Bussiness System Manager
PT. Coca-cola Europacific Partners
Indonesia

Victoria Valentina

Senior Regulatory Affairs Manager
Frisian Flag Indonesia a subsidiary of
Royal Friesland Campina

Hendrik Gunawan

CEO PT Lautan Natural Krimerindo

Juwita Astuti

Head of Corporate Innovation
Nestle Indonesia

Gading Ekanayaka

Business Partner for Supply Chain
PT. Coca-cola Europacific Partners
Indonesia

Moderator:

Mark Johnston

Editor Asia Pacific Food Industry

5 September 2024 | 10.30-17.00
Transformative Stage Hall D2, JIEXPO
Kemayoran, Indonesia



Key Takeaways:

- Showcasing data about the benefits of products with environmental /sustainable claims to sales growth and customer loyalty.
- Consumers are willing to pay more for products with biodegradable claim because consumers wanted to contribute to saving the environment.
- Inform about the global objective in 2040 that the industry expects a \$20 billion shift from plastic to fibre-food based food packaging.



DAY TWO SEMINAR SERIES

Indonesia Packaging Forum

5 September 2024 | 10.00-17.00
 Innovative Stage Hall D1, JIEXPO Kemayoran,
 Jakarta Indonesia



Speakers:

Nerida Kelton FAIP

Vice President - Sustainability & Save Food
 World Packaging Organisation (WPO)

LTC Joseph Ross Jocson

President Asian Packaging Federation (APF)

Henky Wibawa

Executive Director
 Indonesian Packaging Federation (IPF)

Rocky Pairunan

NPAP Manager/Ocean & Plastic Waste Manager
 WRI Indonesia

Fajar AD Budiyo

Secretary General INAPlas

Reza Andreanto

General Manager Indonesian Packaging Recovery
 Organisation (IPRO)

Richard Smith FAIP

Director of Sustainability Amcor Flexibles
 Asia Pacific

Aditya Rachman

Sustainable Transformation Delterra

Justin Ng

Sustainability Manager Food Industry Asia

Andi Manggala Putra

Chief Financial Officer of KIBUMI
 Consultant for EPR & SWM

Budi Sadiman

Director Business Development & Partnerships
 INAPplas

Eki Setijadi

Chief Operating Officer Jangjo Indonesia

Ovy Sabrina

COO/Co-Founder Rebricks Indonesia

Michelle Yu

APAC Sustainability Manager UPM Raflatac

Jayant R. Kadu

Manager (Marketing) Functional Materials Division
 Mitsui Chemicals

Rizal Leonardo Simatupang AAIP

Senior Technical Support
 PT Indopoly Swakarsa Industry Tbk

Nopparat Chaisorn

Technical Leader - Nylon Technical (Extrusion)
 UBE Technical Center (Asia)

Key Takeaways:

- Extended producer responsibility (EPR) for a better waste reproduction especially from packaging.
- Implementation of EPR in Indonesia to reduce plastic pollution.
- Utilization of recycled materials for packaging to remove plastic from the environment.
- Integration of waste to value (W2V) management to circular economy.
- Application of circular packaging using labeling.

DAY TWO SEMINAR SERIES

FIA-USDA Workshop: Science & Safety of Food Ingredients



5 September 2024 | 08.00-16.30

Sustainability Room, Hall D2 JIEXPO
Kemayoran, Indonesia

Speakers:

Steve Crossley,

Former Food Standards Australia New Zealand (FSANZ) Director and Australian Delegation leader for Codex Committee of Food Additives (CCFA)

Jessica O'Connell

Former Associate Chief Counsel for Food, US Food and Drug Administration

Marianne Dessen-Mugniot

Association of Manufacturers and Formulators of Enzyme Products, Global Regulatory Director

Moderator:

Liza Tan

Head of Scientific & Regulatory Affairs, Food Industry Asia (FIA)

Key Takeaways:

- Extended producer responsibility (EPR) for a better waste reproduction especially from packaging.
- Implementation of EPR in Indonesia to reduce plastic pollution.
- Utilization of recycled materials for packaging to remove plastic from the environment.
- Integration of waste to value (W2V) management to circular economy.
- Application of circular packaging using labeling.



DAY THREE SEMINAR SERIES

Indonesia Packaging Forum

6 September 2024 | 10.00-17.00
 Innovative Stage Hall D1, JIEXPO Kemayoran,
 Jakarta Indonesia



Speakers:

Ralph Moyle FAIP, CPP

Education Coordinator Australasian Institute of Packaging (AIP)

Ernst Krottendorfer

Managing Partner Circular Analytics

Kumoro Wijanarko

Operations Manager GS1 Indonesia

Lilik Triyanto

Agrifood Value Chains Specialist UNIDO

Adhitya Yusuf

Project Manager for Circular Economy UNDP Low Carbon Development Initiative

Nerida Kelton FAIP

Executive Director - AIP

Vice President - Sustainability & Save Food - WPO

Huangyi Chen

Sustainability Manager, APAC South SIG Group

Ragita Wirastrri

Promotion, Marketing & Communication Manager Indonesian Forestry Certification Cooperation (IFCC)

Wikkie Netten

APAC Marketing Manager, PEFC Asia-Pacific

Yanjie Zheng

Manager - Circular Economy, Packaging & Consumer Goods Adhesive Technologies Henkel Management Centre (HMC)

Key Takeaways:

- The role of sustainable packaging to achieve food security, especially in keeping food fresh and prevent excessive food waste.
- Encouraging the industry to start considering bioeconomy practice: renewable, responsibly sourced, and recycled.
- Promoting sustainable forest management through forest certification when producing packaging.



GLOBAL TECHNOLOGY TOUR



Inviting 257 students of renowned agriculture faculty to visit the show and be inspired with the latest technologies in upstream (agriculture) and downstream (packaging & processing) sectors.

The consists of the **“Global Technology Showcase Tour”** showcasing advanced technology from various country, and the **“Future Farming”** showcasing machineries and technology in agriculture to support modern farming.

We partnered with renowned agriculture and industrial universities to invite their students to come visit the event. Students can have first-hand experience on latest industry innovation that will be beneficial for their current study and future endeavor after graduation.

HOSTED BUYER PROGRAM



Connecting exhibitors with potential clients, partners, and suppliers. The participants are hand selected and made to be exclusive, allowing their journey at the event to be smooth, effective, and more efficient. One notable program is the success of this event in inviting 40 people (business owners, key management, industry associations) from Malaysia, facilitated by SME Johor Selatan. They all come to visit the show, attended 8 meetings, and visit a factory PT. Supernova Flexible Packaging. The event has been fruitful for them in finding new opportunities to improve product quality and expand market.

* **40** people SME Johor Selatan (Malaysia Delegation)

* **8** Meetings

SUSTAINABILITY ZONE



As our commitment to sustainability, we created the sustainability zone that highlights the exhibitors commitment for sustainable food crop production.

PROPAK INDONESIA

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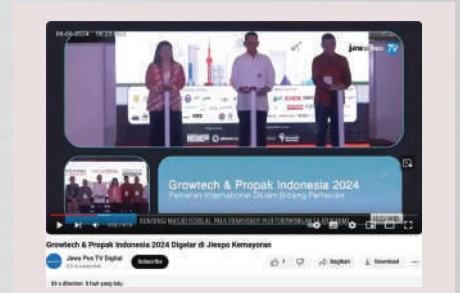
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International Processing and Packaging Trade Event in Indonesia

PROPAK INDONESIA

27 - 29 **August** 2025

Hall A - JIEXPO Kemayoran Jakarta, Indonesia



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NEXT YEAR!**

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