PARTNERS KIT

PACKAGING & PROCESSING WEEK

PROUDLY OWNED AND PRESENTED BY





Australian Packaging and Processing Machinery Association Limited

2015 NATIONAL TECHNICAL FORUMS

24th to 27th March in conjunction with AUSPACK 2015 Melbourne Convention & Exhibition Centre



PROUDLY SPONSORED BY

































2015 NATIONAL TECHNICAL FORUMS OPEN INNOVATION & COLLABORATION

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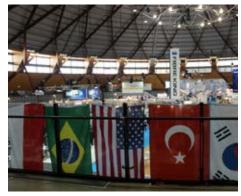


The Australian Institute of Packaging (AIP) and the Australian Packaging & Processing Machinery Association (APPMA) are currently at the planning stage of the 2015 National Technical Forums that will be held as a part of Packaging & Processing Week at the Melbourne Convention and Exhibition Centre on the 24th to the 27th of March 2015. Following a number of highly successful National Technical Forums that the AIP have run over the last six AUSPACK exhibitions, the 2015 National Technical Forum will be designed to deliver a four-day educational program that will cover a broad range of topics relating to the theme Open Innovation & Collaboration.

The 2015 Packaging & Processing Week National Technical Forums will attract delegates from all facets of the packaging and processing industry of both technologist and management levels (such as design, development, marketing, production, engineering, supply chain and logistics personnel) to equipment suppliers, raw material providers, users of packaging, retailers and consumers.

The AIP and the APPMA intend to break the National Technical Forums into breakout sessions, to ensure that a diverse range of issues and topics are covered over the three days. The AIP and the APPMA are looking for a broad range of speakers from all areas of the **packaging**, **processing**, **materials** and **components** sectors to ensure that the National Technical Forums offer something for everyone.









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EXAMPLES OF JUST SOME OF THE MEDIA FROM THE **2013 NATIONAL TECHNICAL FORUM.**



GLOBAL ROADS LEAD TO THE **AIP FORUM**



"Too often packaging is viewed by many as a problem – if they think of it at all," Schneider said. "What we have to work to convey is that the world cannot do without packaging. It is our job to educate them."

Follow-up speakers presented overviews of various ternational packaging markets, as well as pointing out ommon issues concerning all global markets.

The vice-president of China's World Packaging Centre, Jin Zhe, described China's packaging industry as one of the world's fastest growing – already touching the quarter of a trillion dollar mark in terms of yearly value. He explained that China's World Packaging Centre, but in the city of Hangshou, aimed to transform China into the world's largest packaging industry power.

The centre is one of the country's first international industrial centres, bringing global and domestic companies under one roof – or rather, a two-tower skyscraper due for completion later this year – to coordinate packaging collaborations and trade.

companies keep abreast of the different national regimes for food safety.

The Indonesian Packaging Federation's Ariana Susanti explained the dynamics of the market in Australia's closest neighbour, noting that the growing middle class was the properties of the properties of the properties of the properties this presented great opportunities for Australia companies to explore business collaborations, as well as to invest in the country's sector to upgrade its infrastructure and logistics challenges.

was increasingly becoming an important marketing tool.

"It is our silent sales tool. It is the packaging itself that will materialise a brand's identity to a consumer's the said. "Through your packaging you can talk to consumers." She also touched on some of the future challenges to packaging as a marketing tool, especially the growth of packaging as a marketing tool, especially the growth of world is transforming our likes. We have to be aware that consumers are discussing products in ways we never used to use before," she said. "Social media means consumers are more likely to experiment by recommendation. On the other hand, if you do something wrong, it takes only minutes for disastrous messages to get spread far and wide."

Finishing off the forum, the WPO's general secretary, Keith Pearson from South Africa, tackled the topic of sustainable advances in the packaging supply chain. The thrust of Pearson's talk was around what he termed 'the missing link' in the sustainability chain – the lack of adoption of sustainable living in the home.

His view is that the corporate values around sustainability are strong, but while great strides have been made by industry, it's individual consumers which need to change their thinking.

We live in a 'throw away' society, he said. Consumers buy way more than they need to consume, especially food. He cited the staggering statistic that in 2011, 13 billion tons, or a third of global food production, was lost to waste. Another problem is that consumers associate used packaging with garbage.

"Consumers need to stop thinking about used packaging as waste, and be brought around to see the inherent value in the packaging material," he said.





The world cannot do without packaging' was the core message from from Schneider (USA), President of the WPO. The World Cannot do without packaging' was the core message from from Schneider (USA), President of the WPO. The WPO does provide a global advantage under its motto of Better Qualification of the tribundary of the WPO. The world was the world of the world was the world of the world of

Jin Zhe Lizeki from the World Packaging Centre (China) spoke on the scale of the changes and future of the Chinese spoke on the scale of the changes and future of the Chinese packaging packaging the scale of the Chinese packaging packaging spokes of the scale of the China of th

Output and growing.

Dr. Johannes Bergmain of the Austrian Packaging Institute Presented Packaging and Food Safety on a global level. In the Packaging and Food Safety on a global level presentation was full of alets to packaging the core technologists and the risks to Food Safety with the core being the problem is already out there. The irelevant being the problem is already out there. There is triefly engineer the problem of the problem

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Australian Institute of Packaging

Stephen Barter, Australian Institute of Packaging (AIP)

AIP

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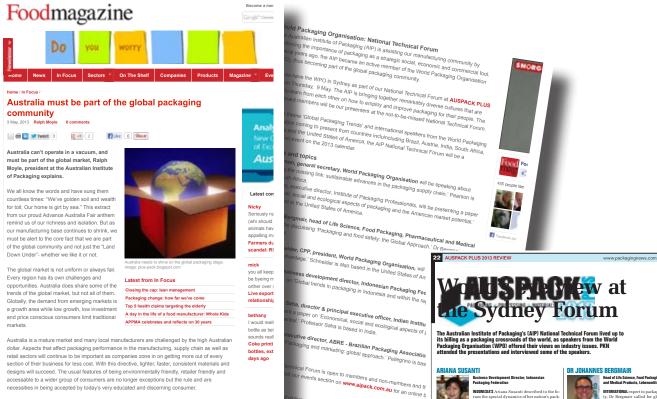


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EXAMPLES OF JUST SOME OF THE MEDIA FROM THE **2013 NATIONAL TECHNICAL FORUM.**





YOU ARE INVITED

Don't miss out on attending the Australian Institute of Packaging (AIP) National Technical Forum which will be held alongside AUSPACK PLUS 2013.

With the theme 'Global Packaging Trends' and international speakers from the World Packaging Organisation (WPO) coming to present from Brazil, Austria, India, South Africa, Indonesia and the United States, the AIP National Technical Forum will be a must-attend on the 2013 calendar.

AIP Members and non-members are invited to attend. Limited spots available so book





Technical Forum and share in

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TO RESERVE YOUR PLACE CONTACT THE AIP: info@aipack.com.au www.aipack.com.au



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PARTNERS PACKAGES

The AIP and the APPMA would like to offer some exclusive partnership opportunities to a small group of companies who would be interested in being a part of the 2015 three-day National Technical Forums.

PLATINUM PARTNERS

\$8,000 + GST = \$8,800 inc GST				
8 x complimentary guests to attend on the 24th to 27th March 2015.	the three-day National	Technical Fo	rums to k	oe held

Platinum partner acknowledgement and large company logo on all advertising, invitations, expression of interest forms and other related promotional material for the 2015 National Technical Forums.

NB: Logo to be supplied as a full colour eps format.

This will include:

- · Advertising within relevant trade magazines and on-line enewsletters
- Regular advertising on the AIP & APPMA websites (www.aipack.com.au and www.appma.com.au)
- 2015 National Technical Forums Program

1 x handout and 1 x Promotional item/gift in the 2015 National Technical Forums delegate bags.
NB: All handouts to be printed and supplied by the partner. (Partner is responsible for delivery and collection to and
from the venue in Melbourne).

GOLD PARTNERS

\$5,000 + GST = \$5,500 inc GST

] 6	Х	complimentary	y guests to	attend	the	three-day	National	Technical	Forums	to	be	held
0	n t	he 24th to 27th	n March 20	15.								

Gold partner acknowledgement and medium sized company logo on all advertising, invitations, expression of interest forms and other related promotional material for the 2015 National Technical Forums.

NB: Logo to be supplied as a full colour eps format.

This will include:

- Advertising within relevant trade magazines and on-line enewsletters
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Γ	Medium Logo to be included on	all pull u	p banners for the 2015 National Technical Forums.



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PARTNERS PACKAGES

SILVER PARTNERS

\$2,500 + GST = \$2750 inc GST
$\ \ \ \ \ \ \ \ \ \ \ \ \ $
 Small company logo on all advertising, invitations, expression of interest forms and other related promotional material for the 2015 National Technical Forums. NB: Logo to be supplied as a full colour eps format.
 This will include: Advertising within relevant trade magazines and on-line enewsletters Regular advertising on the AIP & APPMA websites (www.aipack.com.au and www.appma.com.au) 2015 National Technical Forums Program
 ☐ 1 x handout in the 2015 National Technical Forums delegate bags. NB: Handout to be printed and supplied by the partner. (Partner is responsible for delivery and collection to and from the venue in Melbourne)
☐ Logo to be included on all pull up banners for the 2015 National Technical Forums.
SUPPORTERS
\$1,000 + GST = \$1,100 inc GST
☐ 1 x complimentary guest to attend the 2015 National Technical Forums to be held on the 24th to 27th March 2015.
 Small company logo on all advertising, invitations, expression of interest forms and other related promotional material for the 2015 National Technical Forums. NB: Logo to be supplied as a full colour eps format.
 This will include: Advertising within relevant trade magazines and on-line enewsletters Regular advertising on the AIP & APPMA websites (www.aipack.com.au and www.appma.com.au) 2015 National Technical Forums Program

Logo to be included on all pull up banners for the 2015 National Technical Forums.



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2015 NATIONAL TECHNICAL FORUMS PARTNERS **BOOKING** FORM

SCAN AND EMAIL BACK TO info@aipack.com.au OR FAX BACK TO: +61 7 3009 9916

Yes I would like to be a partner of	the 2015 National Technical Forums. Please Tick:					
Platinum Partner	\$8,000 + GST = \$8,800 inc GST					
Gold Partner	\$5,000 + GST = \$5,500 inc GST					
Silver Partner	\$2,500 + GST = \$2,750 inc GST					
Supporters	\$1,000 + GST = \$1,100 inc GST					
YOUR DETAILS						
	Surname					
	Position:					
Address:						
	Post Code:					
Ph: ()	Mob:					
Email address: PRINT CLEARLY						
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PAYMENT OPTIONS						
Payment Option One	TOTAL					
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☐ VISA ☐ MASTERCARD ☐ AMEX						
Name on Card						
Signature						
Amount: \$ Expiry Date						
Card No.:						
Payment Option Two	Payment Option Three					
Electronic Funds Transfer Bank: ANZ	Cheques payable to: Australian Institute of Packaging Inc					

BSB: 012-224

Account Number: 269629055

Account Name: Australian Institute of Packaging REFERENCE: 2015 NTF and then Company Name 34 Lawson Street Oxley QLD 4075

Please fill out this form and Scan and Email back to info@aipack.com.au or fax back to: +61 7 3009 9916