

# AsiaDrink Conference

14<sup>TH</sup> JUNE 2019  
BITEC, BANGKOK, THAILAND



## BEVERAGE 4.0

THE EVOLUTION OF THE DRINK & PACKAGING INDUSTRY

### THE MUST-ATTEND EVENT FOR F&B INDUSTRY PROFESSIONALS

Every year, Asia Pacific Food Industry Magazine co-organises the Asia Drink & Packaging Conference with UBM Thailand, which is held in conjunction with ProPak Asia (a packaging and processing exhibition show) in Bangkok, Thailand. This year, the seventh edition of the conference will include the old favourites—Smart Packaging & Digital Transformation—as well as a brand-new overarching theme of Beverage 4.0.

The format for the conference will follow previous years, running a common morning programme and featuring two parallel tracks in the afternoon addressing business strategies and technological advances. The key difference this year will be the overarching theme of Beverage 4.0, highlighting the innovations in beverage manufacturing, ranging from ingredient insights to food technology and marketing tips to improve profitability. The conference will therefore provide a unique and valuable platform for knowledge transfer, promotional opportunities and networking with executives from top drink manufacturers and industry leaders such as Coca-Cola, Rockwell Automation, Krones, GEA, and many others.

With insights on innovative packaging solutions, beverage 4.0 applications as well as need-to-know market trends for the industry professional, ADPC 2019 is shaping up to be a must-attend event this year.

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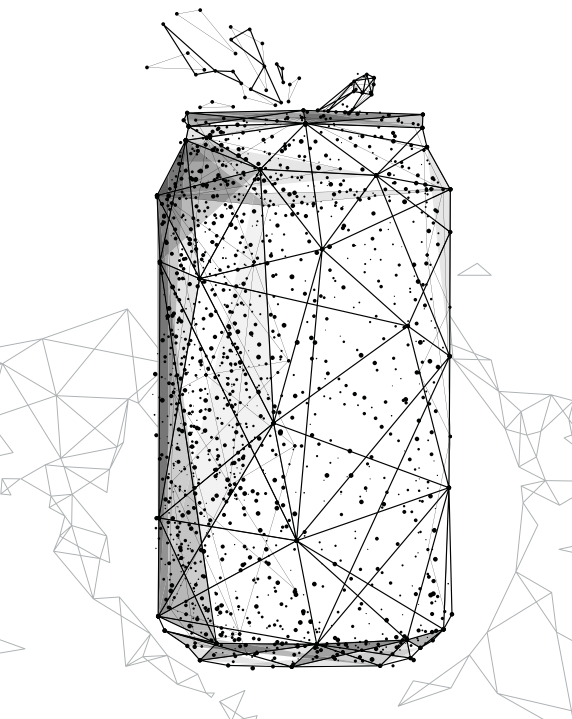
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# YOUR NETWORK IS YOUR NET WORTH

## FORGE MEANINGFUL CONNECTIONS WITH APFI'S EVENTS

Every year, APFI co-hosts events and conferences in Singapore and in the Asia Pacific region, one of which is the Asia Drink & Packaging Conference held at ProPak Asia in June. Event sponsors are given the opportunity to network with hundreds of industry professionals specialising in the drink and packaging industries.

The attendees are regional industry players in the beverage manufacturing industry such as Thai Beverage, Coca-Cola Thailand, Malee Group, Carabao Group, Patkol, Charoen Pokphand Foods, Thai Union and Haad Thip Public Company.

**7<sup>TH</sup> EDITION**  
**ASIA DRINK CONFERENCE**  
**14<sup>TH</sup> JUNE 2019**  
 BITEC, Bangkok, Thailand

**HELD AT PROPAK ASIA, 12-15 JUNE 2019**

Create brand awareness and showcase your latest product offerings while interacting freely with industry professionals at the event. Fulfill your marketing objectives through tailored networking sessions!

Organised By:  

Official Media:   
 apfoodonline.com  
 Asia's leading trade magazine for the food and beverage industry.

	PLATINUM SPONSORSHIP US\$12,500	GOLD SPONSORSHIP US\$11,000
<b>EXCLUSIVE BENEFITS</b>	Premium positioning of company banner outside conference room Dedicated Email News Announcement to over 80,000 industry contacts announcing Platinum Sponsorship	
<b>BENEFITS</b>	Recognition as Platinum/Gold Sponsor in all Pre-Conference and Conference publicity materials including: Conference Book, Onsite Conference Backdrops and Banners and Pre-Conference Marketing Materials Company logo and 150-word description in conference book Company logo and hyperlink on conference web page Inclusion of company brochure in the conference delegate pack Table Top presentation in prime location outside conference room 1 x Full page colour advertisement in ProPak Asia E-Directory Banner 1 x Full page colour advertisement in Asia Pacific Food Industry Magazine 1 x Full page back cover colour advertisement in conference book Opportunity to deliver 1 x 30min presentation in the morning session 10 complimentary delegate registrations	
<b>OTHER SPONSORSHIP OPPORTUNITIES</b>	<b>LUNCH HOST (1 AVAILABLE) US\$6,000</b> Delegates always appreciate a hearty lunch and the sponsors who provide them. Lunch sponsorship includes recognition on the menu, logo placement at each table, and an opportunity to provide a short lunch address during the break. <b>REFRESHMENT BREAK (1 AVAILABLE) US\$3,800</b> Earn the appreciation of conference delegates with refreshments. Your company logo will be recognised at the catering points; recognition and space for your company banner will also be given in the conference programme.	

For enquiries on sponsorship opportunities and multiple-delegate pass bundle deals, please contact: **Vivien Chang** [apfood@epl.com.sg](mailto:apfood@epl.com.sg)

### 2018 SPONSORS

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## PROGRAM HIGHLIGHTS

9.30-10.00	<b>Registration/Networking Coffee</b>	
10.00-10.10	<b>Welcome Address</b>	
10.10-10.40	<b>Keynote Address:</b> Thai Beverage Association: Wannipa Bhakdibutr, President, Osotspa PLC	
10.40-11.10	<b>Beverage Trends For 2019 &amp; Beyond</b> Dr Satish Lele (SVP Visionary Sciences, Frost & Sullivan Singapore)	
11.10-11.40	<b>Packaging Solutions For 2019 &amp; Beyond</b>	
11.40-12.10	<b>Beverage Environmental Impact, Sustainability and Social Responsibility</b> Mr Nuntivat Thamhatai, Public Affairs and Communications Director, Coca-Cola Thailand & Laos	
12.10-14.00	<b>Networking Lunch</b>	
	<b>TECHNOLOGY TRACK</b>	<b>BUSINESS &amp; MARKETING TRACK</b>
14.00-14.30	<b>Digitalization in the Brewing Industry: Open IoT &amp; Collaboration Platform "Share2Act" revolutionizes the business</b> Mr. Timo Frankl, Head of Sales Digitalisation Asia Pacific, Kronos AG	<b>Beverage Market Forecast</b> Sumit Chopra, Director Research & Analysis APAC FMCG, GlobalData
14.30-15.00	<b>Capping &amp; Closures For The Future</b>	<b>Successful Beverage Formulations: Case Studies</b> Peerapong Srinchai, Director Manufacturing and Research & Development, Sermasuk PLC
15.00-15.15	<b>Coffee Break</b>	
15.15-15.45	<b>IoT To Optimise Beverage Processing &amp; Production</b>	<b>Beverage Shelf-Life Extension and Traceability; Packaging Solutions and Coding Technology</b> By: GS1
15.45-16.15	<b>Sustainable Packaging For A Healthier Planet</b>	<b>Marketing Tactics To Secure Your Target Market</b>
16.15-16.45	 The 18 <sup>th</sup> International Beverage and Brewing Processing and Packaging Technology Exhibition	 The 27 <sup>th</sup> International Processing and Packaging Technology Event for Asia