

## AIPIA Conference 2019 SPEAKER BIO/INFORMATION

### **Latest Trends in A&IP – sustainability, changing reality, enhanced security and consumer contact – building relationships that last**



By Andrew Manly, Communications Director, AIPIA Secretariat

Andrew Manly joined the packaging sector more than 40 years ago and has held several senior positions in the industry,

including as the founding CEO of the UK's Processing and Packaging Machinery Association (PPMA). Currently he is the

Communications Director and a co-founder of the Active & Intelligent Packaging Industry Association (AIPIA).

An experienced journalist and commentator on the packaging sector, he has written extensively on many packaging matters and visited more than 70 countries lecturing on innovations in the industry. He has been involved with the Asian packaging market for over 20 years and brings a perspective from that two decades of involvement, to offer insights on the next developments in the region.

### **Freshness at a Glance**

By Patrick Lim, Regional Representative Asia, Evigence Sensors



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Mr. Patrick Lim heads the operations for Evigence Sensors TM (formerly known as Freshpoint Quality Assurance) in Asia.

He has 28 years of experience in various major industries and for the past 12 years Mr. Lim has been mostly focusing on high performance and durable labels.

Evigence's Time-Temperature Sensors are active and intelligent self-adhesive labels with vast applications in many markets, including; Food & Beverages, Medical and Cosmetics.

Evidence Sensors TM also plays a significant role in megatrends such as Blockchain Technology and Internet of Things.

**“Trustify”, the anti-counterfeiting platform for brand protection and user engagement.**

By : Ms. Tao Liu (Sofia), Senior Sales and Marketing Executive at Silicon Craft Technology Public Company Limited



Sofia, Sales and Marketing officer who work with Thailand first and only ASIC Design Company. She believes about the work she does after spending more than a decade working in PR and marketing for multi-million dollars company. She is trying to connect with heart beating consumers to buy the best and authentic products by using anti-counterfeiting platform.

**Building Trust Between Brands and Consumers**

By Tim Hadsel-Mares, Regional Director South East Asia, Scantrust SA



Consumers across South East Asia are well known for their passion for good food, with quality and taste being a key part of their purchase decision. Over the past several years Vietnamese consumers have grown more concerned about food safety, creating a strong demand from the market to know where their food was produced and how it was packaged and shipped. Increasingly, smart packaging technologies are being used to help brand owners and their packaging partners address this new paradigm by enabling consumers to access this personalized product data directly via their mobile device. ScanTrust focuses on building solutions that bring trust between brands and their

consumers, driving preference of consumers at the point of sale and long-term brand loyalty. The speaker will provide examples of various projects and methodologies for greater transparency and engagement.

Tim Hadsel-Mares is ScanTrust's Regional Director for South East Asia. ScanTrust provides a cloud-based Internet-of-Packaging platform that connects physical goods to the internet by using copy-proof QR codes to enable mobile product authentication, consumer engagement, and supply chain traceability with blockchain. Tim leads strategy and partnerships in the region as well as enterprise sales. Tim has 14 years of international business development and sales experience across Asia and Europe in energy, telecommunications, and transportation sectors.

### **Sustainable packaging solutions for the seafood sector**

By Surendra Soni, Product specialist Sealed Air Inc



Surendra Soni, is a seasoned B2B Marketing & Sales Leader with 20+ years of experience, mostly in the Food Packaging & Sanitation business. He has held various roles managing Country Leadership, Sales & Marketing Operations, Product Management and Sector Marketing. His work style focuses on Engaging effectively with People, Driving Performance, and building a discipline of strategic thinking regularly.

Surendra's work experience spans across China, South Asia & South East Asian markets bringing-in valuable insights on diverse work culture. He is a Certified Sales & Commercial excellence Trainer, having conducted numerous 'Value Selling' workshops resulting in improved Sales Force Effectiveness.

He is a Chemical Engineer & an INSEAD (Singapore / France) alum, currently based in Bangkok (for past 5 months) with his wife and 2 children.

## **Lowering the total cost of temperature monitoring, humidity and shock detection**

By Jarmo Siira, Sales Representative, Logmore Ltd.



Mr. Jarmo Siira

Sales Representative, Logmore Ltd.

## **The Internet-Of-Packaging: Anti-counterfeiting, Customer engagement, and temperature indicator with Printed-RFID Smart Label**

By Apiwat Thongprasert, Director STAR RFID



Connected devices are becoming ubiquitous. Costs of sensors, processing power, networks and IOT software platforms are decreased making the application becomes feasible. Relevant technologies, e.g. barcode, passive RFID, active RFID and IOT device, enable the concept of Internet-of-Foods and Packaging. This promising application has demonstrated its potential in improving efficiency, productivity and visibility along the food supply-chain, showing its potential capabilities in tracking and tracing from farm, processing manufacturing to table.

On the other hand, identification of food packaging is a useful application whereby consumers can identify details, including ingredients, quantities, nutrition of food and drink to match with their needs, e.g. health condition, age, lifestyle and preferences. Brands can benefit from obtaining consumers' behaviours to understand and predict what, where and when consumers need to consumer foods. The forecast of consumers' demands can be linked seamlessly to farms and processing manufacturing and plan to provide products accordingly.

Case studies from Thailand, from the beginning of shrimp traceability started in 2004 to the new concept of "Internet-of-Foods and farms", will be presented.