

Organized by:



भारतीय पैकेजिंग संस्थान
INDIAN INSTITUTE
OF PACKAGING

PACKAGING FOR

EMERGING
MARKETS

HOTEL THE CLARIDGES, NEW DELHI
19h MARCH, 2010

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OF PACKAGING

Head Office

Plot E-2, MIDC Area, Andheri (E), Mumbai - 400 093
Tel: 28219803, 28219469, 28216751 ; Fax: 022-28375302,
Email-iip@iip-in.com ; Web site: www.iip-in.com

Regional Centers

Chennai - Plot No.169, Indl. Estate, Perungudi, Chennai - 600 096
Tel: 24961077/24961560. Tel/Fax: 044 - 24961077 ; Email- iipchennai@iip-in.com
Hyderabad - Lux-3 Industrial Center, Sanath Nagar, Hyderabad-500 018
Tel: 040 23814321 ; Email-iiphyd@yahoo.com, iiphyd@iip-in.com
Kolkata - Block - C.P, Sector-V, Salt lake, Bidhan Nagar, Kolkata 700 091
Tel: 23676061/23670763 ; Tel/Fax: 033 - 23679561 ; Email- iipkolkata@iip-in.com
New Delhi - Plot No.21, Functional Industrial Estate, Patparganj, Delhi - 110 092.
Phone: 22166703/04/05 ; Fax: 011 - 22169612. Email-iipdelhi@nde.vsnl.net.in, iipdelhi@iip-in.com

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Plot No. 21, Functional Industrial Estate,
Opposite Patparganj Bus Depot,
Patparganj, Delhi - 110092
Ph.: 22166703/04/05 ; Fax.: 011-22169612
Email: iipdelhi@nde.vsnl.net.in

About the Institute (IIP)

Indian Institute of Packaging is a national apex body setup in 1966 by the Packaging and allied industries, working under the administrative control of Ministry of Commerce & Industry, Govt. of India. The importance of packaging for export was given due recognition in early 1960's, when the government and industry joined hands to create the Indian Institute of Packaging in 1966 with the specific objective of improving packaging standards.

Activities of the Institute today cover training & education, consultancy & projects, laboratory testing, Q.C. schemes, exhibitions & design, information and publications, library, database & internet services, besides promotional activities.

The Institute is closely linked with international organizations. It is recognized by the UNIDO (United Nations Industrial Development Organisation) and ITC (International Trading Centre) for consultancy and training. IIP is a member of the Asian Packaging Federation (APF); The Institute of Packaging Professionals (IOPP), UK; Technical Association of Pulp and Paper Industry (TAPPI), USA and the World Packaging Organisation (WPO). With a strong training infrastructure, IIP regularly conducts training programmes for duration of one day to two years and so far about 25000 individuals from India and abroad have passed through the portal of the Institute.

About the Seminar

India is amongst the fastest growing economy in the world. India's GDP growth is slated to be 7-8% in the year 2010. With India coming out of the shadows of recession in 2010, the consumer outlook in terms of purchase decisions is positive. However there is a requirement to meet the expectations of the consumer in terms of packaging. With inflation catching up post recession, the consumer today wants to take the right decision during purchase. Indian consumer has evolved since the last decade & the requirement needs to be tailor made for them.

Packaging plays a very important role in helping the consumer take the right decision. Winning at the First moment of Truth on retail shelf, to second moment of truth during usage to re-use or ease of disposal in the third moment of truth are some of the attributes the consumer reviews before making a purchase decision.

This seminar captures the essence of "Packaging for Emerging Markets". Professionals associated with the FMCG, Pharmaceutical, Processed Foods, Vegetable & Fresh Fruits, Converting industry for Packaging Materials, Machinery Manufacturers, Consultants, Policy makers, Educationists & Students will get a first hand understanding from Industry experts on the consumer requirements & solutions existing in the space of Packaging for Emerging Consumer's & Emerging Markets.

09.30 – 10.00 AM	REGISTRATION	
10.00 – 10.30 AM	INAUGURAL SESSION WELCOME ADDRESS	
	KEYNOTE ADDRESS INAUGURAL ADDRESS VOTE OF THANKS	OVERVIEW OF PACKAGING FOR EMERGING MARKETS
10.30 – 11.00 AM	TEA BREAK	
11.00 – 01.00 PM	TECHNICAL SESSION - I FOOD & BEVERAGES PACKAGING FOR NEW MARKETS FMCG – CONSUMER PERSPECTIVE EMERGING RETAIL SCENARIO DISCUSSION	CHALLENGES OF EMERGING MARKETS
01.00 – 01.45 PM	LUNCH	
01.45 – 03.45 PM	TECHNICAL SESSION - II RECENT TRENDS IN FLEXIBLE PACKAGING – EMERGING CONSUMERS OPTIONS IN RIGID PACKAGING PAPERBOARD – WINNING AT FMOT (FIRST MOMENT OF TRUTH) NEW TRENDS IN METAL PACKAGING	OPPORTUNITIES FOR EMERGING MARKETS
03.45 – 04.00 PM	TEA/COFFEE	
04.00 – 05.30 PM	TECHNICAL SESSION - III DEVELOPMENTS IN PACKAGING MACHINES END OF LINE SOLUTIONS ENVIRONMENTAL CHALLENGES AND SUSTAINABILITY CONCLUSION AND DISCUSSION	IMPACT OF MACHINERY ON EMERGING MARKETS
05.30		

Registration Form

Dear Sir/Madam,

Please register the following nominee for participation in the Workshop
Our DD/Cheque for Rs. 3,000 / 2,700 / 2,500 (service tax 10.3% to be added)
for non-member / ordinary member / Life member is enclosed**

Information regarding the nominee :

Name _____ Designation _____

Name of Organisation & Address _____

Telephone/Fax/Email _____

Is organisation member of IIP Yes No

Principal products produced _____

Packaging materials used _____

Date _____ Designation _____ Signature _____

Name & Address of Sponsor

* Kindly use typed Photocopy of the form for additional nomination(s). ** Demand Draft (or Delhi Cheques) should be drawn in the name of Indian Institute of packaging only.
** for two or more participants, a discount of Rs. 500/- per participant will be given

Duly filled-in Application Form along with Demand Draft (New Delhi Cheque will be acceptable) drawn in favour of Indian Institute of Packaging should be sent to the Institute.

