

Organized by:



भारतीय पैकेजिंग संस्थान  
INDIAN INSTITUTE  
OF PACKAGING

# PACKAGING FOR EMERGING MARKETS

HOTEL THE CLARIDGES, NEW DELHI  
19h MARCH, 2010

Organized by:



भारतीय पैकेजिंग संस्थान  
INDIAN INSTITUTE  
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

## Services Offered

- Post-Graduation Education
- Executive Development Programmes
- Certificate Course
- Unit based Programmes
- Publications
- Testing and Development
- Shelf-Life studies
- Technical Consultancy
- Techno-economic feasibility studies
- Library / Information
- Market Research
- Graphic Design
- Data base / Standardisation

Affix  
Stamp  
Here



भारतीय पैकेजिंग संस्थान  
INDIAN INSTITUTE  
OF PACKAGING

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

## 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.

