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08/19/2019 Einblicke Insight

Welcome to Siegwerk: David Yang is new BU Head of Flexible Packaging China

David Yang just joined Siegwerk China taking over the regional head function of the Flexible Packaging business. He gave us some insights into his way to the company, his goals for the new position as well as his vision of the future packaging market.



Q: What have you done before joining Siegwerk?

A: After graduating from university in 1990, I worked for different multinational companies like Kodak, Pepsi and BP mainly in sales & marketing functions. I started my career as frontline Sales Representative and worked my way up to a Regional Sales Manager during that time. Afterwards I joined International Paper, one of the world's leading producers of fiber-based packaging, pulp and paper, where I worked as Sales and Marketing Director of China for 3 years concretely focusing on the paper and board business. In 2014, I changed my job and started working as General Manager for Graphic Packaging China, a leading provider of

paper-based packaging. 5 years later I now joined Siegwerk as BU Head of Flexible Packaging China.

Q: What do you want to achieve within your new position at Siegwerk?

A: Flexible Packaging is a market segment with a huge growth potential, and I am very excited to further expand Siegwerk's footstep within this area in China. Based on my previous packaging expertise I hope to effectively contribute to drive sustainable business growth and support the company on its mission to become the global leading ink provider for packaging printing. I want to focus on building team capacity, improve processes where necessary and develop a forward-looking business strategy for Flexible Packaging in China. My goal is to become the leading premium ink provider in China contributing to further shape the future of packaging at all.

Q: What is your personal future vision for packaging and particularly Flexible Packaging?

A: Flexible Packaging is very important for the quality of life. With its numerous functionalities and benefits the use of Flexible Packaging solutions will continue to grow. We will see more sustainable and environmental-friendly solutions further driving a promising future for Flexible Packaging. As general packaging trends we will definitely see premiumization as well as higher safety requirements and recycling. I also think that we will see more consolidation in the packaging printing industry in China going forward moving away from the current industry structure of various small converters to bigger and more diverse players.

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