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Siegwerk plays prominent role in two Chinese packaging events

Siegwerk experts once again shared their packaging and ink know-how with participants of two recent events for the Chinese packaging industry driving discussions about future trends and challenges in packaging printing.



On October 9-10 the 2019 China Packaging and Printing Annual Meeting as well as the 2019 China Pharmaceutical Packaging and Printing Summit, co-sponsored by Beijing Daxing Government, Rotogravure Division of the Priniting Ink Technology Association and the Medical Packaging and Printing Professional Committee, took place in Tianjin, China. With two keynotes about packaging trends, future ink solutions and its role for the development of forward-looking packaging solutions, Siegwerk played a prominent role in both meetings this year.

Elisa LU, Head of Marketing at Siegwerk Greater China, gave for example the keynote speech at the Packaging and Printing Annual Meeting titled “The future

is now: Siegwerk’s ink solutions for the future". The whole speech, starting from analyzing the situation of China's economy, the industry development and future trends, from safe production and VOCs control, to high-end ink applications and food safety. With her speech she gave participants a comprehensive understanding of Packaging industrial Siegwerk’s profound ink know-how including its competence when it comes to product and consumer safety and global regulatory compliance. Therefore, she provided an overview of the company’s broad ink portfolio for all kind of packaging applications including high-end solutions, safe food packaging and future-oriented ink solutions to meet current packaging trends especially highlighting Siegwerk’s special effect inks.

During the 2019 China Pharmaceutical Packaging and Printing Summit in turn Belal Habib, Head of Global Brand Owner Collaboration at Siegwerk, delivered a keynote speech with the title "The Evolving Consumer and considerations for Pharma" focusing on both the consumer and the brand owner. Thereby, Habib shared the relationship between both digital and format-driven pharmaceutical packaging innovations and the needs of an increasingly ageing and digital savvy population. He referred back to overall needs and trends that impact future packaging development especially in the pharma segment like for example the increasing need for anti-counterfeiting. He concretely explained that ageing demographics are forcing pharmaceutical companies to upgrade their packaging to a higher level. From an equipment investment perspective this results in greater challenges, choices but also opportunities for the pharma packaging industry which is set to have the largest share of healthcare packaging worldwide by 2028. Enabling sustainability for a circular economy approach while providing safe, high quality inks for both customers and brands owners alike is Siegwerk’s overall goal according to Habib. The product samples that were shared during the meeting and the concept of Siegwerk’s innovative and safety ink solutions received much interest from the summit participants.

In total, nearly 800 industry experts attended the two events making both meetings to a great platform to get in contact with packaging experts, customers, partners and brand owners to discuss current challenges and future trends further positioning the company as the global leading ink provider for packaging applications of all kind.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com

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