

DELHI SEMINAR

a Report



Seminar on Packaging for Emerging Markets

Event Details

Date: 19th March, 2010

Venue: Hotel The Claridges, New Delhi

Organised by: Indian Institute of Packaging

Snapshot

Indian Institute of Packaging, Delhi, organised a one-day seminar on 'Packaging for Emerging Markets' at Hotel The Claridges, New Delhi, on 19th March, 2010. The seminar was mainly focused on the theme of today's market scenario and the emerging markets. Packaging plays a vital role during the product life cycle. The placement of the right product at the right market, in the right form continues to be a challenge as well as an opportunity for business. The market is competitive and the consumer is wise. He knows what to buy and from where.

Since India has the highest young population in the world, consumer choices are changing and so is the demography. The buyer today, is educated, selective and has a wider choice available. The growth in the retail sector has opened the market wide.

The present size of the Indian packaging industry is over ten million tonnes and is supposedly valued at over Rs. 650 billion, growing over 15% per annum. This growth rate is already more than twice the global average.

With online access to the supply chain, software for packaging optimisation, packaging system etc., it would be possible some day, when a pack is offered in which one can smell and feel the product, yet contained and protected by the package. This pack would indicate the freshness and the ripeness of the product.

India is possibly one of the largest end-consuming market in the world. The ever increasing standard of living and purchasing power of the buoyant middle class population across the metros and

rural market accelerates the demand for various end-products.

The Indian industry has been facing increasing competition due to dumping of cheap products by other countries as well as high tax liabilities. However, Indian companies are trying to modernise and are making efforts to conform to the international norms of quality as well as environmental protection.

Addressing the varied needs of the emerging market, eminent personalities at the seminar delivered their presentations relating to various aspects of emerging retail scenario, FMCG – Consumer Perspective, pharmaceutical and OTC perspective during the Technical Session on 'Challenges of Emerging Markets'.

While discussing opportunities for emerging markets, the options in rigid packaging, recent trends in flexible packaging – emerging consumer, new trends in metal packaging and paperboard-winning at FMOT were made.

'Emerging Trends in Packaging and Post-packaging', 'End-of-line Solutions' and 'Environmental Challenges and Sustainability' were also discussed in detail while considering the 'Impact of Machinery on Emerging Markets'.

The seminar was inaugurated by Mr. Sanjay Bhatia, Chairman, IIP and the keynote address was delivered by Mr. Davinder Singh, Business Head-Beverages, Cavin Kare Pvt. Ltd. Mr. N.C. Saha, Director, IIP welcomed the dignitaries and participants and a formal 'Vote of Thanks' was given by Mr. Subodh Gupta, Chairman, IIP, Delhi.

Participants expressed their satisfaction towards the quality of presentations delivered by the eminent experts in the field of packaging and appreciated the variety of subjects and issues covered during the seminar.

