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## Indonesia's Premiere Plastics & Rubber Exhibition to Drive Innovative Packaging for Sustainable Business

Jakarta, 6 November 2018 [Plastics & Rubber Indonesia 2018](#), the Indonesia's premiere exhibition of global traders in plastics, rubber machinery, processing, and materials, is set to kick off on November 14, 2018, at the JIExpo Kemayoran, Jakarta. In conjunction with [Drinktech Indonesia](#), [Plaspak Indonesia](#), [Mould & Die Indonesia](#) featuring [Printech Indonesia](#), the four-day expo will present key trends in plastic industry, beverage processing, packaging technologies and solutions. It connects more than 470 exhibiting companies with over 13,000 potential buyers, professionals, and industry leaders through the most-comprehensive showcase of plastic and rubber technology, including knowledge-sharing seminars with leading minds in the industry.

“Through this expo, we will bring together hundreds of exhibition industry professionals, spanning from plastic and rubber processing from raw materials to beverage packaging. They are coming from up to 20 countries, including China, Indonesia, Taiwan, Italy, Japan, Singapore, Germany, giving hundreds of buyers and suppliers wider options to remain competitive in the international market,” said Wiwiek Roberto, Project Director of [Pamerindo Indonesia](#), as organizer of the exhibitions.

The food and beverage industry have moved towards new packaging methods. According to a [research](#) by Euromonitor International, plastic pouches in Indonesia have gained more popularity in food and packages of consumer goods. Furthermore rubber industry in Indonesia now remains the world's second-largest rubber producer and key supplier to global market, as stated in a report by [Indonesia Investment](#).

“Not only are the products easier to maintain, packaging will optimize the marketing efforts to ensure your brand stand out from the crowd. To keep up with the latest packaging trends, we need to leverage high-performance workforce that is focused on new skills development and increase the eco-friendly packaging for sustainable business,” said Triyono Prijosesilo, Chairman of the Association of Indonesian Soft Drink Producers (ASRIM).

The expo is fully supported by key industry associations, such as [Indonesian Packaging Federation \(IPF\)](#), [The Soft Drink Industry Association \(ASRIM\)](#), and Indonesian Plastics Recyclers (IPR). During the trade shows, they will also share expertise and knowledge on how to adapt the latest technology for sustainable packaging method.



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“Global sustainability issues have become a common concern. Thus, we have to innovate new packaging based on 4R’s (reduce, reuse, recycle, recover) approach, but at the same time, increase machine productivity through automatization as we’re shifting our product to new generation that is quick to try new technologies,” said Henky Wibawa, Executive Director of IPF.

However, recycling technology in Indonesia is now lagging far behind, keeping the gap to reach industry 4.0. “We must continue to build on this progress and strengthen the connection between recyclers and business owners. Thus, we will not only repair the ecosystem, but also open new business opportunity for information technology service providers,” said Ahmad Nuzuluddin, Business Development Director of IPR.

Being held on November 14 – 17, 2018, the events will also converge key technologies of processing machines, pre-processing, and packaging, that includes the most-advanced equipment for plastic and rubber, as well as recycling and moulding methods.

### **About Pamerindo Indonesia:**

PT Pamerindo Indonesia was established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now organises over 20 trade exhibitions in the Building & Construction, Electric, Food & Hotel, Manufacturing, Mining, Packaging, Plastics & Rubber, Oil & Gas sectors. PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia. Since its inception PT Pamerindo Indonesia has organised over 180 international trade exhibitions in Jakarta, Surabaya and Bali.

### **Media contact:**

Leonarita Hutama

Marketing Communication Manager

[leonarita@pamerindo.com](mailto:leonarita@pamerindo.com)

+(6221) 2525 320