

## Seminar: **Circular Economy in ASEAN**



On 16<sup>th</sup> June 2017 IPF / Indonesian Packaging Federation organised a half-day seminar on “Circular Economy in ASEAN” at at BITEC / Bangkok International Trade & Exhibition Center in Bangkok, Thailand, in conjunction with Propak Asia Trade Fair.

This seminar was attended by 55 participants from eight countries from Thailand, Malaysia, Singapore, Colombia, Vietnam, Myanmar, Philippines and Indonesia. The participants from packaging industry, consumable suppliers and brand owners such as food and beverage, health & nutrition and pharmaceutical industries and also from research center institute.

The two expert speaker from Singapore and Thailand to discuss about Circular Economy in ASEAN. Circular Economy, an alternative model decoupling growth from scarce resource use - provides the key to managing this challenge at both the macro and micro level, allowing economic development within natural resource limits and allowing companies to innovate to enable customers and users to do “more with less”. Environment Manager of Tetra Pak Thailand, talked about Recycling Closing the loop, which basically introduced a production process in which post-consumer waste is collected, recycled and used to make new products.



To understand and capture the full business opportunity of Circular Economy, top executives need to ask themselves tough questions on the opportunity, value, capabilities, technology and timing of their investments on the journey to Circular Advantage.



The rise of the circular economy in Asia, more businesses are discarding the decades-old “take, make, waste” model in favour of the circular economy, where waste doesn’t exist and products are kept in the market in one virtuous loop. Eco-Business looks at how this is spurring a new industrial revolution.