



2017



# Global the Innovation Powering the Future

## FBIF & Food Show 2017

• Chief Talks • Marketing • R&D • Packaging

April 19th–21st, 2017

## Forum Structure

04.19  
Plenary Session



Plenary Session

- Global & China Economic Trends
- Burgeoning Opportunities of 3rd Tier and 4th Tier Cities
- Product Innovation Trends
- 2017 Marking Awards

04.20  
Day One



Product Innovation A

- NFC& Juice Innovation
- Plant Water
- Near Water
- Functional Beverage

Product Innovation B

- Functional Food Innovation Trends
- De-pharmaceuticalization Design
- Beauty Beverage
- Sports Food

Marketing Innovation

- The New Consumers
- Local Brands Shaping
- Business Showcases

Innopack

- Packaging Trends & Insights
- Design & Brand

04.21  
Day Two



Product Innovation B

- Cold Milk Dairy
- Global Reports of Fermented Milk Testing
- Ice Dessert
- Milk powder & Infant Food

Product Innovation B

- Snacks Innovation(Carbohydrate)
- Snacks Innovation(Protein)

Marketing Innovation

- Market Different
- Digital & Marketing

Innopack

- Brand Design Cases

# Food & Beverage Innovation Forum 2017

Plenary Session - 19<sup>th</sup> April

Forum Structure

Plenary Session

Product Innovation A

Product Innovation B

Marketing Innovation

InnoPack

0800 **Registration**

0900 **Address from Conference Chairman**

0905 **Keynote Speech** **While the Global Economy Facing Huge Challenges, How Could the Food Industry Maintain High-Volume Growth?**

- The 2016 G20 Hangzhou Summit has again reflected that China's economy has been the focus of the world, but what are the key messages of the recent G20?
- The market competition is getting fiercer and there will be a "protracted war" between Chinese brands and their foreign competitors. However, there is no shortcut that brands can easily get market share in China unless they well understand Chinese consumers and target them in a smart way.
- As China's urbanization is speeding up, commodity economy is taking the challenge from consumption upgrade where the emerging middle class and millennials are forming the new consumer communities who have different tastes from the elder generation.
- Consumer can no longer be satisfied by only "cheap and fine". On the contrary, people are more attracted by the happiness they get from brand economy and experience economy, which will shape the concept of "pursuing high quality" as a social normal in China.

0950 **Keynote Speech** **Topic to Be Announced**

**Zhang Jun, Professor, PhD. tutor, Fudan University**

1050 **Coffee Break and Networking Time** 

1130 **Reservation: Tencent**

1200 **Chief Talk** **An Eye on the Market in the 3rd and the 4th Tier Cities in China**

- As the market in the 1st and the 2nd tier cities is growing mature, there are consumers in the 3rd and the 4th tier cities also desiring high-qualified products but having not been satisfied. How would these consumers impact the market development in their cities?
- In order to grow, Chinese enterprises' used to adopt the strategy of "encircling the cities from the rural". Whereas under the new economy, how could these companies retain their market share in the 3rd and the 4th tier cities?
- How to take advantage of China's burgeoning E-commerce networks to reach new customers in the 3rd and 4th tier cities successfully?
- The future of Depth Distribution: Could the mobile internet technologies be applied to operation? Or based on the mobile internet technologies, can we directly study consumer buying behaviors and further develop MID (mobile internet device)?

**Stephen Maher, President, Mondelez China**

1245 **Luncheon** 

1400 **Chief Talk**

Understanding consumer psychology is never an easy job. For instance, consumers are looking for healthier foods, however their definition of "healthy" is in fact unpredictable. Sometimes their thoughts even contradict themselves. Meanwhile, although the volume of the so-called junk food is decreasing, there is no statistics or evidence proving that people are definitely willing to give up "junk food" for the healthy ones. Considering this, how should the R&D directors decide on product innovation?

- Facing multiple innovation trends and vast quantities of information, how should decision makers make choices and how can these decisions be implemented?
- During the innovation process, what are the obstacles and how to deal with them?

**James Andrade, Former VP Research Development & Quality, Mondelez International; Adjunct Professor, Griffith University**

1500 **Coffee Break and Networking Time** 

1600 **<2017 Marking Awards · FBIF Food & Beverage Package Design Awards> Ceremony**

The much-anticipated Marking Awards will finally come on the scene in FBIF 2017. We will have a special session in the conference to celebrate innovative food & beverage package designs. The winners will be awarded a trophy as it represents their creative minds and relentless efforts. In the following months, we would like to collect great designing works from all over the world, and we are very happy to hear from brands, designers as well as students who specialize in package design. All the works will be reviewed and marked by high-level professionals with reference from the public review. The detailed awarding standards have been modifying and will be displayed soon. If you are interested, please log on FBIF to get more information.

1800 **Closed**

Register to Attend:  
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Speaking Opportunity:  
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## FBIF2017 · Product Innovation A

Beverage Session

20<sup>th</sup> April

### Juice

#### 0900 A Niche Market You Might Ignore: Children's Juices

According to National Health and Family Planning Commission of the People's Republic of China, there are about 23million population in China aged 0-14. Based on such a big group of people, it is estimated that the market value of children's juices can reach around RMB 100billion. However, the market of children's drinking in China was awakening later than other countries', plus Chinese consumers are lack of knowledge of children's drinking, which has resulted in a lukewarm market situation. Nonetheless, the market of children's drinking in China still has a great potential to be a future star.

#### 0940 Returning to the Nature of Juices: "I Just Want a Glass of Real Juice"

Most often the juice drinking on the supermarket shelves contain various additives in their ingredient list, including sugar, flavor, pigment and thickener. Yet such unnatural juices made by additives are becoming less competitive in the market, as consumers are increasingly demanding greener and more organic products. Clearly, there will be more "natural elements" added into the juice products such as functional ingredients, low sugar or zero sugar/more vegetables with less fruits or probiotics etc. Furthermore, consumers will be more concerned about the process of ingredient selection, juice production as well as whether it is really organic or not. After all, what they want is only a glass of real juice.

**Michael Sun, Co-Founder & Chairman, Shanghai JIAJUN Beverage Co., Ltd**

#### 1020 Coffee Break



#### Plant Water and Near Water

#### 1100 Keynote Speech

##### Analysing the emergence of alternate water products such as tree and plants waters

- Review of the last 10 years of the soft drinks market
- Discussion of the macro changes in the market over the last 10 years
- A look at what these changes have resulted in
- Emergence of watery products in the soft drinks market
- Why tree waters specifically
- How tree waters is becoming a stand-alone category
- Category challenges

**Charlie Hoare, Co-founder, TAPPED organic birch water**

#### 1145 Business ShowCase

##### Danone: How does the Changing Mizone Enthrall the Capricious Consumers

Since entered China's market in 2003, Mizone has been having mass appeal with its natural fruit flavor and abundant vitamin content. Besides, through the last thirteen years, Mizone has owned the biggest market share in China's near water sector and it still enjoys an upward developing trend. While considering low consumer loyalty as well as low survival rate of new products, there is no doubt that Mizone serves as a successful business case in the near water sector. Hence this section will share Mizone's story from the perspectives of its ingredient selection, product functionality, consumer experience and tastes.

#### 1230 Luncheon



## FBIF2017 · Product Innovation A

Beverage Session

20<sup>th</sup> April

### Functional Beverage

#### 1400 Sports Nutrition: the New Trend in Beverage

With "getting fit" being a globally hot topic communicated among various social media platforms, there are more and more consumers have started playing sports regularly and treating being fit as an essential element in healthy lifestyles. Whilst in China, people are motivated to be fit by using sports apps to record and share their daily fitness activities with friends.

- Having the biggest demand in sports and nutrition sector, what is the global trend of energy drinks?
- The prevalence of new recipe concepts
- Will it be possible for sports drinks to influence other beverage categories?

#### 1430 The Market for "Sports Lovers": Innovation of Sports Drinks

Followed by the Asia-Pacific area, the US, UK and Europe have been advancing in the development of functional beverages. However, the recent ten years have witnessed the rapid growth of functional drinks in China and Japan. Among all the categories, the most popular tags of functional drinks will include "clean label", "naturally healthy", "protein and energy supplement" and "extra probiotics" etc. In China, consumers have even more demands for such innovative, functional and healthy drinks.

#### 1500 Coffee Break



#### 1535 Keynote Speech Gatorade: Customization Reinvents Future Market

Gatorade is reinventing Sports Drinks with the introduction of Gx the Sports Fuel Customization Platform; the latest Gatorade innovation that allows athletes to personalize their sports fuel and track hydration at real-time. The platform includes new packaging forms, tracking technology and an integrated digital service. Leveraging 3 years of Design Thinking and working with the best teams in the world, Gatorade is reinventing the category.

**Xavier Cortadellas, Gatorade-Head of Innovation and Design, PepsiCo**

#### 1620 Pay for Quality and Creativity

The rising of middle class in China is a piece of "couldn't be better" news for the suffering beverage industry. This group of people is young, highly-educated, pursuing health and convenience, attracted by newly-designed products, and more importantly, is willing to pay more for experience. All of these characteristics match the special market position of functional drinks in China. So why not try economics of happiness to win this niche market?

#### 1700 Probiotics: I Can Change the Beverage World

When it comes to probiotics, the first product appears in most Chinese consumers' mind is yogurt. However, globally, probiotics has a huge market as it contains massive varieties and can be applied in multiple ways. For example in the recent years, probiotics has been frequently used in the R&D of beverages, among which one of the most popular applications happened to probiotics is functional drinks in western countries. Speaking of microorganisms which have great business value as probiotics, what are the smart ways to apply it into the R&D progress and what are the new possibilities it can bring to the beverage industry?

#### 1730 Beverage Tasting

During this session, we will provide the most popular and creative beverages that FBIF2017 has collected from the world. Also, the business success of these drinks will be analyzed by experts and think tanks on the scene.

#### 1800 Closed



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Diary

0900 **Keynote Speech** The New Middle Class' Milk Cup

- With the rise of the middle class in China, post 90's and millennials are becoming the majority of the new generation of consumers. This group of people is more concerned about their diet quality with preference for high-qualified as well as natural milk products.
- City life is often fast-paced which has resulted in irregular diet habits. To satisfy the modern needs, the concept of using liquid milk as meal replacement is getting popular and may be the next market opportunity.
- As for the new generation of consumers, pursuing high-qualified and enjoyable life is not only an essential life concept but also an urgent need to be satisfied.

0930 **Topic to be Announced**  
Reservation: Cagill

1000 **The "Second Bloom" of Pasteurized Milk**

- Conducting dairy industry in veggie organic is good for you which is the product with an eye to exporting to east Asia, coupled with the opportunity for China to access USA dairy imports.....
- Focusing on being a start up in the beverage category that is packed with alternatives.....
- What are the key challenges for us, yesterday, today and going forward.

James Costa, Principal & Founder, Sneakz Organic, LLC

1035 **Coffee Break**



Fermented Milk

1105 **Topic to be Announced(Product Innovation of Fermented Milk)**  
Meiji Co., Ltd

1145 **On-stage Discussion** Global Launch of Fermented Milk Testing Reports

- To better help the dairy companies' top executives and research teams further understand the trend of product innovation, FBIF2017 has been cooperating with world-class universities and laboratories to conduct fermented milk experiments worldwide. The research will cover indexes such as sugar degree, proteins, fat, calcium ion, lactose and the survival rate of lactic acid bacteria after exposed in the air and in the human stomach, and the experimental results will be firstly released on FBIF2017.
- Regarding the research indexes, what elements and how much of them are contained in the mainstream dairy products all over the world? E.g. How much sugar and proteins do they contain?
  - Yogurt is deemed as a "healthy representative" because of its probiotics and proteins, but could sugar expose challenges to it?
  - How long could probiotics be active in the products?
  - Could fermented milk meet the standard of low-lactose?
  - Any other better approaches to remain flavors and tastes?

1230 **Luncheon**



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Cold Drinks

1400 **Keynote Speech** Hello Ice Cream! More Healthy, Less Guilty

Since 2014, there have been ice cream brands claiming their products are hypoallergenic, low-fat or gluten free. The claim about hypoallergenic ice cream has increased from 7% (2012) to 15% (2014); low-fat increased from 6% (2012) to 8% and gluten-free increased from 6% (2012) to 13% (2014). Although such "organic" ice cream in China is not as prevalent as it in western countries, there are 79% of Chinese consumers showing they are interested in buying. However, what kind of new flavors and recipes can really be "more healthy and less guilty?"

1430 **Just Like Cola , Expose Boundless Creativities in Inch Land**

"Creamy", "Cuboid", "There is a small stick", "Perhaps having fruits", "Yummy"..... So these are all what ice cream can be? Let's invite Michelin 3-star dessert master to inspire you on how to use creativities and high quality to attract the most curious, full-of-personalities and capricious new generation of consumers.

1515 **Coffee Break**



Maternal & Baby

1600 **Fashionable Moms of Post-90s Are Leading the New Generation of Maternal & Baby Economy in China**

With the increasing number of post-90s becoming parents, the level of education and consumption of the new generation of moms are lifted significantly, which secretly leads the changes in the maternal & baby market at the same time. Besides, the overall consumption upgrade of young families and the abolishment of single-child policy are making the whole maternal & baby market vibrant and with full of hopes. However, tax reform, distribution channel reform and the new milk powder policies are bringing challenges to the market as well. Considering the young moms of post-90s are gradually becoming the majority of key consumers who do not only take care of their babies and families but also pursue high-qualified individual life, it is essential for the maternal & baby industry to find out the best way to satisfy their needs.

1700 **Getting Close to "Breast Nursing"**

Numerous firms have crowded into the maternal & baby industry in the last decade, which created a market valued trillions but also caused trouble including over capacity, homogeneous competition and vulnerability to the Internet competition. After the so-called "harshes-ever milk policy" came into power, some companies feel relieved whilst some are not. Under such a complicated circumstance, what we share is a common vision that how to satisfy the domestic needs of highly-qualified milk products and how to produce milk powder whose ingredients are more baby-friendly and closer to breast nursing.

1800 **Closed**



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## FBIF2017 · Product Innovation B

Functional Food Session

20<sup>th</sup> April

## FBIF2017 · Product Innovation B

Functional Food Session

20<sup>th</sup> April

### 0830 Address from the Chairman

### 0845 **Keynote Speech**

#### Insights into Global Functional Food Product Innovation and Consumer Trends

Based on consumers' needs and their age distribution, this section will introduce the status quo and the future R&D trends of functional foods in Asia, North America and western Europe.

### 0935 **Keynote Speech** The Advancing Big Health Industry in China

The output value of health industry in developed countries accounts for over 15% of the national GDP, while that share in China's GDP composition is only 5%, indicating functional foods have great potential to grow in China. In this part, we will discuss what is the market prospect of functional foods in China? Which segments are noteworthy in the next five years? Where is the blue sea of this industry? And how to resolve the existing problems?

### 1005 Coffee Break



### 1050 Make Your Products Better Received Through De-Pharmaceuticalization Design

It seems that consumers are willing to pay more for functional foods and cosmetics than pharmaceuticals, so medicines are learning from foods whilst foods are seeking better functionalities. However, for now, over 95% functional foods are made into capsules, tablets and oral solutions which resemble the design of modern drugs. In order to offer more enjoyable eating and buying experience, what can functional foods learn from traditional food manufactures in terms of product design?

### 1135 Thoughts and Techniques of Producing Functional Foods from Chinese Herbs

- How to dig out creativities?
- Development procedures management and risk control of functional foods made by Chinese herbs
- The formula design, basis, sorting and improvement of making functional foods from Chinese herbs
- Case studies

**Ye Zuguang**, Director, GLP; Chief Researcher, **China Academy of Chinese Medical Science**

### 1200 Topic to be Announced

**Zhou Xiangshan**, Vice President, **Done-E E-Jiao Co., Ltd.**

### 1230 Luncheon



### 1400 Peptide in the Awakening Age of Strong Women

- Status Quo of the Global Market for Collagen Peptide.
- Stimulating body functions with specific Collagen Peptides.
  - Beauty from within
  - Bone and Joint Health
  - Body toning
- Complete chain of evidence.
  - Mode of action
  - Scientific approval
  - Market acceptance
- Easy to implement in various application formats.
- Case Show.

**Stephan Hausmanns**, Vice President BU Health & Nutrition, **Gelita**

### 1440 Keep Running! The Burgeoning Sports Nutrition

Sports nutrition is expanding to the mainstream market from a niche group, and this trend is especially eye-catching in Asia. The market share of sports nutrition in the Asia-Pacific region is estimated to hit 24% in the global market by 2020. The growing interests of sports nutrition among mainstream consumers, the expanding population of body-building enthusiasts and the increasing focus on health from people are combined to boost the sustainable growth of that market.

- Which one will consumers prefer: high protein powders? Electrolytes-abundant plant drinks? Or simply energy bars?
- What preference would different sports enthusiasts have when it comes to choose the sports nutrition?
- What should we pay more attention to regarding product innovation? Muscle regeneration/recover, performance enhancement, oxidative stress injury decreasing or joints protection?
- How to make your products outstanding by ingredient innovation?

### 1530 From "Weight Loss" to "Weight Management": Some Thoughts on Product Reformation

- Is it old wine in a new bottle or a ground-breaking change?
- To be merely a product manufacturer or to become an integrated solution provider?
- What does it mean by "a-step-in-advance"? How to make such innovation happen?

### 1615 Coffee Break



### 1645 **Food Tasting**

During this session, we will provide the most popular and creative functional foods that FBIF2017 has collected from the world. Also, the business success of these products will be analyzed by experts and think tanks on the scene.

### 1745 Closed

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**Snacks Innovation(Carbohydrate)**

**0900 New Packaging for Chocolate**

The pursuit for taste sees no end in the R&D department of the majority of chocolate producers. Recent research findings indicate the influence of form on taste. This insight brings interesting changes to the chocolate market. The taste experience of consumers can be improved without changing the taste of the product when changes are made in its shape and size. This definitely adds extra value to chocolate and creates more palatable experience for customers, which exactly meets chocolate lovers' expectation. There's a great idea brewing in chocolate business.

**0930 Cocoa Beans as Wedding Candies Add Luster to Chocolate**

The candy industry in China is featured with traditional Chinese characteristics. "Happiness candies" have been an essential presence in wedding/birth ceremonies and even can be found in parties for celebrating school attendance at a higher level as well as house-warming. Thus although the candy market in China has shrunk largely, happiness candies still enjoy a robust growth trend. Nonetheless, Chinese consumers are no longer satisfied with mass-produced happiness candy; on the contrary, they tend to prefer exquisitely designed and customized chocolates as a new option in various celebrations. As people are pursuing high-qualified lifestyle, why not try to produce customized chocolates to match or even to replace the existing happiness candies?

**1000 Chewing Gum: Unlock New Skills**

Chewing gum has been enjoying the spotlight in the candy family with its slim shape ever since it was invented by Uncle Sam. It sees smooth progress as time advances. For example the sugar content within gum has been reduced less or even to zero, and there are more and more natural herbs being added into its ingredients. Also, functional gum such as nicotine gum and energy gum has been very attractive to a number of consumers. Let's find out how to "unlock new skills" and keep innovating it!

**1030 Coffee Break**



**1100 Raw Material Substitutes Bring Various Possibilities to Baking**

As substitutes for patent flour, coconut powder, black beans, almond powder, chia seeds, chickpeas and eragrostis pilosa are getting popular among bakers. Besides, substitutes like stevia rebaudiana, coconut oil, probiotics, dietary fiber, functional sugar and proteins are becoming eye-catching as well. All these substitutes are healthier, low in calories and hypoallergenic, whereas they key is can these benefits bring more selling points for pastries?

**1130 Case Show TBA**

**Richard Gong, Founder, Secret Valley**

**1210 Luncheon**



**Snacks Innovation(Protein)**

**1400 Beef Jerky Comes Back to Stuff Your Stomach**

We are getting increasingly busy even without time to have a proper lunch in working days, and this is the true story of white collars striving in cities. To cope with this situation, the concepts of meal replacements and light diet are developed by consumers who are looking for convenient, ready-to-eat and healthy dried foods. Most importantly, what they eat should be hunger-resistant. To Meet all these needs, it seems beef jerky would be the No.1 choice for this group of people. Meanwhile, no matter Chinese white collars or western candy-addicted consumers, they are doing the same thing which is adding more proteins to their daily menus. Yes, beef jerky is experiencing such an evolution stage.

**1445 From Dining Table to the Shelf: How can Meat Snacks see A Sound Rebirth?**

Jerky is high in protein and low in fat and carbohydrate. As a snack for an extra meal, it offers enough nutrition to make people feel energetic. Yet, to add more flavors and prolong its shelf life, the existing jerky in the market contains a great amount of oil, fat, sugar, salt and other additives. Thus while consumers absorbing high-qualified proteins, there are extra burden given to their bodies by numerous additives. Leaving from dining tables for a trendy snack in leisure time, how can meat snacks satisfy the health requirements from the targeted consumers?

**1520 Coffee Break**



**1620 Insights on the Global R&D Trends of Beans and Nuts Snacks**

- The driving force of this segmentation
- The market opportunities and challenges facing major suppliers
- The taste developing trends of beans and nuts snacks
- The innovative processing techniques and procedures of producing beans and nuts snacks worldwide

**1700 Snacks Tasting**

During this session, we will provide the most popular snacks that FBIF2017 has collected from the mainstream markets worldwide. The displayed categories mainly include: dairy, non-alcoholic drinks, chocolate candies, snacks and functional foods.

**1800 Closed**



Forum Structure

Plenary Session

Product Innovation A

Product Innovation B

Marketing Innovation

InnoPack

Consumer Insights & Practices

The new generation of consumers is on the rise. In 2015, 57% of Chinese internet users were post-90s or even younger. This group of people is more keen to entertaining content, more easily to gather because of the same interest, and has a higher acceptance level towards multi-formed interactions. Such a new and distinctive consumer group will definitely influence and diversify the way to do marketing.

0900 **Consumer Insights**


The mass marketing mechanism based on huge consumers is no longer effective, Chinese market is gradually becoming more of accurate needs to the level of "tailor-made" one. This is a huge but more specialized market with hundreds and thousands segments.

**Jason Yu**, General Manager in China, **Kantar Worldpanel**

0945 **Live Research** Understanding the Post-90s

Having a new and totally different generation is not scary whilst ignoring their growth is fatal for us. In china, the study on the post-90s has just started. However, if "embracing the post-90s" is only a slogan, then there is no way to find them, communicate with them, attract them and be appreciated by them. In this section, 30 representatives of the younger generation will gather together, talk to us face-to-face and help us to know them more.

1045 **From Insights to Decision Making, How Far Shall We Go?**

1115 **Coffee Break** 

1145 **How to Internationalize Chinese Brands**

China's domestic brands have been good at displaying traditional Chinese culture, while what they are lack of is aesthetics, the insufficient understanding of arts, and the inability to conduct original creation. In order to make Chinese brands high-end, what can they do to generate an international appeal?

1215 **Nothing more Important than Entertainment for FMCG**

The traditional model of intensively distributing ads with mass media has been ineffective, given the contexts, consumers as well as distribution channels are all changed sharply. In an age that consumers' time is severely fragmented, it is difficult for massive promotion ads to have the attention from their targets. Fortunately, there are always new and amazing marketing campaigns to lead the way. As is shown in the case of "Laoshan Oldenlandia Water", the brand has achieved great success by providing humorous and entertaining content so as to get closer to its consumers. Do you know the secret of doing that?

1245 **Luncheon** 

Marketing Strategy & Channel

1400 **How can New Product Categories Educate the Market Efficiently and Effectively**


- How mature or new is this category in the local market?
- Is there any unique selling point and Where is the niche opportunity?
- How to effectively locate and develop the market with limited resources?

**Matilda Ho**, Founder and Managing Director, **Bits x Bites**; Founder and CEO, **YIMISHIJI**

1435 **Do as the Romans Do—Opportunities in the 3rd and 4th Tier Cities**

Compared to the 1st and 2nd tier cities, the 3rd and 4th tier cities are different in population structures, income levels, cultural traditions, life pace as well as consumer preferences. Thereby, except for expanding distribution channels to these cities, brands should also think of new ways to communicate with local consumers.

- Re-understand your consumers
- How to set tailored product strategies?
- Branding

1520 **Coffee Break** 

1545 **Case Study**

**Sanquan Fun Box: How to Transform to O2O Mode from a Traditional Food Enterprise?**

1620 **On-stage Discussion**

**Is Precision Marketing a Pseudo-Proposition?**

When technology and marketing are mentioned together, precision marketing would be the first phrase to appear in every marketer's minds. However, brands might have the following concerns: Do my products need precision marketing? Is that reliable? Shall I give up the resources in the "long tail"?

1745 **Closed**



Digital Marketing

0900 **Agency Ecosystem: Can We be Developed Sustainably?**

According to The Soda Report released by the Digital Society in May 2015, 27% brands respondents indicated “they were not working with outside agencies on their brand’s digital efforts”. Instead, they have started producing digital campaigns in-house. Maybe brands and agencies need to figure out a new way to cooperate with each other, but what is clear is that in the digital world, it is essential for brands to build up the real connection with their targeted consumers and the key is always producing what consumers want to see.

0935 **Pokemon Go: Lighting “A Midsummer Night’s Dream”**

Mobile internet game Pokemon Go attracts millions of fans in the summer of 2016. In fact as long as a developer is creative enough, he/she can easily find out how does location based marketing (LBS) makes ordinary scenes full of surprises. In the last few years, we have been endeavored to explore but have not had a complete mature LBS plan, plus the O2O marketing has also stepped into a dilemma. Yet all these problems were solved by Pokemon Go easily. Actually, if such games are able to stimulate users to take actions by themselves, then the first move of marketing can be deemed as successful. By combining the virtual and the real world, Pokemon Go may lead another marketing revolution.

- How many opportunities will be created by combining the virtual and real world?
- How to realize the value of hot IP (Intellectual Property) content?
- For the majority of advertisers and operators, how to collaborate with each other to get a win-win outcome?

1015 **Coffee Break** 

1045 **Digital Class Cultural Branding, Building the Brands Future in the Digital World**

It has been widely spoken that if you can be a great storyteller and communicate your story with customers in time, your brand can be a hub for the targeted communities to gather and this is where FMCG (Fast Moving Consumer Goods) enterprises dream to be. To achieve this, many companies are investing heavily in branded content creation and distribution, nonetheless the result or the effect of content marketing strategies may not always be desirable. The best examples would be McDonald’s, Coca Cola and Red Bull. All these three brands are spending a huge amount of money on branded content generation (e.g. Red Bull spends much of its \$2 billion annual marketing budget on branded content), but if taking their fanbase on YouTube as an evaluation, the results might not be able to “make ends meet”. As shown on YouTube, the subscribers of McDonald’s, Coca Cola and Red Bull channels are respectively 204,000 (ranked as 9414); 676,000 (ranked as 2749) and 4,900,000 (ranked as 184). Compared to some famous YouTube such as Zoella who has 11,244,340 fans, it is clear that branded content is still not attractive enough to its targeted audiences. In fact, despite fully utilizing social media as a distribution channel, companies still know little about effective brand building, and more important is that most enterprises tend to ignore branding is actually a set of skills aiming to create cultural relevance. It has been proved by the rising of “crowd Culture” which is originated from subculture groups and has been making branded content and brand sponsors less effective. However the good news is crowd Culture will lead to a new branding method which can be called “cultural branding”.

1230 **Luncheon** 

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Market Different

1400 **Keynote Speech How to Refresh Old Brands by Marketing Innovation?**

Consumers are not only pursuing the sense of freshness from products, but are also capricious while purchasing. The changing speed of their preferences on foods is never slower than their changing tastes for fashion. If you are curious about how those classical brands keep up with the trend for centuries, it is worth staying in this session.

1440 **Brand Idea Budweiser : This Bud is for You**

1520 **Case Study Advertising in a Humorous Way(TBA)**

With advertisements being increasingly excluded by consumers, adding humor to the ads offers a breakthrough point for brands. British Ad master Botis asserts that there will be no dead stock if skillfully using humor into advertisements. Indeed, humorous ads are often funny, impressive, able to arouse emotional resonance and finally to stimulate buying behavior. Humor is the top choice for creative ads, and Thai adverts are especially good at using funny tricks. Let’s find out how they did it!

**Hoho Liu, Deputy General Manager, Havas Worldwide**

1600 **Coffee Break** 

1620 **Barbers: We Only Blow-Dry Your Hair**

Have you ever heard of a Barbershop where barbers only blow-dry their customers’ hair? Yes, exactly. It works very well in the U.S. Actually, you don’t have to always conquer the entire ocean; sometimes a tiny boat can drive you even further.

1655 **Ads, Please Stop Preaching**

People don’t like flat pursuing or rigid preaching; instead, they would rather be willing to know a brand through a “user-friendly” way. Thus the first move to make branding effective is to know our targets better. However, it is easier said than done.

1730 **From Extra’s Trilogy to Stride’s Impressive Amusing Ads: Let’s Chew Gum**

The younger generation is so attracted by creative advertisements. In this session, great gum brands will present how to make creativity happen in ads and how to realize the value of creativity in ads.

1800 **Closed**

Speaking Opportunity:  
[Isabella.hsu@simbaevents.cn](mailto:Isabella.hsu@simbaevents.cn)



Forum Structure  
 Plenary Session  
 Product Innovation A  
 Product Innovation B  
 Marketing Innovation  
 InnoPack

Trends & Insights

0900 **Address from the Chairman**

0910 **The Global Trend of Package Design in 2017**

Since brands began to approach consumers by offering customized packaging, people have been delighted to accept such design. The modern age has witnessed the changes of food packages where the most representative developments include clean label, intelligent packaging technology (NFC, BLE) and vintage-styled kraft paper etc. The market is like a mirror, what kind of packaging design will be reflected from it in the future?

0945 **Keynote Speech** **Deliciously Disguised Packaging: Come on Baby!**

Entering the mobile internet age, the pace of consumers embracing the technology and their habit changing is surprisingly faster than the reaction rate of brands and platforms. What are the preferences of such a growing internet community on food packages? For brands and platforms, how to capture these features and get a better understanding of the new generation of consumers?

1020 **Coffee Break** 

1100 **The Secrets of The Color on the Packaging**

Danone's high-end water brand Evian has launched the Fruits & Plants Juices by taking precedence on innovatively combining mineral water from Alps and natural fruits and plants together. This new product has three flavors and each series are packaged with different, soft but bright colors which bring the similar surprises to people just as how they would feel when spring finally comes after a long winter. The color on the packages represents youth and vibration while it also speaks for positive mindsets as well as a fresh personality. Thus the spirit of "living young" has been successfully communicated through Evian's choices on its packaging colors, which encourages Evian's consumers to enjoy their life in a positive and healthy way. Surely such unique packaging cannot live without its excellent designer Christophe who has created many designing works for brands such as Louis VIII and Sulwhasoo and who has owned multiple awards in Pentawards. In this section, Christophe will bring his designing work for Evian's Fruits & Plants Juices and share the secrets of choosing colors for packaging with you.

**Christophe Pradere, CEO & Founder, BECT Design**

1145 **What You Need to Know About High-End Water(TBA)**

Those packages of high-end water which are capable of impressing you are often the winners of international design awards. Of course, all the harvest cannot live without designers' deep understanding of the products as well as the culture of the water source. Good package design means the products will not be thrown away easily but fabulous package design even can be a product by itself! Next, we will get closer to high-end water and explore its hidden design concepts.

**Kang Weijie, Creative Director, Shenzhen Oracle Creative Design Co.,Ltd**

1230 **Luncheon** 

Design & Brand

1400 **Keynote Speech**

**Catching Your Attention in 0.2 Seconds: Ideas in Japanese Packages**

There are scientific researches indicating that falling in love at first sight happens in only 0.2 seconds. This is not only true between lovers but also works between consumers and product packages. Japanese designer master Fumi SASADA has asserted that there are only 0.2 seconds for a product to catch consumers' attention while they walking along the shelves. If you desire people are amazed by your products, then there must be "wow-factors" in your package design.

- The expression of Zen culture in food packaging design
- How to balance national characteristics and popular trends in food packaging design
- Emotional expressions

1445 **Less is More -How to Express Your Brand's View in Minimalist Design**

- How to precisely extract brand's connotation?
- How to fully express brand's view in minimalist design?

1515 **Coffee Break** 

1600 **Business Case** **Spring of Smaller-Sized Packaging Is Coming**

The mini cans of Pepsi helped increase the sales revenue while Oreo Thin successfully marketed young ladies. Not only these two, there are 50% of snack-lovers who are health conscious willing to try samples packaged in a smaller size. So the demand for smaller-sized packaging is related to people's longing for health and fit. Products packaged in a smaller size cannot only increase buying frequency and the total purchase amount, but can also help relieve consumers' psychological burden of getting fat. Size, is more important than we imagined.

1645 **Studying and Interacting** **Returning to the Original Nature**

Back to the early centuries, human being's aesthetic consciousness stemmed from their appreciation of nature. Wood and cloth were commonly used packaging materials before the prevalence of glass, plastic and metal etc. in the modern industrial age. Given that "returning to the original nature" has generated an international appeal, it is necessary to consider how to utilize low-carbon and environmentally friendly materials in packaging for bringing consumers with the most natural and comfortable experiences. In this session, you would have opportunities to learn and experience how to use cloth in your product packaging (It's called Furoshiki in Japanese).

1730 **Closed**



0900 **Show Case**

This session will present the most creative and valuable food packaging design which FBIF2017 has selected from top-level package design competitions worldwide, and the related designers/design teams will be invited as well. As conference organizers, FBIF encourages the department of packaging, R&D and marketing to join in this session given it is a wonderful opportunity to learn from and communicate with each other.

0915 **Best Design 1**

**Nutrilinx:Re-thinking Interactive Food Packaging**

How can interaction technologies aid users in using and managing their nutrition and diet? This conceptual project explores new ideas how packaging design can help enhance the overall user experience with a complex food and health product.

**Ong Wongawa**, Senior Industrial Designer, **Motorola Solutions**

1000 **Best Design 2**

**TBA**

**Rene Chen**, Managing Director, **JKR**

1045 **Living Package Sells by Itself**

- How to make product look unique in traditional product category , also under the limitation of packaging material.
- How to build up emotional connections between product and customers in a short time.
- How to gain brand property and get more fans by the power of packaging design.
- Considering brand value as intellectual property- living design can speak by itself.

**Grant Li**, Creative Director, **L3 Branding**

**More Topics are on the Way.....**