

Integrating SMEs in Eco-friendly Packaging to the Global Value Chain

The banner features the logo 'FS ECO PACK' in green and black, with the tagline 'The Future of Sustainable Eco-Packaging' below it. In the top right corner, it says 'Webinar FREE!! LIVE'. The main text reads 'ONLINE BUSINESS MATCHING FOR ECO-PACKAGING INDUSTRY' in large, bold, grey letters. Below this, it specifies the date and time: '2 September 2021 | Time: 15:00 – 17:00 hrs. (GMT+7)'. Further down, it says 'Get a Chance to Match with Top Producers – Buyers in ASIA' and 'Register Now and Start Pre-Matching System for Free of Charge!'. A large QR code is positioned on the right side, with a black arrow pointing to it from the text. Below the QR code, the words 'SCAN ME' are written in a stylized, handwritten font. The background of the banner shows a stack of cardboard boxes.



A webinar “The Future of Sustainable Eco-Packaging” and virtual business matching were held on 2-3 September 2021. Organized by the by Trade Policy and Strategy Office, Ministry of Commerce, Thailand in collaboration with Food Innovation and Packaging Center (FIN) and Chiang Mai University, the Event was participated by 679 participants and 32 businesses from 34 countries, including ASEAN Member States and Hong Kong, China. The event is a part of the “Integrating SMEs in Eco-

friendly Packaging to the Global Value Chain” project led by the Trade Policy and Strategy Office, Ministry of Commerce, Thailand. The outcome of the event was published [here](#).

During the online seminar, FIN presented its report on the ecosystem of emerging eco-friendly packaging industry and the suggestions for businesses and policymakers to better support SMEs in ASEAN and Hong Kong, China to integrate into global value chain.

One of the main findings of the study was that the region (ASEAN/Asia-Pacific) needed a better enabling environment for eco-packaging value chains. Policies such as R&D promotion, raw material database, certification, standards and labeling service are crucial yet somewhat lacking in the region. Additionally, waste management infrastructures must be established by the government in order to effectively utilize eco-friendly packaging. The report can be accessed [here](#).

Plant Packaging

Pros :

- Natural
- Composable and Biodegradable
- Community support

Cons :

- Higher Cost in compared to Plastic pack
- Less Convenience
- Hygienic concern
- Limited volume supply
- Limited form and design
- Limited product content
- Protective of product might be lower compared to plastic packaging
- Short Shelf Life, more complicated storage conditions
- Time consuming for preparation and pack assembly

Post-event survey shows that the event was a success. 96% of the participants responded that the event was useful, engaging, and interactive. The most notable results of the survey were that 61% of the participants were women-led SMEs and 97% of them are interested to participate in another webinar on sustainable eco-packaging.

The “Integrating SMEs in Eco-friendly Packaging to the Global Value Chain” is the first project under the Work Programme of the ASEAN Hong Kong, China Economic and Technical Cooperation that was implemented in 2021.
