



Confederation of Indian Industry



**2021**  
**TS-Packcon**

# Conference on Sustainable Packaging Solutions for Future Demands

**29 September 2021, 1000 - 1330 Hrs : Virtual Platform**

Eco friendly packaging is a front-of-mind topic for companies operating in all sectors. Growing public concern has recently been ramped up, as well as by a timely realization that, if nothing changes, packaging will cause irreversible environmental damage. Environmentally friendly packaging is agreed as a top priority by virtually everyone, the way we package goods of all kinds has to change. Leaving aside the Attenborough effect, the issue has come closer to home with China and other nations in the Far East now refusing to accept plastics for low-cost recycling. The opportunities to shift the burden of environmental responsibility elsewhere are reducing.

Sustainable packaging covers any materials or packing processes which attempt to prevent the increase of waste products destined for landfill sites. Sustainability involves the use of eco-friendly materials used in recyclable packaging or biodegradable packaging which will break down and return to nature once no longer required. Through sustainable packaging,

manufacturers aim to bring about the circular economy. As the name implies, the goal of the circular economy is to bend the linear “take, make, waste” model into a continuous loop, where packaging materials can be reused or regenerated into new products.

The adoption of sustainable materials and packaging practices is set to increase inexorably. There's plenty to be done including understanding public attitudes to sustainability, and the development of recycling resources. There needs to be greater clarity on which materials are recyclable and reusable. With the objective of giving impetus to in this vital sector, CII Telangana in association Department of Industries & Commerce, Government of Telangana is organizing the 1st edition of its flagship event: **CII TS-PACKCON 2021 a Conference on Sustainable Packaging Solutions for Future Demands, through virtual mode scheduled on 29 September 2021.**

## Session 1

***Global Trends on Innovation and Marketing in Packaging Industry: Aesthetics Vis a Vis Functionality***

### Associate Sponsors



Trusted Global Innovator

## Session 2

***Beyond COVID-19: The New Normal for packaging Industry : Challenges & Opportunities***

### Co-Associate Sponsor



**SIGNODE**  
TRANSIT PACKAGING SOLUTIONS

For registration, please contact :

Dinesh M

E: macha.dinesh@cii.in

M: +91 8008234556

Daniel George

E: daniel.george@cii.in

M: +91 9849114758

Confederation of Indian Industry

# 1-11-252/9, Plot No 7, 'Regal House',

Motilal Nehru Nagar, Begumpet,

Hyderabad - 500016 || T : +91-40-27765964