

# ACCA's 17th Annual General Meeting

## SINGAPORE, 31<sup>st</sup> August 2013

The 17th Annual General Meeting of ACCA was held in Singapore in conjunction with CBMA yearly dinner.



Mr Frank Cheng as Chairman of this ACCA's 17th Annual General Meeting, gave a warm welcome to all participants present. He expressed his appreciation to Mr Stanley Koo of CBMA Singapore for hosting the meetings and the evening's CBMA's 29th Anniversary Dinner.

On this meeting we elect **the ACCA's 9th Term (2013 - 2015) Management Committee as follows :**

- a) President - HKCPMA of Hong Kong represented by Mr Simon Lo
- b) 1<sup>st</sup> Vice President - CPF of China represented by Mr Zhang Yaoquan
- c) 2<sup>nd</sup> Vice President - FCBM of India represented by Mr Deepak Killawala
- d) Honorary Secretary - PICCI of Indonesia represented by Mr Kinardo Ang
- e) Honorary Treasurer - CBMA of Singapore represented by Mr Stanley Koo
- f) Committee Member - TCG of Thailand represented by Ms Varna Sudasna
- g) Committee Member - CTCCA of Chinese Taipei represented by Mr Frank Cheng
- h) Committee Member - MACCMA of Malaysia represented by Mr Henry Low

### Directors

- Director---Reed Exhibitions (Ms Josephine Lee)
- Director---PT Tosi Jasindo (Mrs Tuti Buntaran)
- Director---Bobst Group, HK (Mr Gilbert Heyraud)
- Director---Chuen Huah Chemical (Mr Chen Chen-Hui)



On this occasion ACCA also held a technical meeting before the General Meeting. Ms Varna from SCG share with us The Future & Challenge of Corrugated Box Industry.

### Packaging of the Future

- Differentiate on shelf
- Holistic packaging design
- Optimal cost / performance ratio
- Smart Packaging
- Automation / Speed
- Sustainability commitments

### Corrugated is the natural choice

- 75% market share
- Maximum of reliability
- Minimum of environment impact

### Value of Corrugated

- Reduction of weight
- Better usage of space
- Shelf ready solution (SRP)
- Improving sales



## WHY PACKAGING MATTERS

Packaging at the beginning was used just as storage and distribution, but it evolved with the need for product protection, convenience used and to communicate what is inside the package (marketing tools).

## PAPER PACKAGING

At present Corrugated and Folding Carton has come across each others with the existence of Microflute :

- Corrugated now can be printed directly (postprint) or print before with high resolution (preprint)
- Laminated with Litho (offset printing) as well as
- Digital printing directly to the Microflute

## THE CHALLENGE

The above trend will transform machineries, process, paper use as well as the price. First RSC (manual filling) - Wraparound (auto filinf) – Tray and Plastic Wrap – PAD and Plasticwrap.

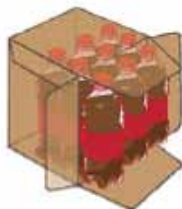
If you see the video of PUMA Clever Little Bag :

<http://www.youtube.com/watch?v=vwRulz8hPKI> and how it can disappear

<http://www.youtube.com/watch?v=Pbn8MvzS4nE>



RSC



Wrap Around



TRAY



PAD

## SRP Packaging Concept

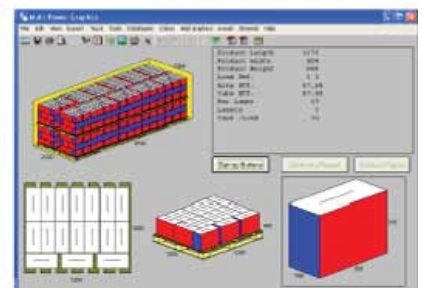
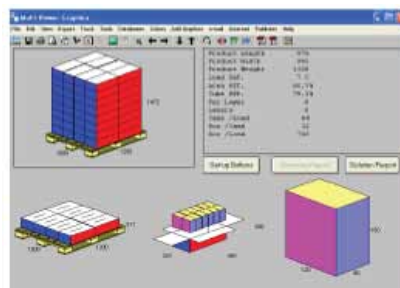


1. Easy to Open (no knives)
2. Clean Edges
3. Should not Buckle
4. Easy to get Product out
5. Should not damage between Transport
6. Easy to Pack

## We Need Corrugated More Displayability



We Need Corrugated that more efficient in Logistic by calculating with the right software.



## CBMA DINNER

On the CBMA dinner the CBMA make auction for the members and its guest. The fund will go to the association. The CBMA also make gift exchange with ACCA members.



ACCA committee making pictures together with the speaker after giving token appreciation to them.



## CBMA

Mr Phua Thye Hin (CBMA) reported that the Singapore overall economy grew at 1.2% in 2012 that was at the lower end of earlier forecasted of 1-3%. The economy slipped into recession contracted at 5.9% in the last quarter of the year. Similarly, it was also lower than the 4.9% growth achieved in 2011. Singapore, whose trade is around three times GDP, has been badly hit by the weakness in Western economies that has crimped demand for many of its exports. The city-state's electronic manufacturers have also failed to tap surging demand for smart phones, unlike rivals in South Korea and Taiwan. The electronics industry production fell some 11.1 percent compared with the same period last year, underscoring the weakness in the export markets, according to industrial Ministry of Trade and Industry. Furthermore, not helping matter was the government taking measures to make it harder for firms to hire cheap foreign labor from abroad. The strong Sing Dollar has made the manufacturing export sector less



competitive. For the corrugated industry, it is reckoned that the demand contracted by some 8% to an estimated at 235 million sq meters or 119,000 metric tons.



The global economy is expected to remain sluggish in 2013. In the advanced economies, growth is likely to be restrained by continued household deleveraging and fiscal consolidation. In Asia, while domestic demand is expected to remain resilient, overall growth is likely to be moderate given the weak external demand. In the domestic front, the restructuring policies such as restrictions on the hiring of foreign labour will crimp Singapore's economic performance in the near term. It is expected that less productive companies to start to get weeded out in as restructuring bites. Businesses that have not made the necessary adjustments to survive in the island-state's high-cost environment will choose to relocate, or throw in the

towel completely. In view of the internal and external conditions, the growth outlook for the Singapore economy remains cautiously positive. Growth in external-oriented clusters such as electronics manufacturing could remain subdued. Nevertheless, backed by a healthy pipeline of projects, growth in specific clusters, such as transport engineering, as well as the construction sector, could provide support to the economy in 2013. Given these factors, MTI expects Singapore's economic growth to be between 1.0 to 3.0 per cent in 2013. The corrugated industry consists mainly small and medium enterprises will face increasing cost pressure as the Government accelerates the economy restructuring exercise. Couple with the expected lackluster demands of the manufacturing industry especially the electronic sector, the total corrugated carton demand is to remain static at an estimated of 235 million sq meters or 119,000 metric tons.

