

## **Rise in Global Bioplastics Demand – Prospects, Developments & More to be addressed at 5th Bioplastics Markets Conference (Hong Kong, 23-24 May 2011)**

*EU legislations pushing for sustainability in plastic packaging are among key factors contributing to rapid growth in demand for bioplastics. Top experts from across the bioplastics supply chain will gather at the 5th [Bioplastics](#) Markets conference in Hong Kong on 23-24 May 2011, to explore impact and emerging opportunities arising from increased global demand.*

Hong Kong (Vocus/PRWEB) April 12, 2011 -- Driving the recent surge in demand for bioplastics is governmental policy sweeping across Europe pushing for protection and preservation of the environment. From beginning of this year, Italy put into effect a ban on the manufacture and distribution of polyethylene plastic bags that are non-biodegradable. As a result of the new laws, plastic bag producers in a number of European countries have turned to alternative materials such as bioplastics.

In view of these developments, the 5th Bioplastics Markets conference scheduled to run on 23 & 24 May in Hong Kong is not only timely, but well positioned to provide insights on increased demand & emerging opportunities in the bioplastics industry, as both manufacturers and consumers move towards sustainable choices.

Supported by an international panel of experts, the conference offers perspectives from authoritative majors such as PURAC Asia Pacific Pte Ltd, whose representative will present a paper on Sustainable Feedstock Supply in Bioplastics Development. There's also Minima Technology, with a country-focused topic on the potential for bioplastics demand & trends in Greater China (China, Hong Kong, Taiwan).

A unique feature at this year's agenda will be a joint presentation between Natur-Tec, whose parent company Northern Technologies International (NTIC) signed a deal with an Italy-based company to market Natur-Tec bio-plastic products in the Italian market, and Harita-NTI Ltd. Their senior executives will critically analyze challenges faced and untapped market potential in India, as well as progress for the next few years.

Another special highlight is the presentation by Mr. Cees van Dongen, the Director of [Sustainable Packaging](#) Solutions, at Coca Cola Services – EU Group, on the company's strategy and journey in moving towards sustainable packaging. Coca Cola has in recent years introduced the use of [PlantBottle](#) material, a plant based packaging, for some of its PET plastic drinks bottles and plans to fully implement the material in the future.

Rounding off the 1.5 day event will be major end users Unique Eco Solution Engineering Ltd and Teijin Fibers Limited, discussing Trends in Bioplastics Application in an informative panel session.

Those seeking more information on speakers & topics line-up or with enquiries on registration may contact Grace Oh at (65) 6346 9147, or visit [www.cmtevents.com](http://www.cmtevents.com).

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**Contact Information**

**Grace Oh**

Centre for Management Technology

<http://www.cmtevents.com/aboutevent.aspx?ev=110518>

(65) 6346 9147

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