



**LABEL SUMMIT
INDONESIA 2014**

18 - 19 June,
Balai Kartini, Jakarta

Label Summit Indonesia 2014

The two-day conference and pod stand exhibition, held at the Balai Kartini in Jakarta, is the top gathering for the label and package printing industry in Southeast Asia.

Indonesia is the world's fourth most populous country with over 238 million people. The Indonesian archipelago has been an important trade region since the 7th century and now has a standing as the 25th largest exporter in the world. Indonesia's GDP growth rate averages around 5.35% per year, but is gradually increasing, making it the perfect time for international businesses to enter the market.

Rapid development in Indonesia that will provide opportunities for global involvement. Indonesian label consumption currently stands at approximately **100 million square metres per year**. **Wet glue labels** are still widespread with 65% usage and demand for self-adhesive labels is rapidly growing in popularity, demonstrating the huge potential of this market.

The two-day conference program, which is packed with 16 sessions about packaging trends, materials, anti-counterfeiting as well as brand development, product design and positioning. Filip Weymans of the event's gold sponsor, Xeikon, will deliver the keynote presentation on how consumer behavior is evolving and how technology can influence consumer purchasing decisions.

Day one concentrate on the latest label printing technologies with sessions on prepress software, MIS software and an in-depth overview and panel discussion on how to optimize the conventional printing process when selecting letterpress, flexo or offset. Confirmed panelists include Chris Bodger of Mark Andy and Nilpeter's John Andersen who will also consider improving production efficiency whilst reducing operational costs. Federico d'Annunzio of Nuova GIDUE will assess flexo standards and process automation and share a customer case study as Bony Jamono of Multitech Advanced Printing Indonesia joins him.

FINAT's Kurt Walker examines the emerging markets and new areas for investment. The conference will close with the Southeast Asian printer panel discussion which will study the impact of converging ASEAN into a single market, the benefits of the Fair Trade Agreement and overcoming local and international competition. Moderated by Labels & Labeling's Andy Thomas, the confirmed line-up so far includes Hendri Rahardjono of Pura Group and Ajanta Packaging's Ramesh Raju.

Day two feature numerous topics including a look at investing in digital technology, the suitability of next generation materials for high performance and functional labels and revolutionizing branding and design. Aimed at label and package printers/converters, brand owners, label designers and industry suppliers, Label Summit Indonesia will also host 30 plus international suppliers ready to discuss technology solutions that could have a major impact on Southeast Asian printing businesses.



