

## PRESS ARTICLE

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### KNOWLEDGESHARE CHINA 2014 PROVIDES INSIGHTS INTO CHINESE BEVERAGE MARKET



The challenges and opportunities in the Chinese beverage market were the focus of attention at a two day event from 27-28 March entitled KNOWLEDGEshare Sanya 2014.

Almost 300 participants from all areas of the supply chain attended the event, staged at the Renaissance Sanya Resort & Spa on Hainan Island in China and organised in association with Sidel, global provider of liquid packaging solutions. Amongst the participants were representatives from the China Beverage Industry Association and from Nielsen, the global market research and data specialists, who provided an invaluable insight into the Chinese market which is characterised by the rapid pace of change. How to respond to this fast-changing environment was one of the headline topics on the first day of KNOWLEDGEshare China 2014, along with an enlightening discussion into the major driving forces affecting the beverage market.

Following the morning sessions which focused on the wider issues, participants then participated in the break-out sessions. Subjects included how automation can help deliver higher productivity; the achievement of greater efficiencies through smarter investments; how to reduce production downtime via plant optimisation; and the solutions available specifically for those beverage manufacturers producing products requiring sensitive or particle filling.

A similar format was followed on day two, with the headline topic this time considering how to innovate to meet the challenges of tomorrow, with the break out sessions looking at new product development; aseptic mixing and dosing solutions; how to reinvent packaging; and solutions in labelling.

The culmination of the opening day saw a gala dinner which provided further opportunities for networking, as well as a highly entertaining evening for the attendees.

Commenting on KNOWLEDGEshare China 2014, which followed on from the success of the first KNOWLEDGEshare event in Frankfurt in November 2013, Fan Lidong, Vice President of Sidel Greater China said –“This was very much a departure from the more conventional ‘conference’ approach where delegates simply sit and listen to the appointed speakers. As the name of the event suggests, the objective was to offer a collaborative forum in which the real issues that the

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industry faces could be openly discussed, with the delegates benefiting from the collective knowledge of all those who participated. It proved an excellent vehicle to achieve this, illustrating that many of the challenges are common to those in different areas of the supply chain and that addressing them with a collaborative, industry-wide approach is much more effective than trying to do so in isolation.”

After the event, the discussions move online, supported by a dedicated KNOWLEDGEshare blog, where everyone in the beverage industry can join the discussions. You can find out more at [www.knowledgeshare.com](http://www.knowledgeshare.com).



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### **About Sidel**

Sidel is the leading global provider of PET solutions for liquid packaging. We are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry.

Headquartered in Switzerland, we have production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 5,500 employees worldwide, we provide optimal PET packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.

We aim to create value for our customers by giving them A Better Match. This is the tailored solution that caters for their needs exactly. We do this by offering flexible and reliable production systems that are easily adaptable to market developments and future technology, supported by value-added services.

We are Sidel. We are **A Better Match**.

Find out more at [www.sidel.com](http://www.sidel.com)

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