

FoodPacific Manufacturing Journal

— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



41,500 Subscribers

Digital marketing tools: E-newsletter/EDM/White paper



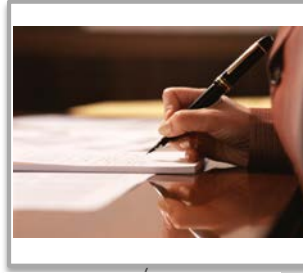
23,600 eNewsletter Subscribers

New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



Video shooting/Editing+ Promotion

Professional Industry News Website – viewable on any device any platform

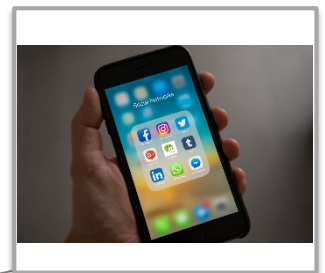


industrysourcing.com
64,985 Unique Visitors/Month
432,996 Page views visitor/Month

FoodPacific
MANUFACTURING JOURNAL

One Brand that can provide you with multiple channels to reach the food & beverage community

Social Media/APP



Social Media with average 45,000 page views/Month



2021 Multi Media Platforms that cover the food & beverage market in Asia

FoodPacific Manufacturing Journal enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that generates leads, customer engagement and grow your revenues.

Events – Direct marketing – Print – Social media – Mobile – Content marketing

Industry focus: Food safety, health, sustainability, and automation

Market Introduction

The food and beverage industry is adjusting to a consumer landscape marked by sudden changes in priorities and purchase decisions. There are hits and misses during the past months where certain product categories continued to grow, while others weakened. But overall, the expectations for 2021 remain hopeful for the food and beverage industry. This even as most sectors, from agriculture and fishing to F&B manufacturing and processing, to transport and shipment, also feel the impact from the decline in restaurant dine-in and the hospitality market. The course of action is to focus on better-performing service sectors – convenience stores, hypermarkets, ghost kitchens, as well as online retailing.

Health and nutrition

Attention to mind and body wellness has been the most obvious shift in consumer behaviour in 2020. This accentuates the golden opportunities for growth in nutrition and shines the spotlight on enduring trends such as **better-for-you, free-from, clean label, natural ingredients, plant-based**, etc. *(also see Health & Nutrition section)*

Food safety and quality

Policy makers recommend heightening food safety in supply chain operations (FAO). While the coronavirus is not transmissible through food, updated operational and sanitation procedures are required of companies to avoid virus transmission among workers, and to ensure food-safe products during handling, processing, packaging, storage and shipping. Having the means to track and trace raw and finished goods and inventory reduces chances of contamination from food-borne pathogens and from mishandling, as well as from food fraud and counterfeiting. The role of **blockchain, smart sensors** for numerous applications, **X-ray and other quality inspection technologies**, is fast gaining momentum in this area.

Automation

Regulatory agencies also compel the industry to continue automating food processing, not only for safety but to enhance food quality. **Plant automation** is designed to enhance efficiencies in data management, scheduling and other processes. **Robotics**, integrated for vision sorting, cutting, conveying, pick-and-place, packaging, and other

repetitive work, offer consistency in product output, and saves companies time and space. Customised **warehouse automation** also adds to efficiency and safety.

Global primary **food processing** is expected to reach USD44 billion in 2021 (Technavio). Growth in Southeast Asia is driven by the high number of poultry, meat, and seafood machinery manufacturers, and the robust consumption especially of chicken and pork.

Technology-enabled packaging

In packaging, **QR code package activation, active packaging** and other **smart technologies** are there for added protection – giving buyers manufacturing information, product authenticity, and freshness indicators. But in Southeast Asia, the packaging developments that matter most are those related to cost efficiency and **recyclability** due to concerns in plastic waste.

Flexible packaging is the most widely used by the F&B market, with the Asia Pacific market to account for USD131.4 billion by 2023.

Aseptic packaging also saw increased sales as demand for dairy and ready-to-drink beverages soared when the pandemic came about.

The **aseptic packaging** market was valued at USD 46.12 billion in 2019, and pre-COVID-19 estimates suggest the market will reach USD 66.5 billion by 2025 (Mordor Intelligence).

The market for **recycling** plastics is therefore picking up in Southeast Asia with some European companies investing in recycling plants.

To minimize waste in processes, companies – and individuals – are encouraged to reduce, refill, repair and recycle. **Closed loop production** in which by-products or material waste are turned into additional materials, or recycled products are turned into new products, is catching on in the F&B industry, as companies get serious about **sustainable production** and **waste reduction**.

Multiple Delivery Channels for Content :

Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile

Total Readership: 41,500

Digital Editions include embedded videos and interviews from trade shows and factory visits.

Now in its 21st year serving the industry, **FoodPacific Manufacturing Journal** has earned the trust of thousands of decision makers across Asia Pacific, connecting suppliers through an enhanced multimedia platform. Published six times a year, the magazine delivers information on product developments, technology, industry expert analyses, trade events, and key issues relating to ingredients and additives, packaging, processing, supply chain management, automation, and food safety.

FoodPacific Manufacturing Journal has a dedicated online vertical (www.industrysourcing.com/food-beverage) with daily updates, social media and mobile Apps with video links on iTunes and Google Play and 18 e-newsletters to make content easy to access.

Health & Nutrition section

Demand has ballooned for vitamins, supplements, natural plant extracts, medicinal confectionery, and probiotics. Limited activity as a result of staying indoors and work-from-home arrangements is raising more

awareness on cardiovascular health and weight management, and as a result is driving demand for quality convenience food and drinks, dairy and non-dairy, and products low in saturated fat, sugar, and salt. Mental health has come into focus as inconveniences brought on by the pandemic has reportedly increased stress and anxiety levels in both young and old. This gives rise to the use of some herbal and natural ingredients that can induce relaxation and sleep.

Brewing in Asia section

The alcoholic beverages industry is also influenced by the growing health and wellness trend. Low-alcohol content versions are being released. Taking into consideration the effects of the COVID-19 pandemic, the global market for low-alcohol beverages is estimated at 32 billion litres in 2020. This is forecast to reach 47.8 billion litres by the year 2027 (Reportlinker). In the ready-to-drink segment Asia-Pacific is forecast to account for 6.4 billion litres in 2027.

Changing media usage pattern? Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to – our commitment is to ensure that we deliver your message using the communication channels that meet their needs – with content that informs – interacts with them and generates a response;

From WeChat to LinkedIn , Desktop to mobile, Print to video.

Print however remains the most trusted medium, enjoying high pass along readership with no gamers to accessing the content.

Trending right now? Marketing solutions on Wechat – including live seminars, live video and audio broadcast, article placements and Mini Apps for products and supplier sourcing.

Published 6x a year in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **41,500** (including print and digital) manufacturing decision makers who plan the purchase of processing and packaging equipment, materials and execute manufacturing strategies; plant managers who evaluate and make recommendations; R&D specialists, food designers who create, test, evaluate products, purchasing managers who buy ingredients, additives and raw materials.

Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

In addition an active engaged audience follow the various food & beverage social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs with the average monthly page views of 45,000.

4 main delivery channels for the magazine content



Print: 17,900



Digital: 23,600

**Total
Readership
41,500**

E-magazine, enewsletters, iPad/iPhone and Android App versions.



Apps industrysourcing
downloads: 109,000+



Social Media: Facebook, Twitter, Blogger, YouTube, and LinkedIn with the average monthly page views of **45,000+**

| Geographic Distribution | | |
|-------------------------|---------------|-------------|
| Thailand | 4470 | 25% |
| Indonesia | 3230 | 18% |
| Malaysia | 2585 | 14% |
| Vietnam | 1990 | 11% |
| Taiwan | 1490 | 8% |
| Singapore | 1390 | 8% |
| Philippines | 1060 | 6% |
| Australia | 520 | 2% |
| Hong Kong | 445 | 2% |
| Korea | 350 | 2% |
| Cambodia/Myanmar/ Laos | 190 | 1% |
| Japan | 140 | 1% |
| New Zealand | 40 | 1% |
| Total | 17,900 | 100% |

| Annual Business Turnover (US\$) | |
|---------------------------------|-----|
| 0-0.5 million | 3% |
| 0.51-1 million | 14% |
| 1.01-5million | 43% |
| 5.01-10 million | 25% |
| over 10 million | 15% |

| Business Type | |
|---|-----|
| Food Processors | 51% |
| Beverage Processors | 25% |
| Contract Manufacturing : Food / Beverage Packagers / Bottlers | 13% |
| Ingredient & Additive Manufacturers | 6% |
| Government Agencies, Research and Associations | 3% |
| Equipment Distributors | 2% |

| Product Analysis | |
|------------------------------|-----|
| Beverages(Non-Alcoholic) | 25% |
| Convenience Food | 24% |
| Health Food / Nutraceuticals | 18% |
| Dairy Products | 16% |
| Cereal & Snacks | 18% |
| Meat & Poultry | 16% |
| Bakery Products | 13% |
| Confectionery | 11% |
| Fish & Seafood | 9% |
| Fruits & Vegetables | 8% |
| Beer, Wine, Liquor & Spirits | 7% |
| Coffee, Cocoa & Tea | 6% |
| Dietary Supplements | 4% |
| Edible Oils & Fats | 4% |
| Seasonings, Spices & Sauces | 3% |
| Others | 1% |

Note: adds to more than 100% due to multiple responses

| Job Function | |
|---------------------|-----|
| Senior Management | 30% |
| Plant Operations | 23% |
| Engineering | 15% |
| R&D / Food Designer | 16% |
| Purchasing | 10% |
| QC & Assurance | 4% |
| Marketing & Sales | 2% |

2021 Editorial Calendar

| ISSUE | January | March | May |
|--|---|---|---|
| Ad Closing Dates | December 18 | February 18 | April 9 |
| Feature Reports | Outlook 2021 Ingredients – Healthy indulgence Packaging – Market overview Processing – Market overview | Market snapshot: Thailand F&B Updates in food security | Closed loop production – saving materials, reducing waste Circular economy – Food waste to new product |
| Automation | Automated sorting equipment Vision sensors | Applying automation in the baking process | Blockchain application: case studies |
| Beverage | Dairy and milk alternatives | Nectar and fruit juices | Probiotic beverages |
| Product Formulation | Fat reduction in bakery products | Fibre enrichment | Innovative flavours for snacks |
| Ingredients | Plant-based/Alternative proteins Chocolate/cocoa products | Nutrient premixes and customised blends Milk-based ingredients | Flavourings Extending shelf life with antioxidants |
| Packaging | Recycled PET packaging QR codes in packaging Meat packaging | Sleeving machines Checkweighers Rinse-filling-capping machines | Conveying systems and accessories Plastic films Liquid food packaging |
| Processing | Food safety testing and test kits Heat pressure processing (HPP) Bakery process equipment | Continuous in-line mixing Confectionery equipment Drying/roasting equipment | Meat and poultry processing Plant-based food processing |
| SUPPLEMENTS Health & Nutrition | Mental health: Stress relieving products / formulation Memory enhancers Energy boosters | Immune health: Herbal ingredients Probiotics Turmeric/curcumin | Infant health: Human milk oligosaccharides Whey protein concentrates Choline DHA |
| SUPPLEMENTS Brewing in Asia (May/Nov) | -- | | Low-alcoholic beverages production Beer industry |
| Trade Shows | Jan.27-29, Propak Philippines 2021, Philippines May, THAIFEX - Anuga Asia 2021, Thailand | | |

Editorial content, trade show and conference schedule subject may change without notice.

| ISSUE | January | February | March | April | May | June |
|----------------------------|---|----------------|------------------------------|-------------------|--------------------------------------|---------------|
| Theme of Newsletter | Outlook 2021: Ingredients – healthy indulgence | Vision sensors | Automation in baking process | Sleeving machines | Blockchain in the F&B industry | Infant health |
| | -- | -- | Drying/roasting equipment | -- | Chocolate & confectionery processing | -- |

Regular Features

- Industry News
- Boardroom Connection
- Product Highlights
- Buyer Alert

Online Editorial Features—Daily updates and online exclusives

- **Business in China** - the latest information about Asia policies, regulations and manufacturing trends
- **Industry News** - Significant events, people, companies and industry developments in Asia
- **Trade Show Updates** - Latest news, onsite reports and video interviews from major trade shows

2021 Editorial Calendar

| ISSUE | July | September | November (E-ZINE only) |
|---|---|---|--|
| Ad Closing Dates | June 8 | July 27 | October 16 |
| Feature Reports | Market snapshot: Indonesia F&B Updates in halal | Market Snapshot: Philippines F&B Plastic waste management | Food safety in Asia: Breakthroughs in testing |
| Automation | Semi-automation for SMEs Warehouse automation | Plant automation technologies Food tracking devices | Material handling systems Future of food: benefits of 3D printing |
| Beverage | Functional beverages | Diet/Low-sugar drinks | Ready to drink coffee |
| Product Formulation | Colour stability in beverages | Functional snacks | Hybrid foods |
| Ingredients | Fat replacers Enzymes Texturising agents | Spices and seasonings Emulsions | Sugar reduction Herbal flavours / extracts |
| Packaging | Aseptic packaging Recycled PET | Secondary packaging Turnkey packing for bottled water | Smart packaging for fresh produce Shrink wrappers |
| Processing | Quality checks with spectroscopy Cooling systems Filtration systems | Fish processing Lubricants Metal detectors / product inspection systems | Cleaning/washing equipment Hygienic pumps and valves |
| SUPPLEMENTS Health & Nutrition | Bone health Calcium intake Vitamin D Scientific research on osteoporosis | Weight management Diabetic-friendly food Diet and weight management Personalised diets | -- |
| SUPPLEMENTS Brewing in Asia (May/Nov) | | | Wines & spirits packaging |
| Trade Shows | June, Propak Asia 2021, Thailand June, FoodTech & Pharmatech Taipei 2021, Taiwan June 2-5, Indoplas, Indopack & Indoprint 2021, Indonesia July, M'SIA-PACK & FOODPRO, M'SIA-PLAS 2021, Malaysia Aug.12-14, Vietfood & Beverage – ProPack VIETNAM 2021, Vietnam Sept.15-17, Fi Asia 2021, Thailand Nov.10-12, Propak Vietnam 2021, Vietnam | | |

Editorial content, trade show and conference schedule subject may change without notice.

| ISSUE | July | August | September | October | November | December |
|---------------------|----------------------|----------------------------|-----------------------|---------------------|-------------------------|---------------------------|
| Theme of Newsletter | Warehouse automation | Diet and Weight management | Food tracking devices | Food safety | Functional snacks | Material handling systems |
| | Fat replacers | -- | Smart packaging | Secondary packaging | Food analysis & testing | -- |

Digital Direct Marketing – Lead Generation (E-newsletter)

Industry e-newsletters

Scheduled **Industry and magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia and the Middle East deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

FoodPacific Manufacturing Journal

Language: English, Frequency: 18X Subscribers: 23,600

| ISSUE | January | February | March | April | May | June |
|---------------------|--|----------------------------|------------------------------|---------------------|--------------------------------------|---------------------------|
| Theme of Newsletter | Outlook 2021: Ingredients – healthy indulgence | Vision sensors | Automation in baking process | Sleeving machines | Blockchain in the F&B industry | Infant health |
| | -- | -- | Drying/roasting equipment | -- | Chocolate & confectionery processing | -- |
| ISSUE | July | August | September | October | November | December |
| Theme of Newsletter | Warehouse automation | Diet and Weight management | Food tracking devices | Food safety | Functional snacks | Material handling systems |
| | Fat replacers | -- | Smart packaging | Secondary packaging | Food analysis & testing | -- |

Smart Factory

Language: English, Frequency: 12X Subscribers: 10,000

| ISSUE | January | February | March | April | May | June |
|---------------------|------------------------------------|-------------------------------|------------------------|-------------------------------------|----------------------------------|---------------------------------------|
| Theme of Newsletter | Cybersecurity/Industrial Analytics | Cloud computing/IoT Platforms | Industrial PCs/5G | Edge Computing/Digital Twins | Equipment Monitoring | DCS/PLC/MES/ERP/SDADA/PAM/HMI/PLM |
| ISSUE | July | August | September | October | November | December |
| Theme of Newsletter | Sensors/Industrial Robots/ | Machine Vision Systems | Industrial 3D Printing | Augmented Reality & Virtual Reality | Advanced Human-Machine Interface | Artificial Intelligence (AI)/Big Data |

Circular Economy

Language: English, Frequency: 6X

| ISSUE | February | April | June | August | October | December |
|---------------------|--------------------------------------|--|---|----------------------|-------------|----------------------------|
| Theme of Newsletter | Energy-efficient recycling equipment | F&B processing: From by-product to new product | Post-consumer recycled film for packaging | Food loss prevention | Bioplastics | Alternative food packaging |

* Editorial Calendars are subject to change without prior notice

 **Ringier Trade Media Ltd.**



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers, generate sale leads and enhance your brand value.

Events

- Conferences (Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing – Lead Generation

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application Story/Brand Story
- Media management/ Press Release/Mass Media
- Video Shooting/Editing
- WeChat Account Operation

[For more promotion on global markets, please click here](#)

Contact us

To learn how you can get more quality sales leads, please email us at crm@ringiertrade.com or contact:

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