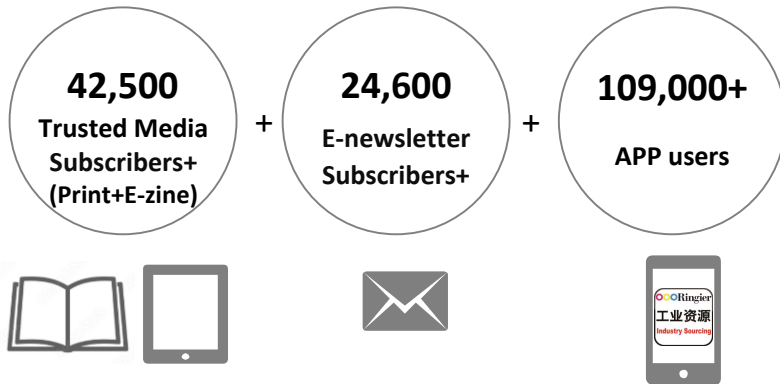


FoodPacific Manufacturing Journal

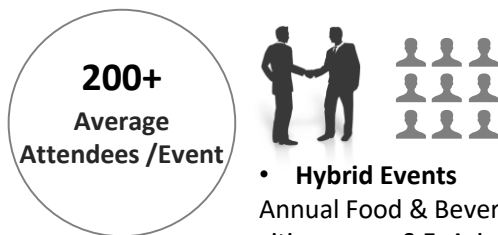
2022 Multi Media Platforms that cover the food & beverage market in S.E. Asia

— 2022 Media Planner —

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



- Virtual Conference
- Webinar



One Brand that can provide you with multiple channels to reach the Food & Beverage community in S.E. Asia

FoodPacific Manufacturing Journal provides strong engagement with the food & beverage sector on a continuous basis by utilizing a comprehensive qualified database and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

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

Market Introduction

Consumers expect that food and beverage products are made ethically, are good for the body and the environment, are manufactured with the least waste generated, packaged sustainably, and delivered and distributed efficiently. Summed up, that refers to the relevance of nutrition, use of automation, practice of waste reduction and sustainability to the F&B industry today. The choice of ingredients, processes, packaging materials, equipment, and overall operations, should be able to correspond with those expectations.

Mind and body wellness, and especially maintaining strong immunity will further impact new product development. The effect of the pandemic on personal lives is manifold. One is the dual desire to stay healthy and yet satisfy one's cravings. This brings nutrition value and healthy indulgence to the lead, opening up opportunities for fortification and to create convenience products with added functional ingredients (omega-3, probiotics, etc.). The global market for functional foods and beverages is expected to grow from \$184.5 billion in 2020 to \$274.5 billion by 2025 (CAGR of 8.3% for this period) says to BCC Research.

Alternatives to animal fats and proteins (plant-based) are trending, while natural ingredients for colour, flavour, and texture remain important to those who seek clean labels. Reducing sugar and sodium content and using alternatives and substitutes are high on the agenda.

Demand for products processed safely will drive growth in the food processing equipment market (processed meat, poultry, seafood, bakery and confectionery). Verified Market Research forecasts this market to grow from USD 53.88 billion in 2020 to USD 84.88 billion in 2028. In Southeast Asia, the projected value for food processing equipment is USD1,434.89 million by 2025, says ReportLinker. The major industries are meat poultry and seafood, bakery, beverage, dairy, chocolate and confectionery, and fruit and vegetables.

The frozen foods category has been reported as among winners during the pandemic as consumers limit their shopping trips, they tend to increase their purchase of products with longer shelf life.

The global soft drinks market (bottled water, juices, carbonated drinks, dilutables) will reach USD 163,260 million in 2027, growing at a CAGR of 4.2% during 2022-

2027, according to Industry Research. As sugar taxes have been introduced by some Southeast Asian countries, manufacturers move to develop healthier formulations.

The alcoholic beverages market succumbs to the impact of lockdowns and reduced outdoor socialising. Mindful drinking has emerged, with still, low- and no-alcohol content versions, and ready to drink cocktails, gaining interest.

Booming e-commerce is helping brands to be within consumer reach. Experts say brands can take advantage of this to understand their market.

E-commerce growth calls for better food safety monitoring to protect goods from spoilage, damage, fraud, loss, and other risks. It signals companies to employ RFID, sensors, tags, tracking devices, shelf-life extension additives, antimicrobial packaging, and other smart technology, for their products.

Sustainable packaging includes the use of paperboard, recycled plastics, natural materials, and materials designed with fewer metal/aluminum parts. Meanwhile companies can look forward to more advances in food-grade recycled plastics (PP and PET).

Barrier packaging films help extend the product shelf life of meat, fish, dairy, pet food, etc., even with less preservatives, and thereby reduce food waste. The global forecast for this market is USD 30.8 billion by 2028, says Meticulous Research.

The supply chain model pre-COVID proved unable to sustain production at the height of the pandemic, and even today as lockdowns are still to be expected, supplier network expansion is part of the strategy.

The long-term solution considers the role every available technology can play in addressing the present challenges companies face, and in helping them prepare for future ventures. This is necessary not just for inventory, but for other areas in production and manufacturing where automation (robotics, integrating processes through software solutions, etc.) help run operations, with the goal of leading to greater productivity and product quality.

Multiple Delivery Channels for Content :

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



Total Readership: 42,500

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

Now in its 22nd 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

The F&B industry has for years seen increasing demand for healthy food and beverages, and several trends identified years ago continue to influence product development: free-from, clean label, beauty from within, healthy indulgence, etc. These trends have led to the introduction of so many functional foods, products with low sugar, sodium or fat, and other healthier alternatives. The pandemic has of course put the spotlight on specific ingredients and processing involving probiotics, botanicals, and vitamins that promote strong immunity and mind and body wellness. Likewise plant-based ingredients and their processing techniques are expected to command more attention in Southeast Asia.

Brewing in Asia section

Consumption of alcoholic beverages saw a drop this past year, however sales of alcohol (wine, beer, ready to drink, spirits) in Asia Pacific are forecast to return to pre-COVID figures by the year 2025, according to IWSR Drinks Market Analysis. E-commerce, at-home consumption, and ready to drink will drive growth.

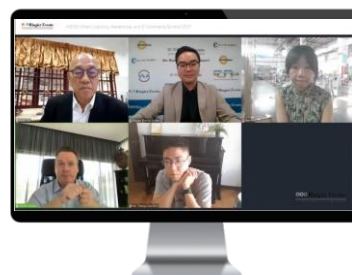
Trending right now?

Postponement of many trade shows – can't meet customers face to face – don't worry – Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content, one-on-one chats put your "face-to-face" with prospects. Then you continue with marketing solutions on social media.

Ringier Events

Connecting industry through information exchange!

An Annual food & beverage series of conferences bringing together the key industry players in different cities across SE Asia multiple virtual events.



Virtual Events

Published 6x a year in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **42,500** (including 5x print and 1x 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 a combined average monthly page views of 47,000.

Geographic Distribution		
Thailand	4,510	25%
Indonesia	3,350	19%
Malaysia	2,585	14%
Vietnam	2,010	11%
Taiwan	1,490	8%
Singapore	1,430	8%
Philippines	1,060	6%
Australia/ New Zealand	480	3%
Hong Kong	405	2%
Korea	255	2%
Cambodia/Myanmar/ Laos	185	1%
Japan	140	1%
Total	17,900	100%

Annual Business Turnover (US\$)	
0-0.5 million	3%
0.51-1 million	12%
1.01-5 million	42%
5.01-10 million	26%
over 10 million	17%

Business Type	
Food Processors	50%
Beverage Processors	26%
Contract Manufacturing : Food / Beverage Packagers / Bottlers	13%
Ingredient & Additive Manufacturers	6%
Government Agencies, Research and Associations	3%
Equipment Distributors	2%

4 main delivery channels for the magazine content



Print: 17,900



Digital: 24,600

Total Readership
42,500

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 **47,000+**

Product Analysis	
Beverages (Non-Alcoholic)	25%
Convenience Foods	24%
Health Food / Nutraceuticals	19%
Cereal & Snacks	17%
Dairy Products	16%
Meat & Poultry	14%
Bakery Products	13%
Confectionery	10%
Fish & Seafood	8%
Fruits & Vegetables	8%
Beer, Wine, Liquor & Spirits	7%
Coffee, Cocoa & Tea	6%
Dietary Supplements	5%
Edible Oils & Fats	3%
Seasonings, Spices & Sauces	3%
Others	1%

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

Job Function	
Senior Management	30%
Plant Operations	23%
R&D / Food Designer	15%
Engineering	14%
Purchasing	12%
QC & Assurance	4%
Marketing & Sales	2%

2022 Editorial Calendar

ISSUE	February	April	June
Ad Closing Dates	January 1	March 25	May 2
Feature Reports	Outlook 2022 Ingredients – Nutrition Focus Packaging – Design trends for primary and secondary packaging Processing – SEA market overview	Upcycling: Ways companies are reducing food waste Nutraceuticals	E-commerce and the food industry Updates: Labels and labelling
Automation	Supply chain: Cold storage	Software solutions for F&B production / manufacturing Robotics	Tracking devices and equipment Vision systems – sensors and cameras
Beverage	Fermented beverages	Nutritional / dietary supplements	Energy drinks
Product Formulation	Texturizers/texture enhancement Alternative/ Cultured meat	Reduced sugar / Sugar-free formulation	Chocolate products
Ingredients	Botanical extracts Egg replacers Colouring	Bakery ingredients Plant-based ingredients Flavours	Natural antioxidants Whey protein Enzyme systems
Packaging	Active packaging Pouches and other flexible packaging	Sleeving and labelling Recycled and food-grade films/plastics	Barrier films Paperboard packaging Caps and closures
Processing	Frozen foods Plant-based food / beverage Food analysis and testing	Instant food Meat and poultry Cooling systems	Candy and confectionery Extrusion Cleaning equipment and systems
SUPPLEMENTS Health & Nutrition	Immune / Digestive Health Nutraceuticals Postbiotics Vitamins & minerals Prebiotics / Probiotics Herbal ingredients Superfoods	Healthy Ageing Updates Products and ingredients that support mental well-being Sleep and anxiety management Nutrition for the elderly Maintaining healthy vision Bone and joint health Brain health	Sports Nutrition and Active Lifestyles Smart carbs Protein Nonstimulants
SUPPLEMENTS Brewing in Asia (May/Nov)	--	--	Ready to drink cocktails Industry impact: Mindful consumption in the time of COVID
Trade Shows & Ringier events	<ul style="list-style-type: none"> • Ringier events and future announcements 		

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Outlook 2022: Ingredients – Nutrition Focus	F&B Packaging trends	Functional ingredients for health including botanical extracts	Sleeving and labelling	Meat and poultry processing	Plant-based ingredients
	--	--	Natural colours	--	Vision systems	--

Regular Features

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

Online Editorial Features—Daily updates and online exclusives

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

2022 Editorial Calendar

ISSUE	August	September	November (E-ZINE only)
Ad Closing Dates	July 12	August 19	October 18
Feature Reports	Biofortification as solution to food insecurity	Quality management	Halal food manufacturing
Automation	Material handling systems (equipment for transport, positioning, unit load formation, and storage)	Automation in packaging	Blockchain: Developments in SEA
Beverage	Tea / coffee	Non-dairy	Carbonated drinks
Product Formulation	Drinkable yogurts	Dips, sauces, and dressings	Instant Foods / Chips & Crisps
Ingredients	Chocolate/cocoa products Weight management ingredients Antimicrobials	Cheese preservatives Sugar alternatives Nuts & seeds	Fat replacers Asian inspired spices and seasonings Fatty acids
Packaging	Stretch sleeves Aseptic filling	Food packaging sensors Form-fill-seal	Secondary packaging Checkweighing
Processing	Extrusion Lubricants Mixers	Cleaning/washing equipment Product inspection Hygienic pumps and valves	Seafood processing Pasteurisation
SUPPLEMENTS Health & Nutrition	Beauty from Within Botanicals / herbals Collagen Biotin Health claims	Weight Management Update: Industry's role in overcoming Asia's malnutrition challenges Weight loss ingredients Personal nutrition Fad diets	--
SUPPLEMENTS Brewing in Asia (May/Nov)	--	--	Sustainability: Packaging alternatives for liquor Industry Outlook 2023

Trade Shows
&
Ringier events

- Jun. 15-18, Propak Asia 2022, Thailand
- Jun. 22-25, FoodTech & Pharmatech Taipei 2022, Taiwan
- Jul. 14-16, M'SIA-PACK & FOODPRO, M'SIA-PLAS 2022, Malaysia
- Aug. 31- Sept. 3, Indoplas, Indopack & Indoprint 2022, Indonesia
- Aug. 24-26, Propak Philippines 2022, Philippines
- Sept. 7-9, Fi Asia 2022, Indonesia
- Nov. 16-19, International Plastics & Rubber Machinery, Processing & Materials Exhibition 2022, Indonesia
- TBD, Propak Vietnam 2022, Vietnam
- Ringier events and future announcements

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

ISSUE	July	August	September	October	November	December
Theme of Newsletter	Confectionery processing	Update: Beauty from within - ingredients	Automation in packaging	Quality management	Halal manufacturing	Material handling systems
	Sports nutrition	--	Product inspection (including metal detectors)	Trends in dairy manufacturing	Seafood processing	--

Digital Direct Marketing (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: 24,600

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Outlook 2022: Ingredients – Nutrition Focus	F&B Packaging trends	Functional ingredients for health including Botanical extracts	Sleeving and labelling	Meat and poultry processing	Plant-based ingredients
	--	--	Natural colours	--	Vision systems	--
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Confectionery processing	Update: Beauty from within - ingredients	Automation in packaging	Quality management	Halal manufacturing	Material handling systems
	Sports nutrition	--	Product inspection (including metal detectors)	Trends in dairy manufacturing	Seafood processing	--

Smart Factory

Language: English, Frequency: 12X Subscribers: 10,008

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Digital Factory and Linear Motion	Sensors' Involvement in IT/ OT Integration	Big Data/PLM Software	Vision Systems for Process Manufacturing	Motion-Control Subsystems and Machine Vision	Job Shop Automation
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Progress in 3D/ Additive Manufacturing	Artificial Intelligence (AI) Software	Mobile Robots	Additive Manufacturing Production Parts	IIOT-Based Automation	Automation Trends & Technologies

* 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 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

- 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](#)

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Ask your Ringier representative on how you can avail of the special rate.

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