

# FoodPacific Manufacturing Journal

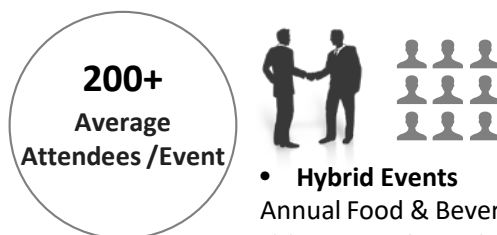
Multimedia Platforms that cover the food & beverage market in S.E. Asia

— 2023 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.



# Rising above present challenges and looking toward the future with new products and technologies in 2023

## Market Introduction

Industry players have been caught off guard by the impact of one global crisis after another. From having to face supply shortages, rising costs, and delays, they are learning to act quicker and with better foresight. But they need solutions to meet stakeholder expectations.

In product development and formulation, nutrition is taking centre stage as consumer surveys confirm high demand for products with added health benefits.

For instance, the functional food and beverage market is expected to reach USD218.3 billion by 2026. Focus is on immunity-supporting ingredients, and growing demand for digestive health, sports nutrition food and beverages, fermented foods, protein-fortified products and plant-based protein (Research and Markets).

At the same time, clean label ingredients, botanicals, natural colours and flavours, make for on-trend snacks and beverages, while application of new low/reduced salt and sugar technologies is a given.

As the plant-based movement grows in Southeast Asia, many texture and flavour ingredients are available to beef up the sensory qualities of products made from soy, wheat, pea protein, oat and other plant sources, creating better meatless meat, chicken-free nuggets and patties, and dairy-free beverages.

### Supply disruptions and food security

Experts cannot stress enough the fragility of global food security right now. The simultaneous impact of the pandemic, climate change, and the Russia-Ukraine war, are putting extreme pressure on supply chains. Food and water supply is at risk.

To ensure uninterrupted production, manufacturers have to expand their sources of materials, ingredients, and equipment, be innovative, create partnerships with other players to help strengthen supply chains, and do their share in meeting sustainability measures (economic, environmental and social). This is crucial for the agri-food industry as climate-related disruptions are leading to unsteady supply.

Industry is also expected to generate less material waste, and help consumers reduce packaging waste.

Their production and manufacturing processes as well as material choices should be able to limit their carbon footprint. For packaging, recycled plastics, lighter metals and portion sizes make the difference, while labelling solutions and traceability are also important for safety reasons. In the same vein, the industry should take food waste reduction more seriously, and consider ways like upcycling to cut waste, whether by incorporating upcycled ingredients or low-valued foods in new products, or repurposing their by-products for other applications.

### Food processing, packaging, and automation

The global food processing and handling equipment market (for meat, seafood, bakery, dairy, and confectionery) is projected to grow from \$105.13 billion in 2022 to \$140.17 billion by 2029, at a CAGR of 4.2%, according to Fortune Business Insights, adding that investments in AI technologies and IoT further aim to increase food safety, and improve operational efficiency and manufacturing operations.

Growth in e-commerce and digitalisation is pushing the adoption of automation with technologies to help manage data, boost production rates, reduce downtime, prevent potential system failure, and so on.

Southeast Asia's industrial automation and process control market is expected to grow at a CAGR of 7.8% from 2019 to reach USD4.97 billion by 2025 (Meticulous Research).

Aseptic packaging for food will grow 5.5% to USD2.3 billion in 2026, since aseptic processing is preferred over retort and hot fill. This as the aseptic method is able to maintain the flavour, texture, and nutrition of food better (Freedonia Group).

Demand for packaged and ready-to-eat products is driving growth in flexible packaging. The stand-up pouches (plastic, metal, paper) market in particular is forecast to exceed valuation of USD6.3 billion by 2026 (Transparency Market Research). While use of metal packaging will bring the market size from USD107,830 million in 2022 to USD125,050 million by 2028 with a CAGR of 2.5% (Valuates Reports).

## Multiple Delivery Channels for Content :

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



APP



**Total Readership: 42,920**

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

Now in its 23rd 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](http://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.

### The F&B consumer

Growing awareness on the risks of consuming heavily processed foods is leading many consumers to rethink their choices and eating habits. Now, it is no longer just about keeping lifestyle diseases at bay, but also protecting oneself from new and emerging diseases. Recent times have made the "food as medicine" concept – consuming whole and natural foods over processed foods – even more popular. And so in this competitive industry, F&B manufacturers need to re-assess formulations and processing techniques, with the purpose of creating acceptably healthy and nutritious products.

When it comes to packaging, a McKinsey survey shows that consumers in Asia are willing to pay more for sustainable packaging. It is imperative for companies to switch to food-grade recycled materials, compostable plastic films, fiber-based and other recyclable materials, and consider recycling technologies and practices that complement their needs. This as the food industry's impact on the environment continues to be in the spotlight as major issues such as by-products and packaging waste pollution have yet to be resolved on a global scale.

### 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 & digital direct marketing.

Content Marketing-"soft" advertising that tells your company's story- positions you as industry thought leaders, demonstrates your products technical capabilities through text, video in print, online and social media- Let our experts help create an effective program for you.

**Ringier Events**  
Connecting industry through information exchange



### Virtual Events

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

Published 6x a year (including 5x print and 1x digital) in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **42,920** 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+.

## 5 main delivery channels for the magazine content



Print: 18,120



Digital: 24,800

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



E-newsletter: 26,200



Apps industrysourcing downloads: 109,000+

**Total  
Readership  
42,920**



Social Media: Facebook, Twitter, Blogger, YouTube, and LinkedIn with the average monthly page views of **47,000+**

Geographic Distribution		
Thailand	4,560	25%
Indonesia	3,420	19%
Malaysia	2,620	14%
Vietnam	2,030	11%
Taiwan, China	1,490	8%
Singapore	1,460	8%
Philippines	1,075	6%
Australia/ New Zealand	480	3%
Hong Kong, China	405	2%
Korea	255	2%
Cambodia/Myanmar/ Laos	185	1%
Japan	140	1%
<b>Total</b>	<b>18,120</b>	<b>100%</b>

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%

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%
Packaging Engineering	13%
Purchasing	12%
QC & Assurance	4%
Marketing & Sales	3%



## 2023 Editorial Calendar

ISSUE	February	April	June
Ad Closing Dates	December 13	March 13	May 2
Feature Reports	Outlook 2023: Innovation Focus Ingredients Packaging Processing	Circular Economy: Case studies in the F&B industry  Preview/Product showcase: interpack 2023	Plant-based Progress in Southeast Asia
Automation	Tracking devices and equipment	Packaging and Palletising Robots	Process automation
Beverage	Oat beverages	Nut-based beverages	Juices
Product Formulation	Clean label formulation	Sodium/salt alternatives for packaged snacks  Confections	Sugar-free / Sugar replacements (food/beverages)
Ingredients	Colours: natural and synthetic Whey protein Essential oils	Plant-based ingredients Texturizers for alternative meats Rice ingredients	Milk-based ingredients Herbs and herbal extracts Soy
Packaging	Autoweighing, filling & packaging system Caps & closures Confectionery packaging	PET Recycled and food-grade films/plastics Sorting equipment	X-ray detection Sleeving and labelling Frozen food packaging
Processing	Chocolate processing Heat exchangers Plant-based meat processing	Product inspection (Metal detectors) Cookie/biscuit processing Lubricants	Fish/seafood processing Snack food processing Conveying systems (for beverages)
Health & Nutrition	Healthy Gut Immune health Polyphenols Prebiotics / Probiotics / Postbiotics Vitamins & minerals Microbiome	Living Well Dietary fiber Low GI foods Sweetener choices Personalized nutrition	Sports Nutrition and Active Lifestyles Smart carbs Protein Nonstimulants Stronger bones and joints
Brewing in Asia	--	Luxe packaging	Market snapshot: Alcoholic beverages
Trade Shows & Ringier events	<ul style="list-style-type: none"> <li>Feb. 1-3 ProPak Philippines</li> <li>March 8-10 Meat Pro Asia, Thailand</li> <li>May 3-8 IFFA, Frankfurt</li> <li>May 4-10 interpack 2023, Düsseldorf</li> <li>May 11-14 Food &amp; Beverage Indonesia</li> <li>May 23-27 Thaifex Anuga, Thailand</li> <li>June 14-17 FoodTech &amp; Pharmatech Taipei 2023, Taiwan</li> <li>June 14-17 Propak Asia 2023, Thailand</li> <li>July 11-13 Malaysian Int'l Food &amp; Beverage Trade Fair</li> </ul>		

\*Editorial Calendars are subject to change without prior notice.

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Outlook 2023: Innovation Focus	Chocolate/ confectionery processing	Immune health	Circular economy: Case studies interpack showcase	Plastic packaging	Plant-based ingredients
	--	--	Natural colours	--	Health & Nutrition: Living well topics	--

### 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**- News, onsite reports and video interviews from major shows

## 2023 Editorial Calendar

ISSUE	August	September	November (E-ZINE only)
Ad Closing Dates	July 3	August 1	October 17
Feature Reports	Digital Transformation	Food Security	Food Fraud
Automation	Robotic applications in the food processing	Warehouse automation	Software solutions
Beverage	Soft drinks	Filtration systems	Dairy
Product Formulation	Pet food Plant-based beverages	Alternative proteins (seafood, etc) Fermented foods	Candy/Confectionery Savoury snacks
Ingredients	Legumes/grains/pulses Antioxidants Texturisers	Nuts & seeds (almonds, macadamia, etc) Cocoa and chocolate Emulsifiers	Fruit-based/Fruity flavours Baking ingredients /processing aids Mushrooms
Packaging	RFID Aseptic packaging Powder & granules filling / packing machines  Show review: interpack	Bar code printing Coding, dating, marking machinery Secondary packaging	Shrink films Form-fill-seal Flexible packaging
Processing	Meat and poultry Cleaning equipment and systems Blenders and mixers	Hygienic pumps and valves Air compressors	Sauces/dips processing Vacuum freeze drying Meatball//food forming equipment
Health & Nutrition	Beauty from Within Nutraceuticals Botanicals / herbals Collagen Biotin Health claims	Weight Management Food ingredients supplements (vitamins/minerals/etc) Sweetener choices Weight loss ingredients Overview: Nutrition in Southeast Asia	--
Brewing in Asia	--	Distillation / separation	Industry Outlook 2023
Trade Shows & Ringier events	<ul style="list-style-type: none"> <li>Aug (TBD) Indoplas, Indopack &amp; Indoprint 2023, Indonesia</li> <li>Aug (TBD) Propak Vietnam 2023, Vietnam</li> <li>Sept 4-6 Fi Asia 2023-Indonesia, Indonesia</li> <li>Sept 11-13 Pack Expo Las Vegas</li> <li>Oct Fi Asia 2023 – Thailand</li> <li>Oct Vitafoods Asia</li> <li>Oct Fi Vietnam 2023, Vietnam</li> <li>Oct 7-10 Anuga, Germany</li> <li>Oct 24-27 Cibus Tec Italy</li> <li>Dec (TBD), M'SIA-PACK &amp; FOODPRO,M'SIA-PLAS 2023, Malaysia</li> <li>Ringier events and future announcements</li> </ul>		

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ISSUE	July	August	September	October	November	December
Theme of Newsletter	Digital transformation	Aseptic packaging	Beauty from Within ingredients	Nutrition in Southeast Asia	Confectionery processing	Shrink Films / Flexible Packaging
	Sports nutrition	--	Alternative Proteins	Food Ingredients Supplements	Automation: Software solutions	--

## 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 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 : 26,200

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Outlook 2023: Innovation Focus	Chocolate/ confectionery processing	Immune health	Circular economy: Case studies	Plastic packaging	Plant-based ingredients
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	Sports nutrition	--	Alternative Proteins	Food Ingredients Supplements	Automation: Software solutions	--

#### Smart Factory

Language: English, Frequency: 6X Subscribers: 10,100

ISSUE	January	March	May
Theme of Newsletter	Predictive Maintenance	Automation Safety/IoT/AI	Paperless shop floor/Digital Twin
ISSUE	July	September	November
Theme of Newsletter	Planning Capital Equipment Investment	Additive Manufacturing/ 3D printing	Smart Factory Automation/ Robotics

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**Ringier Trade Media Ltd.**



From print media to integrated multimedia solutions Ringier Trade Media Ltd has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 25 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

## 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](#)

## Contact us

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

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