



# 3<sup>rd</sup> Dairy Market Innovation Asia Pacific Summit 2025

Sep. 25-26, 2025 • Singapore Marriott Tang Plaza Hotel



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## HIGHLIGHTS

- *More than 200 delegates from different Asia-Pacific countries will discuss the latest developments and challenges in the dairy industry*
- *Obtain authoritative insights from government officials and industry leaders on regulation and policy updates in Asia-Pacific: China, Korea, and New Zealand*
- *Grasp the R&D trends on infant formula milk powder, milk beverages, and yogurt*
- *Deeply understand how to ensure quality and safety in the dairy industry*
- *Thoroughly understand the overall outlook of the Asia-Pacific dairy industry, discuss market trends and consumer insights with experts and industry leaders*
- *Focus on packaging strategic layout in Asia-Pacific dairy industry*
- *Pay attention to liquid milk issues, including UHT milk and flavored milk market trends*
- *learn more about successful marketing cases and innovation in the dairy industry*
- *Entire industrial chain expansion: farm management and animal health*



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## SPEAKERS TO INVITE

- *Government Officials from the Asia-Pacific Region*
- *Dairy and Food Associations in the Asia-Pacific region*
- *Leading Local and International Dairy Producers, Processors, and Farms*
- *Leading Ingredients and Additives Suppliers*
- *Leading Packaging, Equipment, and Testing Providers*
- *Large Retailers*



## WHO SHOULD ATTEND

### By Industry

- *Dairy Producers*
- *Dairy Product Exporters/Importers*
- *Ingredients and Additives Suppliers*
- *Chemical Companies*
- *Packaging and Equipment Providers*
- *Testing and Consulting Services*
- *Farms and Feed Producers*
- *Retailers/Dealers*
- *Logistics Firms*
- ...

### By Job Title

- *Top Management*
- *R&D/Laboratory/Technical Director*
- *Production and Quality Director/Manager*
- *Regulatory Affair Director/Manager*
- *Milk Source Director/Manager*
- *Sourcing and Purchasing Director/Manager*
- *Supply Chain Director/Manager*
- *Logistics and Packaging Director/Manager*
- *Product /Brand Manager*
- *Marketing and Sales Director/Manager*
- *BD and Commercial Director/Manager*
- *Import and Export Manager*
- ...

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**DAY ONE**

**THURSDAY, SEP. 25<sup>TH</sup>**

08:00 Sign In

08:45 Opening Remarks by Chairman

## *Market Trends and Consumer Insights*

### 09:00 Dairy Market Conditions and Consumer Insights Sharing in Asia-Pacific

- Latest market conditions of different dairy products from different countries in Asia
- Get clean, get healthy, get natural, and get smart
- Yogurt market trends in Asia
- Q&A

*DCANZ*

### 09:30 Differentiation through Packaging Design to Shape Your Brands

- Importance of packaging for brands
- Trends in dairy packaging
- Advances in light blocking technology
- Brand differentiation through shape
- Q&A

*Open for Sponsor*

### 10:00 Yogurt's Fruity Flavor - R&D Analysis in Asia-Pacific

- Yogurt market analysis and review in Asia-Pacific
- New applications for yogurt

- Preferable flavor differences between consumers in different regions
- How to support yogurt innovation to meet growing consumer demand
- How health interests directly influence the flavor popularity of yogurts?
- Q&A

*Richard Walton  
R&D General Manager  
Meiji*

### 10:30 Tea Break and Networking

### 11:00 Optimization for A More Sustainable Package

- Complexities associated with a global brand, high volumes, and promotions
- Lower weight closures, downgauging labels
- Smarter materials: higher yield, lower carbon footprint films for labels
- PlantBottle Innovation
- Q&A

*Nestle*

### 11:30 Panel Discussion:



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## How to Combine Consumer Insights with Product R&D

- Current R&D trends and situations
- Differences of consumer insights in different countries in Asia-Pacific
- How to effectively combine consumer insights with product R&D
- Q&A

*Experts and Leaders from Regional Leading Dairy and Packaging Companies*

## 12:00 Ice-breaking & Speed Networking

*The audience are supposed to introduce themselves briefly one by one, including their names, companies and job titles. This session will make us get to know each other quickly for more effective industry communication during the two-days event.*

## 12:30 Luncheon and Networking

## Policies and Regulations Updates in Asia Pacific

### 14:00 Developments and Policies in the Philippine Dairy Industry

- Philippine dairy Industry review and outlook
- Policies and regulations updates in Philippine
- Development strategy vs Emerging Markets
- Q&A

*Atty Gavino Alfredo C. BENITEZ  
OIC - Administrator  
Philippines National Dairy Authority*

### 14:30 Vietnam Policies and Measures for Achieving Its Development Objective

- New Law on Animal Husbandry promises progress in Vietnam
- Domestic dairy production in the period from 2001-2024
- High demand of dairy consumption
- Imports and exports of dairy products
- Vietnam dairy industry development until 2025: Prospects and challenges

- Vietnam policies and measures for achieving its development objectives
- Q&A

*Tong Xuan Chinh  
Deputy Director General  
Department of Livestock Production  
Ministry of Agriculture and Rural  
Development (MARD, Vietnam)*

### 15:30 Dairy Industry Developments and Updates in Thailand

- New Policies and Updates in Thailand
- Dairy Industry developments outlook
- Challenges that we're facing
- Q&A

*Auengploy Chailangka  
Director of the Chiang-Mai Livestock Product  
Research and Development Center  
Department of Livestock Development,  
Thailand*

## 16:00 Tea Break and Networking



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## 16:30 India: Dairy to the World Opportunities and Challenges

- Challenges and outlook of India's dairy industry
- Various marketing initiatives of Amul for increasing sales of milk and milk products
- Development strategy
- Q&A

**R S Sodhi**

*President Indian Dairy Association  
Chairperson NIFTEM -T, Under Ministry of  
Food Processing Industry, Govt. Of India  
Former Managing director, GCMMF Ltd (Amul)*

## 17:00 Win-win Cooperation: Jointly Promote the Development of the Dairy Industry

- Industry updates in recent twenty years

- Industry difficulties & market opportunities
- How to jointly promote the development of the dairy industry
- Q&A

**Rene Martin De Guzman**

*Former Department Manager, Corporate  
Planning & Management  
Services Department  
Philippines National Dairy Authority*

## 17:30 Cocktail Party & New Dairy Products Exhibition

*Dairy Producers will bring samples of their dairy brands and delegates will be able to try these free samples which will only be available on the cocktail party.*

## 18:00 Close of Day One

## DAY TWO

FRIDAY, SEP. 26<sup>TH</sup>

### Liquid Milk Product Innovation

## 09:00 Unlocking Value for Customers through Innovative Dairy Ingredients

- Introduction
- How to link technical quality factors such as light oxidation and fat levels to consumer liking
- New Ingredients and Innovations in the Dairy Industry
- Q&A

**Tjalling Bekker**

*Regional Director, Asia-Pacific  
Friesland Campina Ingredients*

## 09:30 Dairy Packaging Technology Innovation and Sustainable Development for Liquid Milk

- Reliable technology and machinery validation
- Optimize structural design and packaging material to strengthen product safety performance
- Packaging & Branding
- Setting up the recycling network to strengthen corporate responsibility
- Q&A

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## 10:00 Asia-Pacific UHT Market Trends

- Asia-Pacific UHT milk market outlook
- Market trends and developments
- The most popular type among adults: semi-skimmed UHT milk
- Q&A

**Vinamilk**

## 10:30 Tea Break and Networking

### 11:00 Panel Discussion:

#### How Could Packaging Marketing Strategies Influence Consumers Purchasing Behavior?

- The main factors that influence consumers purchasing behavior
- How to build a connection between packages and consumers

- How could marketing packaging strategies enhance the communication between brands and consumers

- Q&A

**Experts and Leaders from Regional Leading Dairy and Packaging Companies**

## 11:30 The Development Trends of Milk Beverages

- Milk Beverage market analysis in different regions
- What new growth points come to mind for this product?
- The development trends of milk beverages in Asia-Pacific
- Q&A

**CHEN Junjiang**

**General Director of Product Development and Marketing Department (PDMD)  
Want-Want Group**

## 12:30 Luncheon and Networking

## Infant Formula Milk Powder in China

### 14:00 Sharing of "Administrative Measures for Registration of Infant and Young Children Milk Powder Formula Recipes"

- New measures and reforms sharing
- Current registration procedure & timeframe
- More specific and stricter requirements for infant formula labeling
- Q&A

**China Food and Drug Administration (CFDA)**

### 14:30 R&D Trend Analysis of Infant Formula Milk Powder

- R&D Status quo of infant formula milk powder
- Trends analysis
- New functional ingredients: explore the market gap
- Q&A

**The a2 Milk Company**



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## 15:00 E-commerce for Infant Formula Milk Powder in China

- How to ensure quality and safety through an e-commerce platform
- E-commerce channels in China for Infant formula milk powder
- Other dairy products overview in

- E-commerce
- Social media and marketing
- Q&A

**Danone**

## 15:30 Tea Break and Networking

## All-round to Ensure Quality and Safety

## 16:00 Strengthen Testing Management to Ensure Quality and Safety

- The role of good manufacturing practices, processes, and effective testing
- The challenges that dairy product testing is now facing
- Good testing management for different dairy products
- How to use the whole industry to strengthen testing management
- Q&A

**Gerrit Smit**

**Managing Director**

**Yili Innovation Center Europe**

- How to use scientific methods to improve the management of breeding dairy cattle
- How to achieve comprehensive improvement of veterinary drug-use and animal feed to maintain animal health and welfare
- Q&A

**Nestle China**

## 16:30 Comprehensive Improvement of Veterinary Drug-Use and Animal Feed to Maintain Animal Health and Welfare

- How to strengthen postpartum recovery in cattle and health care

## 17:00 Automation in Dairy: New Ways to Optimize the Entire Value Chain

**Scenario Analysis in Dairy Production and Innovations**

- How to optimize the entire value chain
- New ways and measures
- Q&A

**Open for Sponso**

## 17:30 Close of the Summit





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## SPONSORSHIP AND EXHIBITION STAND OPPORTUNITIES



### **Enhance your profile by taking one or more of these marketing options**

Taking a sponsorship option at 3<sup>rd</sup> Dairy Market Innovation Asia Pacific Summit 2025 gives you a portfolio of opportunities to reinforce the strength of your brand while enhancing awareness about your company and products in front of a precisely targeted audience of decision makers at the event site, as well as thousands of top executives through our powerful marketing coverage and sales reach.



### **What options are still available?**

- Diamond, Platinum, Gold Sponsorships
- Presentations Sponsor
- Ceremony and Award Sponsor
- Documentation Sponsor
- Souvenir Sponsor
- Lanyard Sponsor



### **What benefits will sponsorship bring you?**

- Increased brand exposure
- Communication with qualified/selected targets
- Speaking and exhibiting opportunities
- 200 word business profile and a hyperlink to your website
- Logo placement on the Summit's backdrop and on all event-related materials



### **To receive details about sponsorship, please contact:**

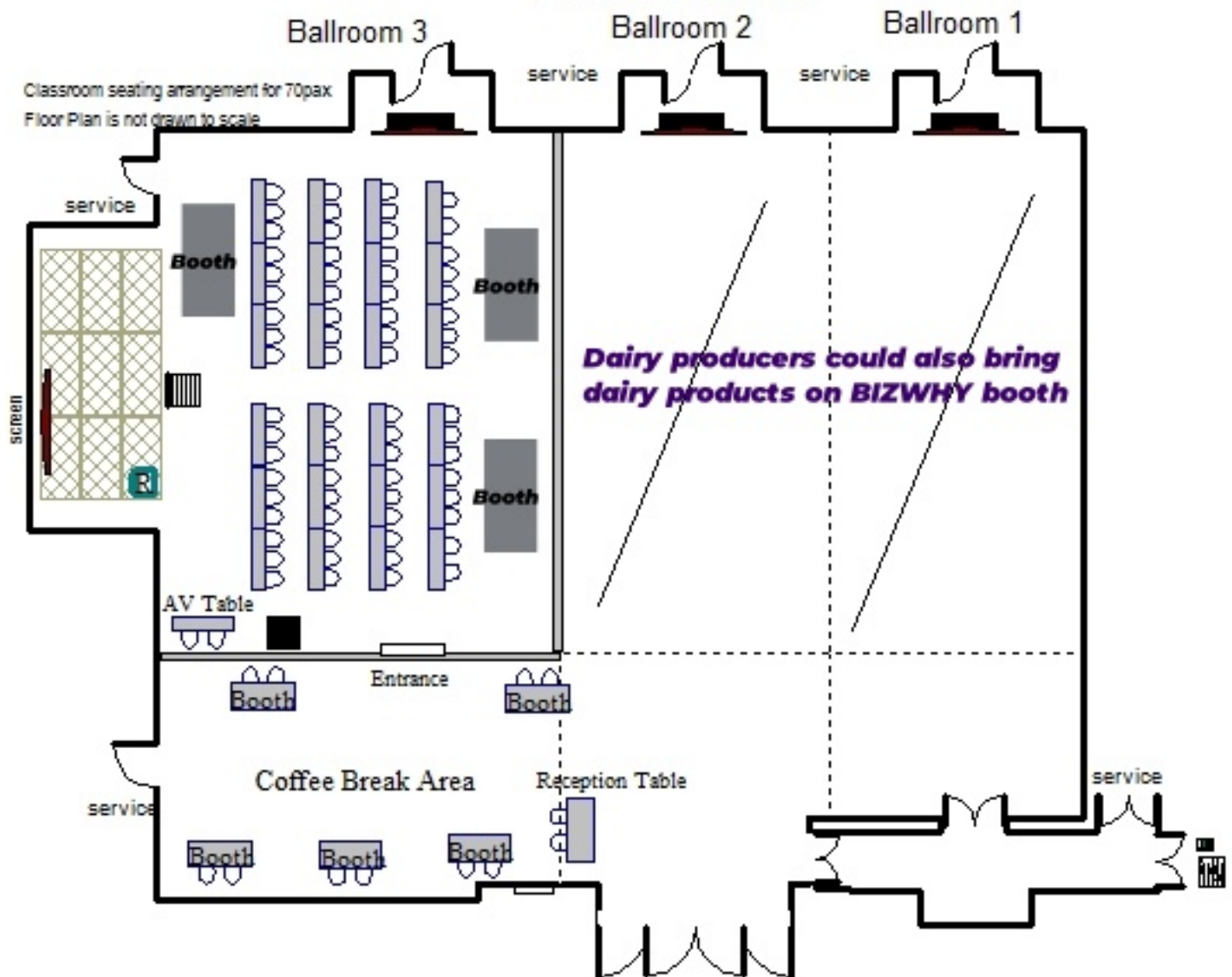
**Michael Wong**

Tel: +86 21 66691031

E-mail: [michael.wong@bizwhy.com.cn](mailto:michael.wong@bizwhy.com.cn)

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## Grand Ballroom



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## • DELEGATES INFORMATION:



Company:

Address:

Name:

Title:

Email:

Tel:

Name:

Title:

Email:

Tel:

Name:

Title:

Email:

Tel:

## • REGISTRATION FEE / PER DELEGATE

(2 Day Conference + VAT + Cocktail Party)



☐ Delegates from Dairy Brands.....USD\$ 599

☐ Other Delegates.....USD\$ 1,699

## • PAYMENT:

☐ We only accept T/T Transfer/ Wire Transfer

Please pay within 5 working days upon receipt of invoice

Total Amount:

Signature/Corporate Stamp:

Date:

## • CANCELLATION POLICY:

If you unilaterally cancelled the participation ( Except force majeure ) within 45 days before the event, the cancellation will not be accept and invoiced sums should be paid in full . In addition to this, should you be unable to attend, only a 10% of the registration fee will be billed for cancellation as administration charge.

However, a substitute delegate is welcomed at no extra charge.  
Or you may choose to receive a credit voucher for the full value of the registration fee.

If the event is cancelled or postponed due to force majeure ( such as war, turmoil , social events, etc ) or unforeseen events, we will inform you in writing as soon as possible and disclaimer for both parties.

## • ACCOMMODATION INFORMATION

Hotel Name:

Address:

Contacts:

## • ADDITIONAL INFORMATION:

For more information or if you would be interested to be sponsors of partners, please contact:

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## • DISCLAIMER:

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Register two attendees get 20% discount

Register three attendees get an additional booth