

## NEWS RELEASE

### Innovation Starts Here: Tetra Pak showcases journey into the future of food

**Bangkok (28 September 2023)** — Today, Tetra Pak, a world-leading processing and packaging solutions company, showcased the Future of Food through its “Innovation Starts Here” event. The exclusive event spotlights Tetra Pak’s thought leadership and innovative solutions, encouraging collaboration amongst key food and beverage leaders in driving innovation towards the future of food for Thailand.

Thailand's Food and Beverage sector has been steadily evolving, and according to market projections by industry experts, it is expected to grow by 5.25% (2023-2028), resulting in a market volume of US\$87.4bn in 2028\*. This growth underscores the importance of innovation in sustaining and accelerating this trajectory. Recent reports also indicate consumers increasingly seek innovative, sustainable, and health-conscious food & beverage products\*\*.

According to global management consultancy experts McKinsey, prioritising innovation is the key to unlocking today’s fast-paced and highly volatile business environment. The “Innovation Starts Here” event is designed to enable thought leaders in Thailand’s food and beverage sector to elevate operational efficiency, advance sustainability initiatives, and maintain a firm commitment to quality control as the core of their operations for the benefit of the consumers.

During the event, Tetra Pak offered participants an insight into the Future of Food through its global network of expertise whilst demonstrating the key solutions across Tetra Pak’s portfolio, highlighting the value of end-to-end innovation.

The event kicked off with an inspiring keynote presentation from the **Managing Director of Tetra Pak (Thailand) Limited, Ratanasiri Tilokskulchai**, where she highlighted the global trends and forthcoming challenges expected to shape the industry through 2030.

“Innovation to Tetra Pak means empowering our customers to achieve high standards of food safety and availability for people all over the world. And we take pride in helping our customers choose the right path for them. Through the event, we see that the future of the food industry presents many opportunities, and we are committed to innovating with Thailand’s industry leaders and customers in seizing new growth opportunities together. We are dedicated to meeting the challenges of our industry today and co-create customised solutions for a better tomorrow”.

This is followed up with an engaging exchange of ideas wherein four market experts from renowned agencies - Ipsos, Kantar, Mintel, and NielsenIQ - offer invaluable insights into how these future trends and innovations may reshape the sector in the country.

Participants were also given the opportunity to join the experts at the walkabout stations and corners to gain further insights and hands-on experience:

**Tetra Pak (Thailand) Limited**

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**Innovate for Growth:** At this station, participants hear directly from the experts on how Tetra Pak solutions can help innovate different foods and beverages, from ice cream to plant-based, and leverage these technologies to create opportunities and design products that stand out from the competition. For example, the ice cream decoration depositing unit provides endless options for printing up to eight different designs, whilst the Tetra Pak® Extraction System for plant-based provides best practice line for flakes, grains and beans - generating great taste for soya, oats, rice, and nuts.

This station also included an interactive screen showcasing Tetra Pak® E3/Speed Hyper and eBeam technology that sterilises packaging material using electron beams, offering low customer operational costs, better environmental advantages, and innovation in the technology package pipeline.

**Design for Sustainability:** Here, participants learn more about how Tetra Pak solutions can enhance sustainability in their business, from reducing food waste during operation to renewable packaging. The discussion starts with the journey to maximise the share of renewable content in our packaging portfolio while addressing different customer needs and secure circularity.

Participants also had the opportunity to speak to experts to gather insights on solutions for sustainable operations in water recovery, electrical energy saving, and heat energy conservation and understand how all of these can be integrated to optimise operations. For example, the experts shared how the Tetra Pak Processing Key Components solution can be a game changer in increasing productivity and helping reduce energy.

**Connect for the Future:** Digital technology can help empower operators, drive agility, and improve performance and productivity through data analysis and integrated automation. Participants were given a glimpse of how automation, digitalisation, remote support, asset health monitoring, and connected workforce can be the catalyst in enhancing business and factory operations.

Tetra Pak experts demonstrate how different tools and technologies available today can proactively support producers in running a sustainable operation.

Tetra Pak's "Innovation Starts Here" summit reinforces the company's status as the ultimate destination for innovation in the food and beverage sector. With cutting-edge technologies and a global network of experts spanning different industries, Tetra Pak's innovative approaches can enhance operational efficiency and promote sustainability, ensuring its customers stand out in a competitive market.

**Ratanasiri said:** "On behalf of the Tetra Pak's team, I would like to thank our customers and partners for being here with us as we explore the future of food for Thailand. I am looking forward to continuing the conversations we started today to address the needs of our industry for the benefit of Thai consumers."

Visit us at [Innovation Starts Here](#) to learn more about our approach to innovation.

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## EDITOR'S NOTES

\* <https://www.statista.com/outlook/cmo/food/Thailand>

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[https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Thailand%27s%20Food%20and%20Restaurant%20Trends%20in%202023\\_Bangkok\\_Thailand\\_TH2023-0036.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Thailand%27s%20Food%20and%20Restaurant%20Trends%20in%202023_Bangkok_Thailand_TH2023-0036.pdf)

## ABOUT TETRA PAK

Tetra Pak is a world-leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th)

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