



## 2018 SICCC Circular Economy Forum Commercial Opportunities in Sustainability

### Programme Schedule – 17 October 2018

8.30am	<i>Delegate Registration &amp; Light Breakfast</i>
9.00am	<b>Welcome Address by Victor Mills, SICCC Chief Executive</b>
9.10am	<p><b>Keynote Address: Why We Need a Circular Future</b>  <b>Keynote Speaker: Pascal De Petrini, Chairman Asia, Danone</b></p> <p><i>FMCG companies are facing new challenges and expectations that are strongly testing their traditional business models. F &amp; B companies are now confronting the impact of obesity, diabetes, malnutrition, climate change and plastic waste, and the beginning of a Food Revolution in which consumers are seeking alternatives that are more positive for their health and the environment.</i></p> <p><i>Danone, with its One Planet One Health signature, is embracing this Food Revolution and the Circular Economy is a key component of its business sustainability plans. Mr De Petrini will share his insights on the role the Circular Economy plays in the Food Revolution, and how Danone encourages people to make healthier choices that will also support the Circular Economy. He will share how key learning points from Danone’s success story are applicable to other business sectors.</i></p>
9.40am	<p><b>Panel Discussion: What are the risks and drivers of the Circular Economy?</b></p> <p><i>Circular Economy is fast gaining popularity, particularly in Asia where it is a promising solution to resource management, waste management and environmental leakage. Best practices from across the world help shape some of the discussions and policy approaches being adopted even as the constraints and opportunities unique to each geography emerge. Through this panel discussion, we hope to explore the approaches and application the Circular Economy constructs throughout the value chain of manufacturing, consumption and recovery.</i></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• Marc Allen, Technical Director, engeco</li> <li>• Alison Hughes, Director of International Business Development &amp; Risk, Honkajoki CES</li> <li>• Per Magnusson, Executive Vice Chairman, Jebsen &amp; Jessen</li> <li>• Chris Messer, Sustainability Business Partner, Asia Pacific, Kimberly-Clark</li> </ul> <p><b>Moderator: Sumangali Krishnan, Head of Research, Gone Adventurin</b></p>
10.20am	<i>Coffee/Tea Break</i>

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10.50am	<p><b>The Business Case for the Circular Economy – Honkajoki</b>  <b>Speaker: Alison Hughes, Director of International Business Development &amp; Risk, Honkajoki CES</b></p> <p><i>Finnish company Honkajoki is an internationally renowned manufacturer in the agricultural sector. The origins of this solution date back to the opening of their factory in 1967 and has developed over the past 50 years. Through a series of evolutionary processes, they have developed and proven an ecologically sound process that ensures that animal-derived raw materials are returned to the cycle of nature, in line with the circular economy principles.</i></p> <p><i>In this session, learn about this incredible solution and their rigorous and ground-breaking R&amp;D activities that have led to the creation/perfecting of this holistic circular economy solution. Gain insights to how they have engaged with all the invested stakeholders to develop the circular-economy solution and how it delivers a whole of country solution.</i></p> <p><i>Find out how this concept can be utilised in other cities and countries and can integrate with existing methods and other CES solutions to create growth opportunities for new and existing businesses. Understand the strength this brings any country’s endeavours to ensure sustainability, increase economic growth, create/recover resources and address one of the major environmental issues that faces the world today.</i></p>
11.30am	<p><b>Panel Discussion: Opportunities of the Circular Economy in Singapore and ASEAN</b></p> <p><i>4.5 trillion dollars—this is what we quantified five years ago for the global Circular Economy opportunity. Five years later, we are seeing regulatory changes, increased participation from the private sector, and innovative technologies, products and business models coming into play. In Singapore, we have the world’s first and only satellite recycling business; new sharing economy models in every corner from bikes to cars, clothes and toys; packaging waste reporting—a first step to better waste management and reduction.</i></p> <p><i>The panel comprises both leaders from the public and private sectors, who hold the Circular Economy concept close to their hearts. They will provide their views and outlook on the challenges of the Circular Economy in Singapore and ASEAN as well as where the new opportunities are for businesses in this region.</i></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• Pascal De Petrini, Chairman Asia, Danone</li> <li>• Peter Godfrey FEI, Managing Director – Asia Pacific, Energy Institute</li> <li>• Bay Meng Yi, Senior Assistant Director for Environmental Protection Policy Department, National Environment Agency</li> <li>• Cheong Wai Yin, Business Development Director, Veolia Singapore</li> </ul> <p><b>Moderator: Mengmeng Cui, ASEAN Lead, Accenture Development Partnerships</b></p>
12.10pm	<b>Closing Remarks by Victor Mills, SICC Chief Executive</b>
12.25pm	<i>Networking Lunch</i>
1.30pm	End of Event

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