



A BIG CONVERSATION ON THE FUTURE OF PLASTIC

Plasticity Malaysia Program		*Updated 4 Oct 2018 - Times Subject to Change	
8:00	Registrations Open:	Registrations Open: Meet fellow delegates over coffee	Type
8:30	Welcome	Gillian Hyde - MC	MC
8:35 Session 1: The Macro and Micro of Plastic Sustainability			
8:35	Founders Keynote: The Plastic Sustainability Landscape Today	Doug Woodring - Founder, Plasticity Forum and Founder & Managing Director, Ocean Recovery Alliance	Founders Keynote
8:45	International Keynote: Circular Economy Perspective From The World's Most Recognisable Brand	Ben Jordan - Senior Director, Environmental Policy - The Coca-Cola Company	International Keynote
9:05	What is Circularity? Starting the Conversation	Trish Hyde - MD The Plastics Circle	Presentation
9:15	International Keynote: Global Perspective on Waste Stream Economics and Impacts of the Chinese National Sword	Dr Steve Wong - Founder & Managing Director, Fukutomi Ltd and President, China Scrap Plastics Association	International Keynote
9:40	Plastic Sustainability in the ASEAN context	Ashwin Subramaniam - Founder and CEO, Gone Adventurin	Presentation
9:55	Panel 1: TOWS - The Threats faced, Opportunities we have, our Weaknesses, and our Strengths	Ben Jordan, Steve Wong, Ashwin Subramaniam, Doug Woodring - Facilitated by Trish Hyde	Panel #1
10:20	Morning Tea	Morning Tea	Break
10:40 Session 2: Rethinking the Recovery of Plastic for 2nd-Life			
10:40	International Keynote: Living Well With Plastic - Innovation for Supply and Demand-based Recovery	Prof. Edward Kosior - CEO and Head Consultant Nextek Ltd	International Keynote
11:00	Introduction Video	Arthur Huang - Founder, Miniwiz Sustainable Energy Development Co. Ltd. (Video)	Video
11:05	Making the Future of Circular Economies Come to Life	Jose Lopez - Senior Architectural Designer, Miniwiz Sustainable Energy Development Co. Ltd.	Presentations
11:20	Structural Change Making Great Gains in Asia	Kian Hoe Seah - Founder & CEO, Heng Hiap Industries Sdn Bhd	

11:35	Solving the Compostability Challenge	Pei Keng Ng - Head of Hustle, TRIA Pte Ltd and Director of Design & Innovation, Geometria.	Presentations
11:50	Designing Packaging: Separation and Recovery	Ravish Majithia - Founder & Materials Scientist, Magnomer USA	
12:10	Panel 2: What Steps Can We Take to Better Recover for 2nd-life?	Kian Hoe Seah, Pei Keng Seah, Jose Lopez, Ravish Majithia - Facilitated by Prof. Edward Kosior	Panel #2
12:30	Lunch	Lunch	Break

1:15	Session 3: Great Idea - Now The Reality		
1:15	Developing Malaysia: The Green Initiative	Ahmad Khairuddin - Executive Director of Manufacturing Development (Resource), Malaysian Investment Development Authority (MIDA)	Presentations
1:25	System Dynamics for Sustainability	Prof. Asad Ata - Associate Professor Malaysia Institute for Supply Chain Innovation & Massachusetts Institute of Technology	
1:35	Panel 3: The Malaysia Focus Green Seed Funding; Green Investment; and Green Capital Finance	Prof. Ahmad Ismail - Universiti Putra Malaysia (UPM), Rob Kaplan - CEO & Founder Circulate Capital, Prof. Asad Ata (MISI), Ahmad Khairuddin (MIDA), Facilitated by Doug Woodring	Panel #3
2:30	Session 4: The Internationals - An Hour of Innovation		
2:30	Every Last Drop of Plastic Recovered	Adrian Griffiths - CEO, Recycling Technologies Ltd (UK)	Innovation Speed Round Presentations
2:40	Wash Away the Problems	Dr. John Williams - Technical Director BBIA & Business Development Director, Aquapak Polymers Ltd (UK)	
2:50	Getting Plastic Back	Pete Ceglinski - Co-Founder & CEO the Seabin Project (AUS)	
3:00	Plastics and Infrastructure	Harsha Reddy , Global Head of Sustainability, Indorama Ventures PLC (Thailand)	
3:10	Challenging the Status Quo	Laura Kantor - Head of Marketing and Sustainability, Foodpanda Singapore	
3:20	Making Waste Valuable Remotely	Mark Wolf - Chief Technology Officer, Plastic Collective (AUS)	
3:30	Afternoon Tea	Afternoon Tea	Break
3:45	Session 5: Brand - Power, Passion and Pain		
3:45	International Keynote: Brands, Sustainability & Plastics: A Global View	Ellen Jackowski , Global Head of Sustainability Strategy & Innovation, HP	International Keynote
4:00	Aligning Consumer and Environment Protection	Ian Hayes - Packaging Development Director - Nutrition & Digestive Health Category, GSK	Presentations
4:15	Cementing Malaysia's Future	YTL Group - Speaker TBA	
4:30	Labels and the Environment	Avery Dennison - Speaker TBA	
4:45	Big Brands Taking Action in ASEAN	Belinda Ford , Region Public Affairs & Communications Director, ASEAN - The Coca-Cola Company	Super Panel
4:50	Panel 4: Taking Action What Do We Do Next To Create Properous an ASEAN Plastic Circular Economy?	Ellen Jackowski (HP), Belinda Ford (Coca-Cola), Dr Steve Wong (CSCPA), Ian Hayes (GSK), Prof. Asad Ata (MISI), Ahmad Khairuddin (MIDA), Doug Woodring (Plasticity) Facilitated by Trish Hyde (The Plastics Circle)	
5:20	Closing Remarks (including prize draw)	Doug Woodring , Founder, Plasticity Forum	Views of the Day

5:30	Networking Drinks	Time to meet fellow delegates and chat with speakers and participants	
5:45	An Introduction	Tan Sri Dato (Dr) Francis Yeoh , Executive Chairman YTL Group	Remarks
5:50	Malaysia: A Sustainable Future	YB Yeo Bee Yin MP , Minister for Energy, Science, Technology, Environment and Climate Change	



Supporters & Affiliates

