



PACKAGING INDUSTRY ASSOCIATION OF INDIA

INTEGRATION | MARKETING | INNOVATION | TECHNOLOGY | INVESTMENT

www.piai.org



About the Association

Packaging Industry Association of India (PIAI) is the leading organization working for the growth of Packaging Sector and allied industries and provides assistance and support to Small, Medium and Large Companies for Domestic Business Growth, Export Promotion, International Collaborations, Joint Ventures, Identify Advanced Technologies and Industrial and Business Expansion. PIAI has been on the forefront for the marketing and promotion of packaging products, packaging equipment, machinery, materials and advanced technologies at National and International markets. We provide business opportunity to the manufacturers, exporters, importers, raw material suppliers, buyers, technology providers and end users from packaging sector and other industries to establish and enhance business contacts and business alliances.

Initiatives of PIAI

PIAI is also takes initiatives for creating awareness on certain quality standards, generic sizing to make it easier for handling products during storage and transport, competitive costing, new concepts, advanced technology, latest trends, developments and business promotional strategies.

PIAI can identify emerging business opportunities with large Corporate, Multinational Companies and SMEs related to procurement, supply, sourcing of products, advanced capital goods, exchange of know-how, distributorship and cooperation with Indian and Overseas Companies. We also channelize bank finance and investment for business growth, expansion and diversification as well as resolve issues related to banking sector.

About the Founder

PIAI was founded by Mr. Chandrakant Salunkhe, Chairman & Managing Director, Macro Group of Companies as well as Founder, SME Chamber of India and India International Trade Centre (Trade and Investment Promotion) to bring together the entrepreneurs, stake holders and potential business partners to explore new business opportunities and establish business partnership in India and overseas companies.

Objectives

- ◆ Enhancement of Domestic Business and Export Promotion
- ◆ Improvement of quality standards of packaging sector
- ◆ Impart knowledge and expertise to packaging industry
- ◆ Adoption of advanced technology & unique ideas
- ◆ Resolve issues and problems
- ◆ Connectivity with International business partners
- ◆ Protect interest of Packaging Industry
- ◆ Suggestions for Policy Changes & Implementation

Activities

- ◆ Integration of Packaging and Allied Sectors
- ◆ Guidance and Advisory Services for Improvement of Packaging Quality
- ◆ Promotion and branding of members' product at International level
- ◆ Quality Check and Certification
- ◆ National and International Level Seminars and Workshops
- ◆ Training and Education
- ◆ Exhibitions and Trade Fairs
- ◆ Trade Delegations and Project Visits
- ◆ Market Research, Surveys and Industrial Studies
- ◆ Identify Emerging Markets
- ◆ Connectivity with Packaging Organisations from various countries

Support Services for Business Growth

- ◆ Domestic Trade and Business Leads
- ◆ Sourcing of quality products, advanced machinery and equipments
- ◆ Corporate, Government and PSU Supply
- ◆ Marketing and Distributorship in India and abroad
- ◆ Bank Finance, Private Equity, Venture Capital and ECB
- ◆ Promotion, Branding, Design & Development
- ◆ Business and Management Advisory Services
- ◆ Connectivity with Purchase Officers of Corporate and Multinational Companies Overseas Buyers, Importers and Liaison with Government Department
- ◆ Industrial Consultancy for Improvement of Packaging Unit and Technology
- ◆ Advisory Services for Packaging and Allied Industry for Diversification and Expansion

International Business Opportunities

- ◆ Export Business Opportunity
- ◆ Import Facilitation and Sourcing
- ◆ Contract manufacturing Opportunity with Overseas Companies
- ◆ Technology Transfer & Joint Ventures Opportunities
- ◆ Advanced Machineries, Equipments and Technology
- ◆ Collaborations and Strategic Alliances
- ◆ Patented Technology and New Projects
- ◆ Overseas Exhibition Participation Opportunities and Finance Facility

Packaging Sector

Packaging is among the high growth industries in India and developing @ 22-25% per annum and becoming a preferred hub for packaging industry. Currently the 5th largest sector of India's economy, the industry has reported steady growth over past several years and shows high potential for much expansion, particularly in the export market. Costs of processing and packaging food can be up to 40% lower than parts of Europe which, combined with India's resources of skilled labor, make it an attractive venue for investment. A high degree of potential exists for almost all user segments which are expanding appreciably-processed foods, hard and soft drinks, fruit and marine products.

The Indian packaging industry has made a mark with its exports that comprise flattened cans, printed sheets and components, crown cork, lug caps, plastic film laminates, craft paper, paper board and packaging machinery, while the imports include tinplate, coating and lining compounds and others. In India, the fastest growing packaging segments are laminates and flexible packaging, especially PET and woven sacks. Over the last few years Packaging Industry is an important sector driving technology and innovation growth in the country and adding value to the various manufacturing sectors including agriculture and FMCG segments.

The global packaging industry is developing and expanding day by day and Indian packaging industry is also growing at rapidly. This growth is primarily driven by factors like growing pharmaceutical, food processing, manufacturing industry, FMCG, healthcare sector and ancillary in the emerging economies like China, India, Brazil, Russia and few other East European countries.

Challenges

- ◆ Rapid changes in technology
- ◆ Shortage and Rising cost of raw material
- ◆ Costly Skilled Manpower
- ◆ Rising input costs
- ◆ Highly inadequate credit flow
- ◆ Lack of Market Access & Advanced technology
- ◆ Lack of exposure to Best Management and Manufacturing Practices
- ◆ Lack of 100% commitment to the quality standards
- ◆ Lack of Marketing, Distribution and Branding
- ◆ Non-availability of skilled man-power

Recognition

Packaging Industry Association of India (PIAI) recognizes enterprise / companies by conferring National and International Level Packaging Excellence Awards for outstanding achievements in Packaging Sector, Research, Technology Development, Inventions and Innovations as well as utilisation / creation of new concepts and ideas for manufacturing, marketing and promotion. ***Packaging Industry Association of India (PIAI)*** also recognizes the efforts of Corporate, MNCs, Government Departments and financial, research and marketing Institutions for the exceptional contribution towards the growth of Packaging Industries.



..... Contact For Membership, Assistance, Support Services and Partnership



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