

MVIRDC to hold One-day Virtual MDP on Packaging and Labelling on June 19

By Prashant Sharma - June 15 2021

Mumbai, June 14: A one-day virtual Management Development Program (MDP) on 'Importance of Packaging and Labelling in International Trade' is scheduled for Saturday, June 19 held with the objective to highlight the emerging prospective opportunities.

The six-hour online MDP will be held under the auspices of MVIRDC World Trade Center Mumbai's Institute of Education over two sessions of three hours each.

Conducted by Abhay Joshi, an expert on packaging and labeling, the MDP will dwell upon the rapid changes in the industry with the emergence of sustainable and eco-friendly packaging solutions and empower and enlighten the participants to identify key trends and forces shaping the sector.

With India having geared up to take a significant market share in the global packaging and labeling industry, the first session will cover the role of packaging in marketing and distribution, functions and principles in packaging and requirements of product protection in food, pharma, industrial products -consumer durables, instruments, machinery, etc.

The second session will look into packaging for transportation, unitisation techniques and containerization and types of packaging including properties and applications - paper & paper board, plastics, metal, glass, etc.

With the rising growth levels in e-commerce, packaged food, pharmaceuticals and dietary supplement industries, the packaging and labeling industry is set to witness a four-fold growth potential to reach a high of USD 200 billion by 2025.