

**Contact:****Richard Jun Li**

Innova Research

+86-21-61724836

[Richard.Jun.Li@innovaresearchinc.com](mailto:Richard.Jun.Li@innovaresearchinc.com)**Innova Research to Speak on RFID-Based Smart Packaging**

SHANGHAI, CHINA – June 24, 2016 – Innova Research was invited to deliver a keynote speech at the Personal Care Technology Summit & Mini Expo held on 23rd – 24th June 2016 at the Longemount Hotel in Shanghai. The summit, attended by leading multinational and Chinese personal care brands, including L'Oréal, Johnson & Johnson, and Unilever, is one of the major summits for the personal care industry in China. Innova Research was invited to deliver keynote speeches on the summit for the second consecutive years, with last year's topic on 3D printed packaging, and this year, on smart packaging.

Smart packaging has increasingly become a hot topic in China and the market demands is growing quickly. Various technologies, including but not limited to RFIDs (radio frequency identifications), printed batteries, sensors, time & temperature indicators, biosensors, conductive ink, photo/gas/pressure/humidity sensitive materials, have been used on packaging to tailor the different needs of the "smart features" for various personal care, food, medicine, and many other products.

Innova's speech will primary focus on the RFID-based smart packaging, examining the adoption status of RFID technologies, including ultra-high frequency (UHF) RFIDs, high frequency (HF) RFIDs, and low frequency (LF) RFIDs on packaging in China. The growth prospects of the Chinese RFID market and each of the RFID application sectors will also be analyzed and the overall technology trends on the Chinese RFID market will be summarized.

Richard Jun Li, Vice President of Innova Research and the presenter on the summit pointed out: "In the past few years, we saw a lot of material-based and electronics-based innovations being adopted by the packaging industry, creating a rapidly growing smart packaging market in China. Among these, the adoption of RFID is no doubt one of the major trends. This is mainly because the adoption of RFID technology on packaging can significantly improve the logistics efficiency while realize functions such as anti-counterfeiting, product tracing, among others. "

**About Innova Research**

Innova Research is a market research and consulting firm focusing on emerging technologies. With the combination of both technology and market research experts, we offer world-class market and technology intelligences. Driven by primary research, Innova Research's market intelligence reports and consulting service help our clients to make right strategic and investment decisions in the fast-changing technology world. Visit [www.innovaresearchinc.com](http://www.innovaresearchinc.com) for more information.