

Mar-31-2017

Innovative Eco Packaging AiryPack

Inventor: Dr. Andrew Yan

從搖籃到搖籃
'Cradle-to-Cradle'

McDonough and Braungart (2002)

We Concur Green Revolution
實踐輕綠生產，履行減炭承諾

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Red → **Blue** Transformation to **Green**

“紅” → “藍” 變 “綠” 法

1. Introduction 引言
2. Research 研究
3. Green Business Development 開發
4. AiryPack Technology 綠色技術
5. Summarization of AiryPack Tech. 總結

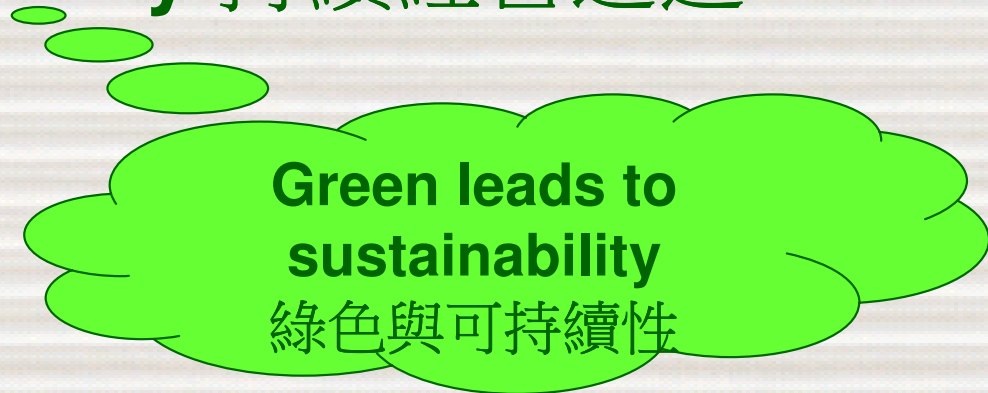
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1. Introduction

Business – Sustainability 持續經營之道



Paper



Exhibition

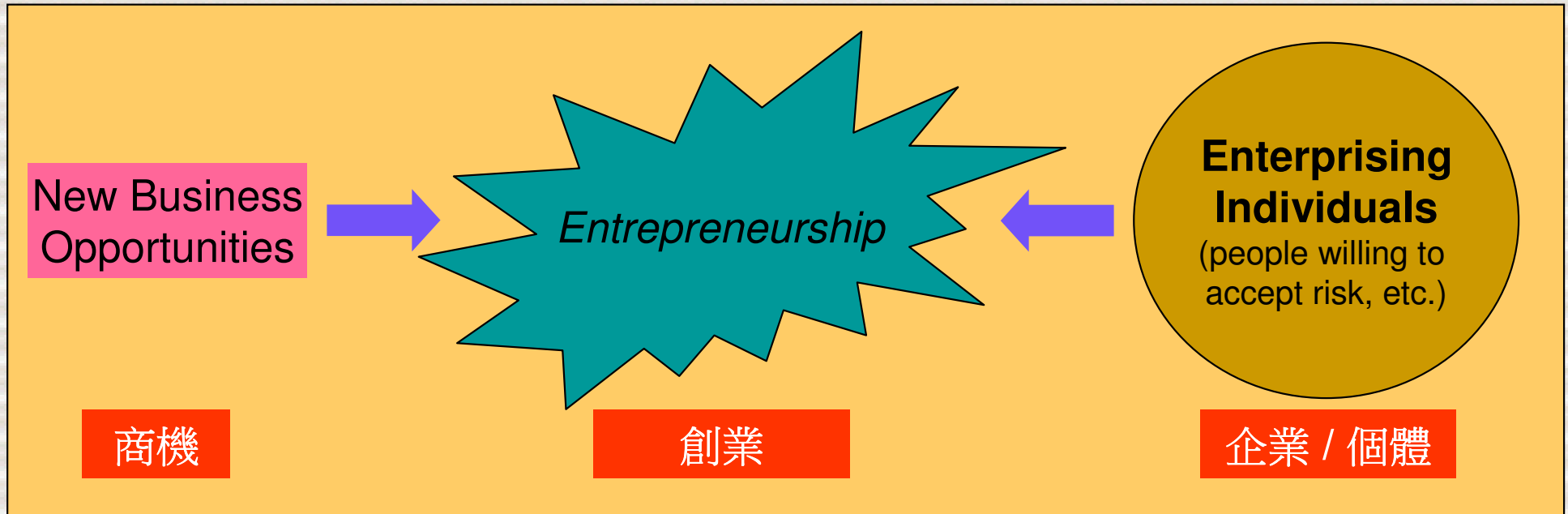


Success Marketing

Did it

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2. Entrepreneurship 創業



Characteristics / 特性

- imaginations 想像力
- flexibility 靈活性
- competent 能力
- risk taken 承受風險

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2.1 Marketing Mix 市場營銷組合

Four P's Marketing Mix

- Product 商品 – uniqueness
- Price 價錢 – competitive
- Place 位置 – differentiation
- Promotion 促銷 – methods



平靚正

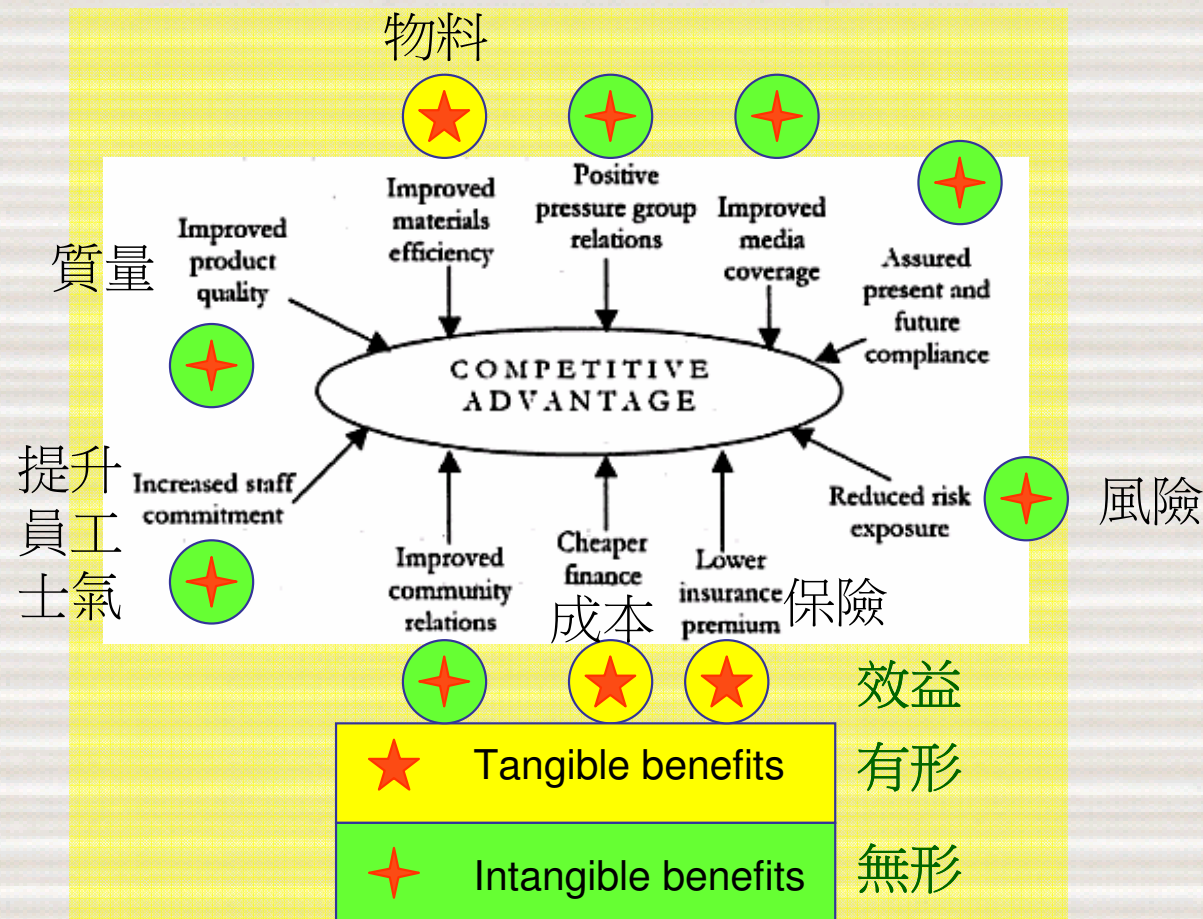
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2.2 Market Competition

市場競爭

	Current Market 現今	Create Market 創造	
惡性競爭	Compete in <u>existing</u> market space.	<u>Create uncontested market space.</u>	無競爭對手
成本導向	<u>Beat</u> the competition.	Make the competition <u>irrelevant</u> .	
開發現市場	<u>Exploit</u> existing demand.	Create and capture <u>new demand</u> .	創造需求
割價求存	<u>Make</u> the value-cost trade-off.	<u>Break</u> the value-cost trade-off.	打破價值觀
	Align the whole system of a firm's activities <u>with</u> its strategic choice of differentiation or low cost.	Align the whole system of a firm's activities in <u>pursuit</u> of differentiation and low cost.	改變顧客


2.3 Competitive Advantage 競爭優勢





2.4 Entrepreneurship Protections 保護方法

KEY POINTS



- Entrepreneurs protect their business ideas against competition in two ways: by keeping others from learning about the opportunity or how they exploit it, and by blocking others from exploiting the opportunity in the same way that they do.
- Efforts to stop others from learning about an opportunity involve keeping secret the information that led to the discovery of the opportunity. This approach works best when the information about the opportunity requires knowledge of a new technical process.
- Entrepreneurs can also keep others from imitating the opportunity by taking advantage of causal ambiguity about how to exploit the opportunity; this approach is most effective when understanding how to exploit an opportunity involves tacit knowledge that is possessed by only a few people.
- Entrepreneurs sometimes deter competition by creating four barriers to imitation of their business ideas: obtaining control of the resources needed to exploit the opportunity; establishing legal obstacles to imitation, such as obtaining a patent or government permit; developing a reputation for satisfying the needs of customers; and innovating to keep their products or services ahead of those offered by the competition.

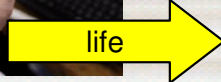
- | | |
|---|--|
| <p>Key Points as</p> <ul style="list-style-type: none"> • Keeping others away • Keeping secret • Causal ambiguity • Patent protection or permit • Always ahead your competitors | <ul style="list-style-type: none"> 保持距離 保密 含糊 專利保護或許可證 永遠領先你的競爭對手 |
|---|--|

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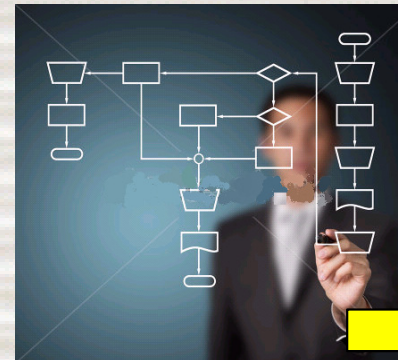
2.5 Entrepreneurship - Small and Medium Enterprises (創業與中小企)



Innovative Ideas



Prototype



Processes



Global Marketing

- The entrepreneur as a disruptor. Schumpeter (1934)
- The entrepreneur as an opportunity identifier. Kirzner
- The entrepreneur as a risk taker. Knight (1921)
- The entrepreneur as a resource shifter. Drucker's (1985)
- The entrepreneur as a breakthrough innovator. Like Schumpeter

Organization for Economic Co-operation and Development
經濟合作暨發展組織

No restriction for any type of business or idea
創業無界限

entrepreneurs
global frontier
科技先鋒

3.0 Green Business Development

開發綠色產業

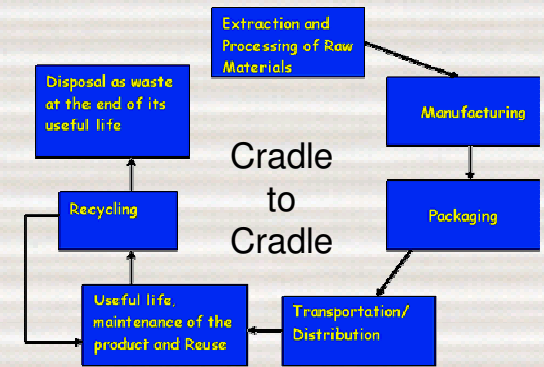
- **Green Marketing Mix**
綠色市場營銷組合
- **Third Parties Endorsements**
第三方認證

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3.1 Green Marketing Mix 綠色市場營銷組合

Four P's Green Marketing Mix

- Green Product 商品
- Green Price 成本 (cost reduction)
- Green Place 位置
- Green Promotion 促銷



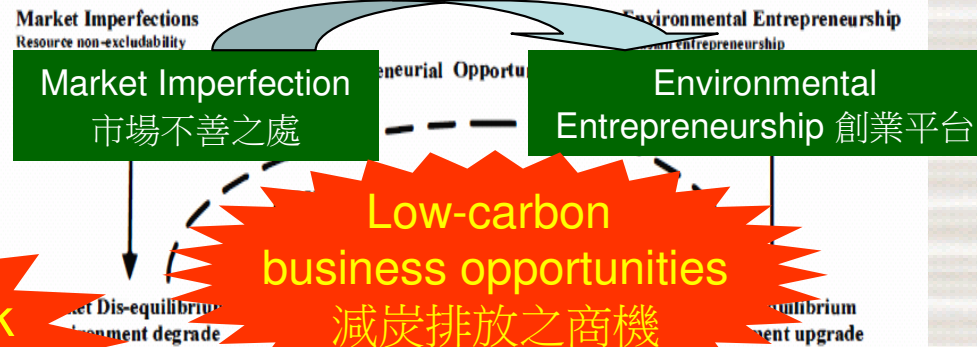
從搖籃到搖籃

推行綠色生產/服務
後可將成本降低

Type I -- a voluntary, multiple-criteria based, third party program that awards a license that authorizes the use of environmental labeling on products indicating overall environmental preference of a product within a particular product category. Type II -- a program that awards a license that authorizes the use of environmental claims on products based on specific environmental data of a product. Type III -- a program that awards a license that authorizes the use of environmental claims on products based on specific environmental data of a product and based on a qualified third party and based on a qualified third party.

Eco Label
環保標籤

HK Science Park
科學園



Low-carbon
business opportunities
減炭排放之商機

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3.2 Eco Label Scheme 環保標籤





airypack™

Green Market



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4.0 AiryPack Company

AiryPack's philosophies理念:-

- An **environmentally sustainable**
環境可持續發展
- **Economical efficient packaging**
manufacturing processes
重視高效益生產流程
- Pave way to a better environment for
our **next generation**
為我們的下一代鋪路



airypack™

PAT#201120183980.5

eco-friendly pack

輕綠環保包裝

Enquiry Hotline:

 (852) 2407 4547

info@airypack.com

Green Market

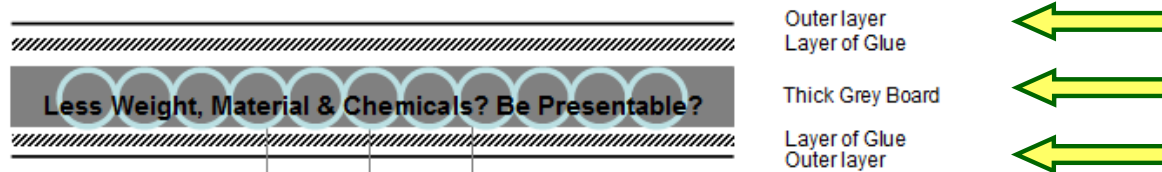
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Green Opportunity 綠色商機

Material * Glue * Re-engineering 優化生產

Patented Technology 專利技術

Conventional Packaging Box components



Design Freedom Tech
多元化技術

RFID, Integrate Pocket, Changeable Cover, etc.

智能晶片，內袋，可更換面料等



4.1 Sustainable solutions 持續發展方案

• Interactive 互動

- Collaboration with educational institutions as a consultant in ongoing competition

PolyU / VTC

- New g...

• Continuous Innovations 持續研發

- develop new products under

APTEC HK Science Park

- Calen... 香港科學園



Patented 專利授權

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4.2 When business is going green, normally this increases their business costs!

- **Tangible contribution – Lean Production 優化生產**
 - New innovation focus on **less material**
 - **Glue-less** manufacturing process
 - **Post-consumer-waste** material
- **Intangible contribution – Create Blue Ocean Market 創造藍海市場**
 - Blue Ocean Market – compete in uncontested market space, threat creation to competitors
 - **Competitive advantages 競爭優勢** risks can reduce any potential
 - favorable to early environmental
- **Loyal green consumers Market Trend 市場趨勢**
 - Buying behaviors are in favor of **Green Labeled products**

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5.0 Summarization of AiryPack Tech.

總結 AiryPack 技術

Red → **Blue** Transformation to **Green**

“紅” → “藍” 變 “綠” 法



No guilt in disposal
對生態無內疚

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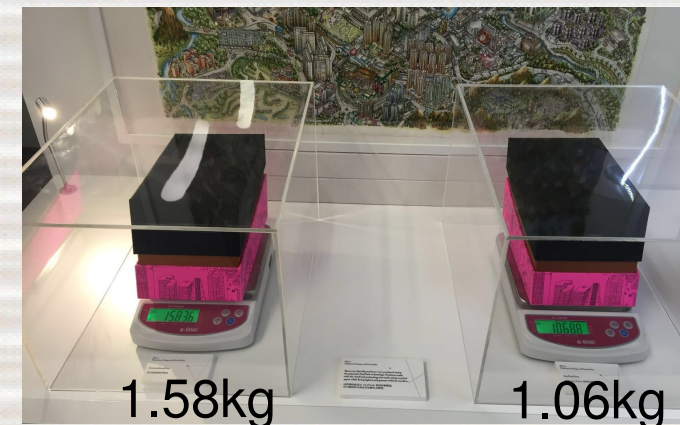
Green Innovation Awards



HKAEE
香港環保卓越計劃



Seoul 首爾



HKDI Project

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Green Breakthrough

Apr 16, 2012

By Sonita Lontoh in Analysis



**Sustainable Environment
for our next generation**
為下一代鋪出可持續發展之路

Thank you & Good Green Day !!

www.airypack.com