

Event Dates:
01-02 Oct 2025

POLYNEXT
CONFERENCE
THE FUTURE OF PLASTIC RECYCLING

Transforming Waste: The Business of Plastic Recycling

POLYNEXT CONFERENCE

Transforming

Waste: The Business
of Plastic Recycling

Recycled

Plastics, Vibrant
Possibilities

Top

Eco-Friendly
Trends of the Season

VOLUME III

**The Future Of Plastic
Recycling and
sustainable packaging**



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This article presents well-researched insights, ensuring accuracy and clarity.

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We're here to help!

EDITOR'S NOTE:

Dear Readers,

Welcome to the latest edition of PolyNext Insights, your gateway to the world of plastic recycling and sustainable packaging. In this issue, we explore the groundbreaking innovations transforming the future of plastics, from circular economy strategies to next-generation packaging solutions that reduce environmental impact.

Our pages feature insights from industry leaders, pioneering startups, and sustainability experts who are reshaping how we recycle, repurpose, and rethink plastic materials.

This edition also offers a preview of the upcoming PolyNext Conference & Awards, where many of these ideas will be explored in depth. Whether you're attending or following from afar, this magazine provides a glimpse into the key discussions, technologies, and trends driving sustainability in plastics and packaging.

At PolyNext, we believe that collaboration, innovation, and responsible practices are key to building a sustainable future for plastics. We hope this issue inspires you, challenges perspectives, and provides valuable insights as we work toward a greener, more circular economy.

Thank you for being part of our community of changemakers. Together, we're redefining the future of plastic recycling and sustainable packaging.

Happy reading!

Warm regards,

The PolyNext Team

CEO's Message



I am excited to introduce PolyNext Insights, a dedicated publication that highlights the latest advancements in plastic recycling, sustainable packaging, and circular economy solutions. As part of the PolyNext Conference & Awards, this platform reflects our commitment to driving innovation, fostering collaboration, and shaping the future of the plastics industry. Through expert insights, groundbreaking technologies, and industry-leading discussions, we aim to build a thriving global community focused on sustainability and material innovation.

PolyNext is more than just a publication—it's a thriving ecosystem. Anchored by our annual PolyNext Conference & Awards in Dubai, it extends across digital platforms and industry services, fostering a global community dedicated to plastic recycling, sustainable packaging, and circular economy solutions. Our mission is to connect industry leaders, innovators, and key stakeholders, creating a dynamic space for knowledge exchange, collaboration, and actionable change in the plastics industry.

In this rapidly evolving landscape, PolyNext serves as a guiding force in plastic recycling, sustainable packaging, and circular economy solutions. We bring you insights, success stories, and expert analyses that are shaping the future of the industry. Join us on this transformative journey as we drive innovation, collaboration, and sustainable progress. Welcome to PolyNext—where the future of plastics begins today.

A handwritten signature in blue ink, appearing to read 'Anas Jawed'.

Anas Jawed
Founder & CEO,
Next Business Media

Circular Economy in Plastics: Is the Industry Ready for a Sustainable Shift?

The plastic industry is at a crossroads—move toward sustainability or risk losing social, regulatory, and investor support. A circular economy, where plastic is reused, recycled, or composted rather than discarded, is being embraced globally.

What's Changing?

In a circular model, waste is treated as a resource. Mechanical recycling has long existed, but chemical recycling—which breaks down plastics to molecular levels—is gaining traction. Companies like Loop Industries and Carbios are leading this transformation.

Challenges

Recycling infrastructure is still weak in many countries. Contamination, sorting difficulties, and lack of consumer awareness slow down progress.

Bright Spots

- **Unilever uses 100% recycled plastic in many product lines.**
- **India's EPR policy mandates producers to collect and recycle a portion of the plastic they release.**

Outlook

Regulations will push compliance, but innovation will drive true change. The industry must invest in R&D and collaborate across sectors.



Bioplastics vs. Traditional Plastics: Can the Green Alternative Scale Up?

Bioplastics—made from renewable sources like corn, sugarcane, and algae—offer an eco-friendly alternative to fossil-based plastics. But can they meet industrial demand?

Understanding Bioplastics

There are two types:

- **Bio-based:** Made from renewable materials.
- **Biodegradable:** Break down in specific conditions.

Pros

- Lower carbon footprint
- Compostability in industrial facilities
- Renewable resource base

Cons

- Higher cost (up to 2-3x more)
- Limited durability
- Not all biodegrade naturally



Adoption Trends

Coca-Cola's "PlantBottle" is 30% bio-based. IKEA is testing bio-based packaging. Governments in Europe and parts of Asia are offering subsidies.

Scalability Issues

Global production capacity of bioplastics is <2% of total plastic production. Supply chain gaps and feedstock availability are concerns.

Conclusion

Bioplastics are part of the solution, not the full answer. Blended strategies that include recycling and reduction are essential.

Plastics 4.0: How AI and IoT Are Revolutionizing Manufacturing

What is Plastics 4.0?

It refers to the integration of smart technologies—AI, IoT, robotics, and cloud computing—into plastic manufacturing processes.

Applications

- AI predicts machine failures and optimizes product quality.
- IoT sensors monitor real-time production and energy usage.
- 3D printing is enabling prototyping at a reduced cost.

Case Studies

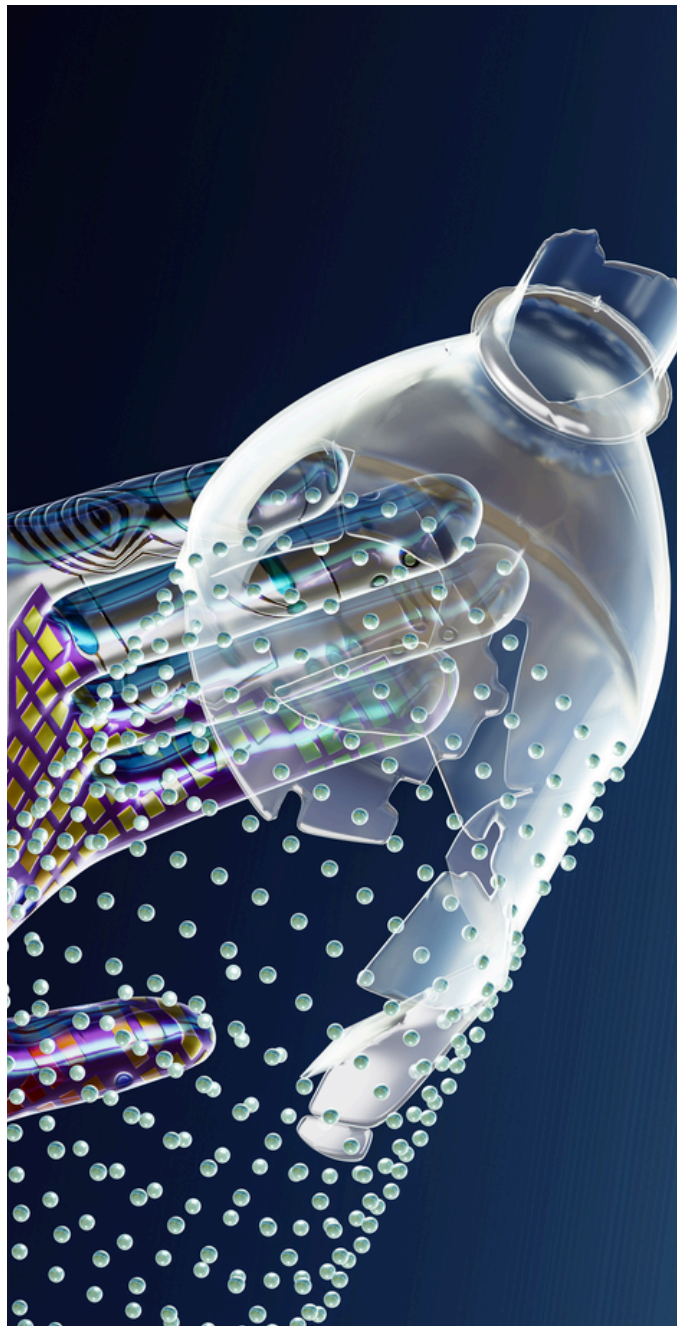
- BASF uses AI to reduce product defects by 40%.
- Sabic implemented IoT to reduce energy consumption by 15%.

Benefits

- Reduced downtime
- Predictive maintenance
- Enhanced product consistency
- Safer work environments

Conclusion

Factories that go digital now will have a strategic edge in cost, compliance, and sustainability.



From Waste to Wealth: The Booming Market of Plastic Waste Management

Plastic waste is not just a problem—it's a business opportunity. From upcycling to energy recovery, entrepreneurs are finding gold in garbage.

The Opportunity

The global plastic recycling market is projected to grow to \$60 billion by 2030. Startups are pioneering new methods, and investors are taking note.



Business Models

- Recycling & pelletizing
- Upcycling into fashion, furniture, construction materials
- Plastic-to-fuel tech

Success Stories

- **Banyan Nation (India):** Uses data intelligence for recycling.
- **Terracycle (USA):** Partners with brands for hard-to-recycle items.
- **Green Worms (Kerala):** Empowers women in rural waste collection.

Investor Activity

Green startups are attracting impact investors and CSR funds. ESG mandates are also pushing corporates to invest in recycling ventures.

Policy Push

India's Plastic Waste Management Rules and Europe's Green Deal are driving compliance.

Conclusion

Plastic waste is a raw material for the next generation of green entrepreneurs.



Global Trade Trends in Plastics: Opportunities and Challenges in 2025

The global plastic trade is undergoing major shifts due to rising regulations, logistics constraints, and environmental accountability.

Key Exporting Countries

- **China:** Leader in plastic products
- **Germany:** Advanced plastic machinery
- **USA & Saudi Arabia:** Polymers and resins

Regulatory Impact

- **UN's Global Plastics Treaty (drafting phase)** is expected to influence international trade.
- **Single-use plastic bans** are reducing demand for certain products.

What Manufacturers Should Do

- Diversify sourcing
- Align with environmental certifications
- Leverage trade agreements (e.g., India-UAE CEPA)

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Emerging Markets

Africa and Southeast Asia are becoming key growth regions due to rising consumption and manufacturing relocation from China.

Trade Barriers

- Tariffs on resins (e.g., USA-China trade war impact)
- Customs delays from stricter environmental checks
- ESG due diligence requirements by importers

Conclusion

Plastic trade is no longer just about price-compliance, traceability, and green credentials are the new competitive advantages.



INDUSTRY NEWS

A COMPETITIVE EUROPE – WITH OR WITHOUT PLASTICS?



1. India's Beverage Sector Grapples with rPET Mandate



India's Ministry of Environment has introduced a new regulation requiring beverage companies to use a minimum of **30% recycled PET (rPET)** in plastic bottles, effective from **April 1, 2025**. The move aims to curb the use of virgin plastics and advance the country's circular economy goals.

However, this policy has sparked concerns across the beverage sector. Industry leaders such as **Coca-Cola**, **PepsiCo**, and **Parle Agro** have raised alarms over the lack of sufficient recycling infrastructure to meet the mandate.

Currently, only five **Food Safety and Standards Authority of India (FSSAI)**-approved recycling facilities produce food-grade rPET, collectively supplying about **15%** of the industry's total rPET requirement. This shortfall poses risks of price increases, supply chain disruptions, and potential product shortages.

An executive from a leading beverage company commented, "We fully support sustainability initiatives, but the transition requires careful planning and support. At present, the industry is not ready to meet the mandate."

Experts warn that without rapid expansion and investment in recycling capacity, the policy could inadvertently lead to higher costs for manufacturers and consumers alike.

The industry is urging the government to provide incentives, enhance recycling infrastructure, and offer flexible timelines to ensure smooth implementation.



2. Eni's Versalis Drives Italy's Green Revolution with New Recycled Plastic Plant

Eni's chemical subsidiary, **Versalis**, has taken a major leap forward in Europe's sustainability landscape with the inauguration of its state-of-the-art recycled plastic plant in **Porto Marghera, Italy**.

This cutting-edge facility embodies Eni's commitment to the circular economy, producing high-quality recycled polymers using mechanically recycled materials. The plant is part of Eni's ambitious **€2 billion investment** plan to reduce the environmental footprint of its chemical operations and support Italy's transition to greener industrial practices.

The recycled plastics produced here will serve key sectors such as **automotive, packaging, and construction**, providing sustainable alternatives to traditional fossil-fuel-based materials. This initiative also aims to mitigate Europe's reliance on imports from low-cost producers, especially amid fluctuating energy prices that challenge local manufacturers.

This investment not only supports Italy's environmental goals but also aligns with the European Union's broader ambition to foster a competitive, circular economy in the chemical industry.



This initiative aligns with broader European Union targets to increase the use of recycled materials and reduce plastic waste in the coming decades. By integrating circular principles into its core operations, Eni and Versalis are not only responding to regulatory pressures but also tapping into growing consumer demand for environmentally responsible products, helping to shape a more sustainable future for the entire chemical industry.



Versalis CEO **Adriano Alfani** highlighted the strategic importance of the plant, stating, "By integrating sustainability into our core chemistry business, we are paving the way for a more resilient and eco-friendly industrial future."

The Porto Marghera plant also represents a significant step toward **closing the loop on plastic waste in Italy**. By utilizing advanced mechanical recycling technologies, Versalis is able to transform post-consumer plastic waste into valuable raw materials, reducing landfill use and lowering greenhouse gas emissions. This approach not only supports local waste management efforts but also sets a benchmark for sustainable industrial practices across Europe, reinforcing Italy's leadership in circular chemistry innovation.

3. France Implements Ambitious Anti-Waste Law

Leading the Way Toward a Circular Economy

France has launched one of Europe's most comprehensive legal frameworks to combat waste and promote sustainable resource use with its **Anti-Waste and Circular Economy Law**, which is now fully in force.

This groundbreaking legislation introduces a series of measures designed to **reduce plastic pollution**, encourage **reuse**, and **prevent waste generation** across multiple sectors.

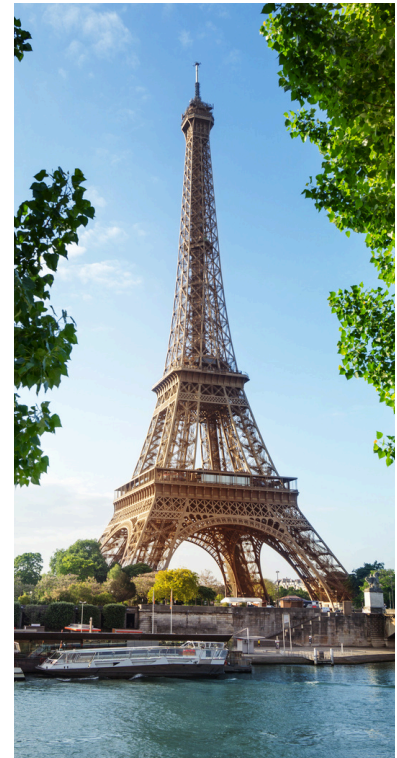
Among the most notable provisions are:

- **Ban on plastic wrap** for fruits and vegetables weighing less than 1.5 kg
- **Prohibition of plastic containers** for baby food in medical facilities, prioritizing health and sustainability
- **Mandatory installation of microfibre filters** in all new washing machines by 2025 to reduce microplastic pollution in waterways
- **Requirement for restaurants** to provide reusable cutlery and containers for dine-in customers, promoting a shift away from single-use plastics
- **Ban on the destruction of unsold non-food goods**, pushing companies to find alternative routes like donation or recycling

French manufacturers have responded swiftly, ramping up investments in **bioplastics**, **eco-packaging**, and **reusable product designs**. The retail and food service sectors, in particular, are undergoing significant operational shifts to comply with the new rules.

"This law is not just about banning plastic—it's about redefining how we produce and consume," said Brune Poirson, former Secretary of State for Ecological Transition and one of the architects of the legislation.

The policy is being hailed internationally as a bold blueprint for modern sustainability, with other nations looking to France as a potential model for future circular economy frameworks.



Officials say the law aims to create systemic change across industries by incentivizing the development of circular supply chains and reducing the country's reliance on single-use plastics.

4. Karnataka Launches Reverse Vending Machine Scheme to Curb Plastic Waste



In a major push towards sustainable waste management, the **Karnataka State Pollution Control Board (KSPCB)** has announced the deployment of **Reverse Vending Machines (RVMs)** across key urban areas, beginning **June 5, 2025**, to mark **World Environment Day**.

The machines will offer **₹1 per plastic bottle** deposited, credited directly to users via their mobile wallets. The initiative is designed to encourage citizens to participate in responsible disposal of plastic waste while also supporting a circular economy.

The program's financial model hinges on a sustainable business loop: vendors who install the machines will collect and resell the shredded plastic, helping offset the cost of the machines and creating a revenue-generating recycling ecosystem.

Experts see this as a promising example of **public-private partnerships in environmental governance**, combining **incentivized recycling, tech-driven solutions, and community engagement**.



"This is a win-win situation," a senior KSPCB official said. "Citizens get rewarded for recycling, and our cities get cleaner."

The pilot rollout will begin in Bengaluru, Mysuru, and Mangaluru, with plans to expand based on public response. The move has already drawn attention from other Indian states looking to replicate the model.

5. U.S. Lifts Federal Ban on Plastic Straws Under Trump Administration



Policy Reversal Sparks Debate Between Industry and Environmental Groups

In a move stirring national debate, the Trump administration has officially **revoked the federal ban on plastic straws**, reinstating government procurement of single-use plastic products. The decision marks a reversal of a key **Biden-era environmental policy** that aimed to phase out single-use plastics across federal agencies.

The newly signed executive order instructs federal departments to **review and eliminate restrictions** on plastic straw purchases, calling prior measures “overreach that inconvenienced the public.”

Former President **Donald Trump**, now in his second term, defended the decision by criticizing paper alternatives as “ineffective and soggy,” and hailed the policy shift as a “**common-sense victory** for consumers and businesses alike.”

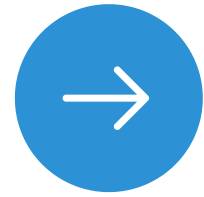
The announcement was met with swift criticism from **environmental organizations**, who argue the move undermines years of progress in combatting marine plastic pollution. “Plastic straws are among the top ten items found in ocean cleanups. This decision sends the wrong message at a critical time for the planet,” said a spokesperson from **Ocean Conservancy**.

However, the **Plastics Industry Association** welcomed the rollback, stating: This is a practical move that balances environmental goals with product performance and consumer choice.

Local and state governments are expected to **maintain their own bans and restrictions**, which remain unaffected by the federal decision. Environmental advocates are now urging municipalities to strengthen grassroots efforts in plastic reduction.



Speakers



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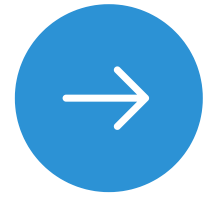
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Aryan Aggarwal
CEO at
Recycle Plastics

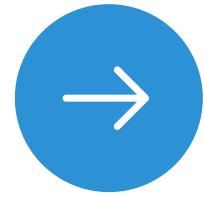


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Inventor & CEO of The
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Thought Leader's



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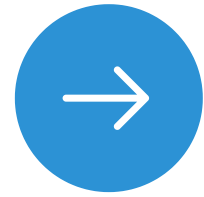


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Thomas Gents
COO & Executive
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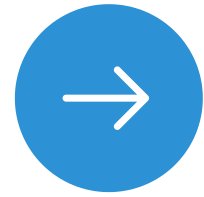


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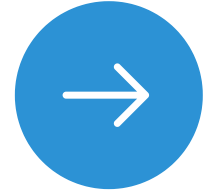


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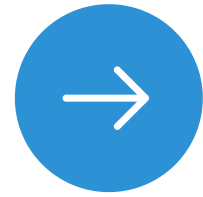
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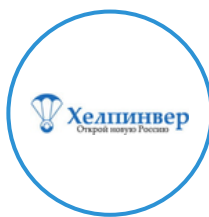
Asian Manufacturers



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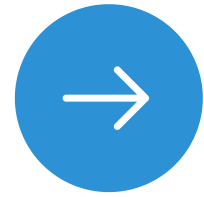


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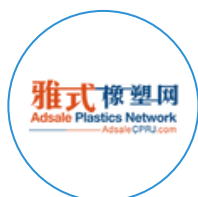
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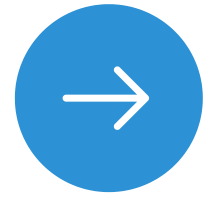
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