



## Conference Review

Organized by DEMAND-LED, e-Waste World 2012 has been successfully held at Crowne Plaza Shanghai on 20-21 March, 2013 in China. It has been supported by DIGITALEUROPE, NSWAI, IGPN, GPN and Sponsor companies like DSM and several Media Partners. The event gathered high profiled delegates from worldwide leading companies, organizations and academics.

On conference day one, top elites from Tsinghua University, NSWAI, DIGITALEUROPE, Lenovo, IBM, Toyota Tsucho and VANS CHEMISTRY have shared their real-life experiences and cases with insight mostly on the OEM side into the development of e-Waste industry.

On conference day two, top elites from NOKIA, DSM, Changhong, Toshiba, Tongji University and SGS have also shared their real-life experiences and cases with insight into the marketing trends and technology innovation.

The event provided a powerful platform for sharing of information with numerous networking opportunities. Most of the attendees

Have regarded this opportunity as a valuable one and have expressed their interest in attending the 2nd Annual of e-Waste World in 2014.

More Info: [www.demand-led.com/ewaste](http://www.demand-led.com/ewaste)

### A most rewarding experience!

- ✧ **Policy Guidance| E-Waste Latest| Case Study| Recycling and Disposition Special| Two Panels**
- ✧ **New topics, new speakers and more world exclusives.**
- ✧ **Leading Edge Analysis, Industry Progress, Investment Opportunities and Routes to Market.**

2013年3月20日-21日  
上海银星皇冠假日酒店  
March 20-21, 2013  
Crowne Plaza Shanghai

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e-Waste World 2013

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# e-Waste World 2013



## Conference Review

### Testimonials

Generally speaking, the conference was well arranged and with lots of info sharing, discussions  
-----Frank Shou from Apple

I really enjoyed two days with great quality speakers & good substances. Once again I wish to thank you all and wish you all very best of luck for future congress. It was one of the small & well organized congress in my opinion.

----- Venkatesha Murthy from VANS CHEMISTRY

Panel discussion is very good to discuss real situation.

----- Kazumi Nozawa from IBM Japan

E-waste in south Asia and China collectors High effectiveness of recovery in big scale of e-scrap

----- Sören Brännström from Boliden

Covering a broad field. recommend to also invite representatives from collectors and smelters. very good presentations by high level people would be helpful to have Chinese presentations also in English

----- Volker Pawlilek from Aurubis

Excellent agenda, good lunch and dinner.

----- Lim Joopeng from Toshiba Asia Pacific

more governmental participants

----- Sivadasan Panikker from Ericsson

It was a privilege and great pleasure to have attended the Ewaste World 2013 conference this week. Thank you for inviting me and giving me the opportunity to share my thoughts on an important subject. The conference itself was most useful and productive, and reflected new approaches and innovative thinking from leading global experts which are needed to achieve progress in Ewaste management policies.

-----David Scuderi from Samsung Electronics Europe representing the DIGITALEUROPE WEEE

I found meeting very informative and gained a good indication particularly from the OEMs of their current and future strategies on End of life take back.

-----Louis Ichikowitz from The MinMet Group Ltd.

More exhibitors and participants, from NGOs policy makers and waste managers including recyclers.

----- Amiya kumar Sahu from NSWAI

Next time want to know how to recycle effectively, logistics problem

-----Jane Fang from Tes-amm





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# e-Waste World 2013



## Conference Review

### KEYNOTE SPEAKERS

Conference Chair on  
DAY ONE



Markus Terho,  
Head of Sustainability, Nokia



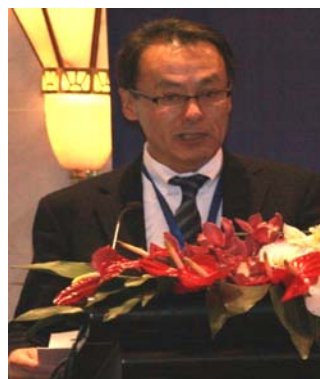
Liu Lili on behalf of Li  
Jinhui, **Professor, Tsinghua  
University**



GONG Xun, **Environmental  
Technical Leader of Standard &  
Regulation, Lenovo**



David Scuderi, **Samsung  
Electronics Europe representing  
the DIGITALEUROPE WEEE Group**



Kazumi Nozawa, **Program  
manager, Environmental Policy &  
Programs Japan and ASEAN  
countries, IBM Corporate  
Environmental Affairs**



Amiya Kumar Sahu,  
**President, NSWAI**



Shigekazu Ideno, **Project manager,  
Recycling & environment group,  
New business development dept.,  
Toyota Tsucho Corporation**



Venkatesha Murthy,  
**Founder/Promoter,  
VANS CHEMISTRY**





# e-Waste World 2013



## Conference Review

### KEYNOTE SPEAKERS

Conference Chair on

DAY TWO



Markus Terho,  
Head of Sustainability, Nokia



John Chen, **Managing Director**  
Taiwan, **DSM Engineering Plastics**  
Asia Pacific



Xiao-Yong Pan, **Director,**  
**Engineering Technology Center,**  
Changhong



Tamim P. Sidiki, **Global Marketing**  
**Manager Electronics, DSM**  
**Engineering Plastics**



Joo peng Lim, **Senior manager,**  
**Toshiba Asia pacific**



Li Guangming, **Professor, College of**  
**Environmental Science and**  
**Engineering, Tongji University**



Sean Li, **Senior Director, SGS**  
**(RSTS) Electrical & Electronics**  
**Technology Consumer Testing**  
**Services**



# e-Waste World 2013

## Conference Review




### PANEL DISCUSSIONS

#### **Panel Discussion: Extended Producer Responsibility in e-Waste Management**

##### **Panel Chairman:**

Markus Terho, Head of Sustainability, Nokia

##### **Panel Speakers:**

David Scuderi, Samsung Electronics Europe representing the DIGITALEUROPE WEEE Group.

Joo peng Lim, Senior Manager, Toshiba Asia Pacific.

Kazumi Nozawa, Program manager, IBM Corporate Environmental Affairs

GONG Xun, Environmental Technical Leader of Standard & Regulation, Lenovo



#### **Panel Discussion: Working Together to Create successful e-Waste Management System and Marketing Strategy**

##### **Panel Chairman:**

Tamim P. Sidiki, Global Marketing Manager Electronics, DSM Engineering Plastics

##### **Panel Speakers:**

Yuan Dan, Vice General Manager, Shanghai Jinqiao Renewable Resources Market Operation and Management

Mike Chen, President, IDI SRL/WorldScrap.com

Venkatesha Murthy, Founder/Promoter, VANS CHEMISTRY PTE LTD

Sören Brännström, Secondary Raw Materials, Boliden Commercial



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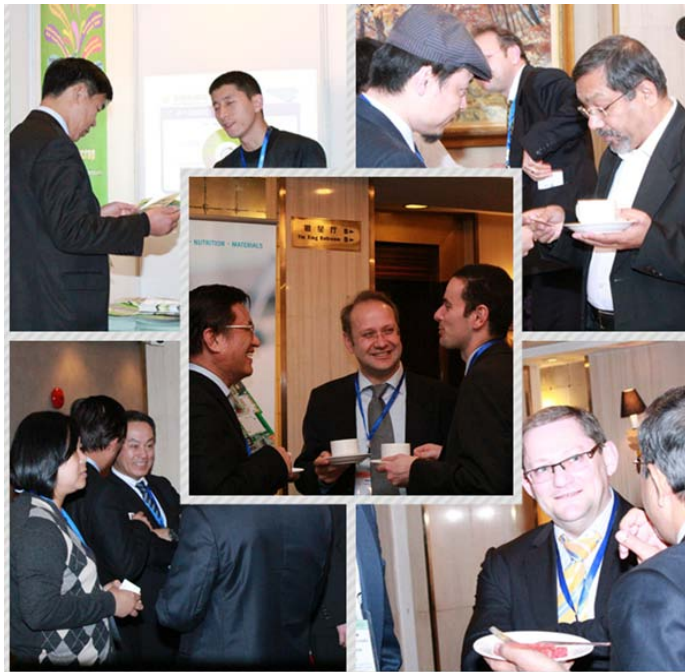
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## Conference Review

### CONFERENCE



Business Communication



Conference at a Glance



Drinking Party





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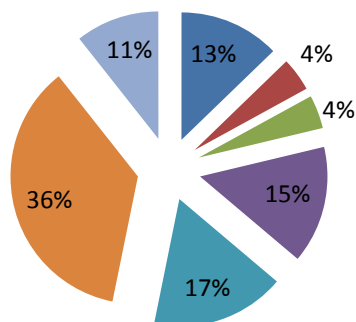


## Conference Review

### ATTENDEE PROFILE

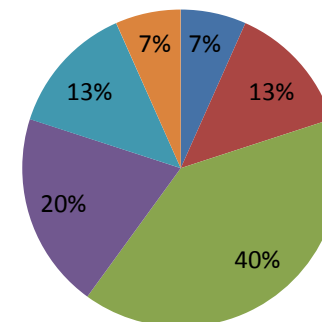
#### Job Title Breakdown

Chairman&Owner VP Engineer Sales & Marketing Director GM Other



#### Industry Breakdown

Materials Equipment OEMs Recycle&Disposal Academic Other



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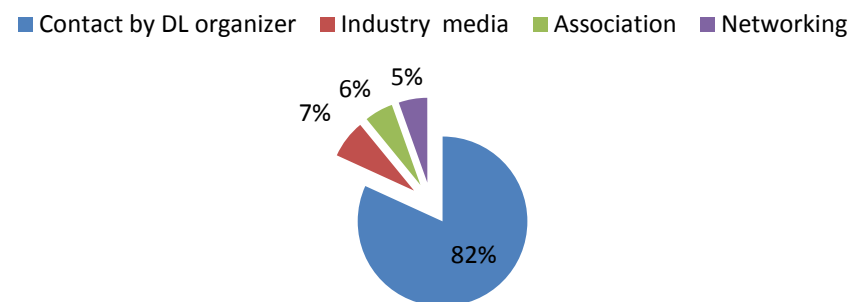


## Conference Review

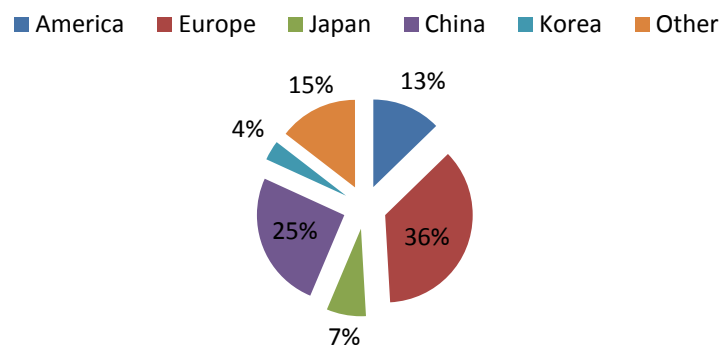
### Evaluated by Attendees



### Obtain Summit by Channel



### Area Breakdown



### Willing to Attend 2nd Annual e-Waste World



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# e-Waste World 2013



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### Attending List

Company	Title	Company	Title
3E Recycle	GM	DIGITALEUROPE (Samsung)	Environmental Affairs Manager/Chairman
Apple	Head of Env. Affairs APAC	Samsung	Environmental Affairs Manager, Samsung Electronics China
AER Worldwide	Director for Compliance	SGS-CSTC	Deputy Director
Auribis	Commercial Director	SGS-CSTC	Marketing manager
Auribis	Deputy Director	Sobol Renewable Energy & Recycling	owner
BASF Metal(Shanghai)Ltd	GM	STEINERT Elektromagnetbau GmbH	Manager
Boliden	Senior Advisor	STEINERT Elektromagnetbau GmbH	Manager
Changhong	Director, Engineering Technology Center	STEINERT Elektromagnetbau GmbH	Technical Director

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Company	Title	Company	Title
Changhong	Director	Shanghai Jinqiao	General Manager
DSM	Global Marketing Manager Electronics	Shanghai Jinqiao	Deputy General Manager
DSM	Managing Director Taiwan	Sichuan Arrow Recovery Inc.	GM
DSM	Manager	Sichuan Arrow Recovery Inc.	GM
DSM	Manager	The MinMet Group Ltd.	Chairman
Duramet Corporation	Sales Manager	TES-AMM	Marketing Manager
Ericsson	Resource & Competence Center Malaysia	TES-AMM	Manager
Gong Xin Technology Industry Group	VP	Tongji University	Office of Science and Technology

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HP	China Environmental Manager	Tongji University	Professor
Johnson Matthey	Market Analyst manager	Tsinghua University	Executive Secretary BCRC China
Kuusakoski Oy	China Office Shanghai Chief Representative	Tsinghua University	student
Lenovo	Environmental Standard and Regulation Leader	Toshiba Asia pacific	Senior Manager, Environmental Management Division
Microsoft	Engineer	Toyota Tsusho	Director
Mitsui&Co.,precious metals,Inc	VP	IBM	Program manager
Metso	Sales Manager	IDI SRL/ WorldScrap.com	President
Metso	Sales Manager	IDI SRL/ WorldScrap.com	Manager

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Company	Title	Company	Title
Metso	GM	VANS CHEMISTRY PTE LTD	Founder/Promoter
NSWAI (National Solid Waste Association of India)	President	财经日报	记者
Nokia	Senior Director, Sustainability	财经日报	记者
Nokia	Manager		

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# e-Waste World 2013



## Conference Review

### Organizer



[www.demand-led.com](http://www.demand-led.com)

Tel: 0086 21 5109 5709

Fax: 0086 21 6901 3239

### Endorsers



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### Gold Sponsor



### Panel Discussion Sponsor



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### Exhibitors



### Media Partner



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# e-Waste World 2013



## Conference Review

### ATTENTION

*Thank you for attending **e-Waste World 2013**. We really appreciate your great support and positive feedbacks. Our organizing committee has decided to organize the **2<sup>nd</sup> Annual e-Waste World in 2014**. We sincerely hope to have your participation Next Year! Thank you very much!*

**SEE YOU NEXT YEAR !**

### To reserve a seat for next year,

if you are interested in being our:

**Keynote Speakers**

**Official Endorsers**

**Media Partners**

Please contact **Ms. Yolanda Xu** for further information.

Email: [yolandax@demand-led.com](mailto:yolandax@demand-led.com)

Tel: +86 21 5109 5709 ext: 802

Fax: +86 21 6901 3239

If you are interested in being our:

**Sponsors**

**Exhibitors**

**Delegates**

Please contact **Mr. Allen Yu** for further information.

Email: [allenyu@demand-led.com](mailto:allenyu@demand-led.com)

Tel: +86 21 5109 5709 ext: 811

Fax: +86 21 6901 3239

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