

# AFPID

## ASIAN FOOD PACKAGING INFORMATION DATABASE

The Asian food market is worth in excess of US\$1,000 billion! Although largely self sufficient, imported foodstuffs are rapidly becoming a feature of major urban centers as population pressures, land degradation, lowering trade barriers and changing consumer tastes create a new wave of demand for food imports.

Apart from production costing and distribution, a major obstacle to the successful penetration of Asian food markets lies with packaging. Absolute distance from export markets in Asia force physical constraints on packaging for preservation and storage. Government regulations and industry standards in targeted markets present real barriers to export success if not understood and complied with. Finally, existing market packaging styles can differ widely between nations, often based on consumer preferences and leading manufacturer marketing strategies.

In order to assist food suppliers overcome these difficulties SIRA developed the Asian Food Packaging Information Database (AFPID) with financial support and endorsement from the Rural Industries Research & Development Corporation.

### THE ROLE OF AFPID

AFPID seeks to provide the foreign food supplier with forward knowledge of packaging requirements and actual market reality in major Asian markets. Based on extensive consultation with and support from food and packaging industry interests, AFPID has considerable potential benefits, including the provision of:

- **Product specific packaging data** necessary for the physical handling and storage of Asian style foods in Asian markets. Asian food packaging systems, particularly fresh foods are rarely documented and not commonly known or accessible to foreign producers;
- **National regulations** relating to Asian Foods handling, storage and distribution. These legal constraints may be in the form of Customs and Quarantine or specific city and provincial regulations;

- **National and regional standards** directly relating to Asian style foods. Many Asian standards are not affiliated with western Standards Associations or are ad-hoc and implemented on a regional basis;
- **Current national market food packaging characteristics.** Whereas a product may have met all official packaging regulations and standards, it may fail to succeed due to inappropriate packaging characteristics that the consumer or retailer sees as relevant. The identification of such practices will assist Australian suppliers to present products with market acceptance; and
- **A significant Asia-Pacific food information system.** AFPID is the only regional packaging information resource covering food market realities. It is widely utilised within and outside the region by retailers, distributors, exporters, processors, Government and food suppliers.

*The crucial benefit of the AFPID system is the provision of easily accessible data on packaging requirements necessary for the successful entry and acceptance of foreign-made Asian Foods in export markets in Asia.*

### COVERAGE

AFPID incorporates thousands of food packaging details ranging from fresh vegetables through to processed frozen combination meals. National food markets covered by separate entries per product type include: Brunei Darusalaam, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Laos, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

Provided in English, AFPID provides specific details on size, weight, closures, labelling and materials requirements in a readily actionable format. Whilst standard details on packaging presentation are provided, AFPID is not designed to provide interactive degrees of customized packaging design capability. Additional sources of market information are also indicated, where relevant.

**System requirements** are Windows 3.1, 3.11 or higher, IBM compatible 386 or faster, 4MB RAM, DOS 5.0 or higher, mouse, keyboard, 1.44MB floppy disk drive and 6MB of hard disk space. AFPID is supplied on 2 x 3.5" floppy disks.

### TYPICAL AFPID EXTRACT

AFPID Product ID:	100559
<b>Product Name</b> (English):	Lychee (Preserved)
Ingredient:	Lychee
Processing Status:	Processed
Food Type:	Fruit
Nation:	Thailand
Local Product Name:	Nam Linchi
<b>Government Regulation</b>	
Labelling:	See requirements in "Comments" section
Materials:	None identified
Size:	None identified
Source:	Dept of Agriculture/Health
Further Information:	Thai Packaging Association
<b>Industry Standards</b>	
Labelling:	None identified
Materials:	TIS 67-2517
Size:	None identified
Source:	Thai Industrial Standards Institute
Further Information:	Thai Packaging Association
<b>General Market Presence</b>	
Labelling:	Inked Onto Package
Materials:	Metal - Steel
Size:	Height 110 x diameter 85 mm
Regionality:	None identified
Source:	Retail survey 1994/95
Further Information:	Thai Packaging Association
<b>Specific Package Features</b>	
Type of Package:	Can/Canister
Type of Closure:	Ring Pull
Type of Label:	Inked Onto Package
Type of Material:	Metal - Steel
<b>Packaging Size &amp; Area</b>	
Length:	-
Width:	-
Height:	110 mm
Diameter:	85 mm
Surface Area:	-
<b>Mass/Weight &amp; Labelling</b>	
Mass:	-
Volume:	-
Weight:	565 grams
Label Description:	Thai and English labelling with picture
Label Barcode:	Yes
<b>Other Information &amp; Comments</b>	
Preservative Materials:	Nil
Security:	Nil
Colours:	White field with red words
General Description:	-
Comments:	Canned food products must be labelled in Thai language indicating both generic and trade names of contents, food registration number, name and address of manufacturer, date of manufacture, net weight of contents and all additives used.

## ORDER SUMMARY

Please provide the following items:

**Quantity**   **Item Ordered**                      **US\$ Price**

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### Databases

[ 1 ] Asian Food Packaging                      \$150  
Information Database (AFPID) - 2 disks per set

### Other publications

[   ] \_\_\_\_\_ \$ \_\_\_\_\_

[   ] \_\_\_\_\_ \$ \_\_\_\_\_

[   ] \_\_\_\_\_ \$ \_\_\_\_\_

### Add Postage & Handling:

\$10 per item for Australia/New Zealand

\$15 per item East Asia

\$20 per item USA & Europe                      \$ \_\_\_\_\_

**Total Amount Remitted:**                      **US\$** \_\_\_\_\_

### Other Services

Please provide details on SIRA's

Data Base Systems

Market Reports

Market Research Services

## PAYMENT AND DESPATCH DETAILS

Receiver's Name \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_

Nation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

### Payment Method

Cheque (Payable to SIRA International)

TT to SIRA International Corporation in A\$ equivalent of  
US\$ (net of all bank fees) Commonwealth Bank of  
Australia Ltd, 33 Northbourne Ave, Canberra 2601 Bank  
No 062919 Account 149459

Amex     Diners     Mastercard     VISA

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Amount Paid \$ \_\_\_\_\_

Signature \_\_\_\_\_

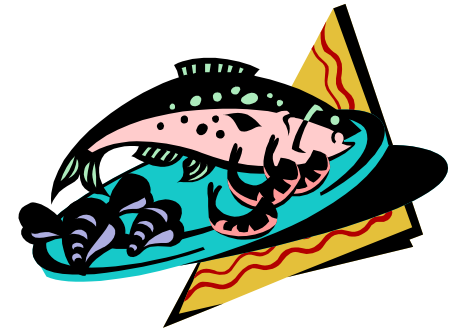
Cardholder Name: \_\_\_\_\_

### After completing this form either:

- **Post to**                      SIRA International  
                                    GPO Box 2609  
                                    Canberra ACT 2601  
                                    Australia
- **Fax to** +61-2-6296 1937 (credit card orders only)

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**SIRA INTERNATIONAL CORPORATION**

**STRATEGIC INDUSTRY RESEARCH & ANALYSIS**