

**Innovation  
starts here.**

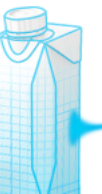




# Southeast Asia as the growth region

**ASEAN GDP  
to accelerate  
in 2024**

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starts here.



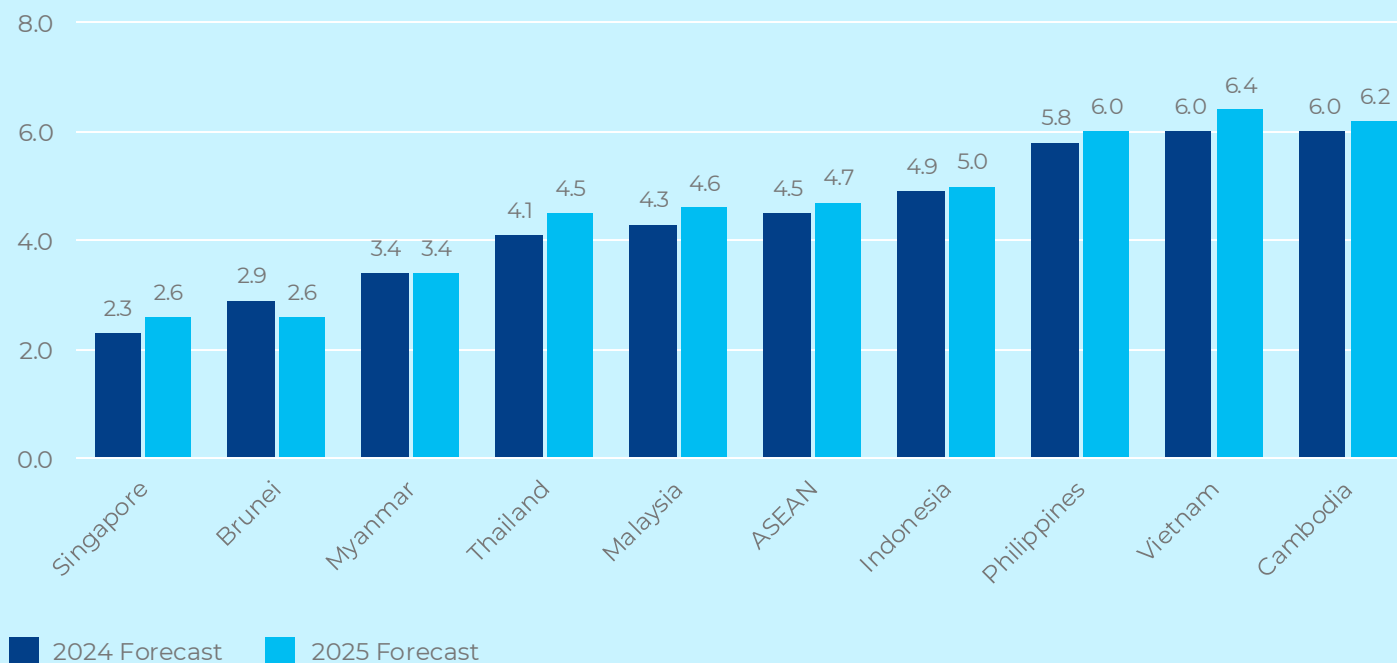
# Southeast Asia as the growth region

## ASEAN GDP to accelerate in 2024

Rising tourist inflows, cooling inflation and the global electronics sector upturn should boost ASEAN GDP growth to above 2023's rate in 2024. Nevertheless, elevated interest rates, fiscal consolidation efforts, the El Nino weather phenomenon and China's subdued economy will keep regional growth below its 10-year pre-pandemic average. Beyond 2024, ASEAN will be the fastest-growing region in the world in the next decade thanks to FDI inflows.

### ASEAN 2024-2025 Economic Outlook

Annual real GDP. Growth, %



FocusEconomics Consensus forecast – ASEAN – March 2024

Innovation starts here.







# We have gaps

Consumer needs are changing



Cost structure has changed, alternative ingredients are sought as a solution



Sustainability continues to be an important driving force







**“We need innovation at the forefront to tackle challenges and unlock new opportunities for our customers.”**

- Adolfo Orive,  
President & CEO, Tetra Pak Group



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starts here.**





# Innovation is in our DNA

A history of breakthroughs helps predict the future

**1951**

Tetra Pak is established and introduces tetrahedron packages.



**1991**

The first integrated end-to-end solutions emerge.



**2016**

The world's most advanced plant automation and information solution.



**2030**

The world's most sustainable food package and much more.



**1969**

Tetra Brik® Aseptic packages revolutionise the food industry.



**2015**

The first fully renewable package is born.

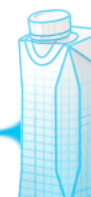


**2016**

The first aseptic carton package certified for its use of renewable materials.



**Innovation starts here.**

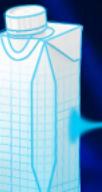






And today is the day  
**you will experience our innovative solutions  
and meet the experts**  
to start your innovation journey with us.

Innovation  
starts here.





# Innovate for Growth



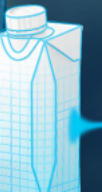
Innovation plays critical role in driving growth in the business.

Explore the plethora of new flavors and potential disruptors to the industry.

Learn more of the latest packaging innovations & experience what innovations we have today for your future.



Innovation  
starts here.







# Discover the Demand Spaces



Dive deeper into the demand spaces that will ignite Brand Growth and set the opportunities for growth for your brands.

Learn what are the Demand Spaces that can uncover opportunities for new product development and new markets.



Innovation starts here.





# Unearth Sustainable Solutions

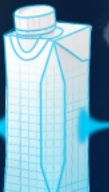


Consumers today demand for sustainable goods, and it affects the whole value chain of food production.

See how you can enhance sustainability in your business from reducing food waste during operation to renewable packaging.



Innovation  
starts here.

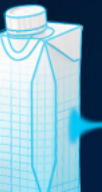






**At Tetra Pak, we  
have the ability,  
expertise and  
dedication to meet  
any food industry  
challenge**

**Innovation  
starts here.**



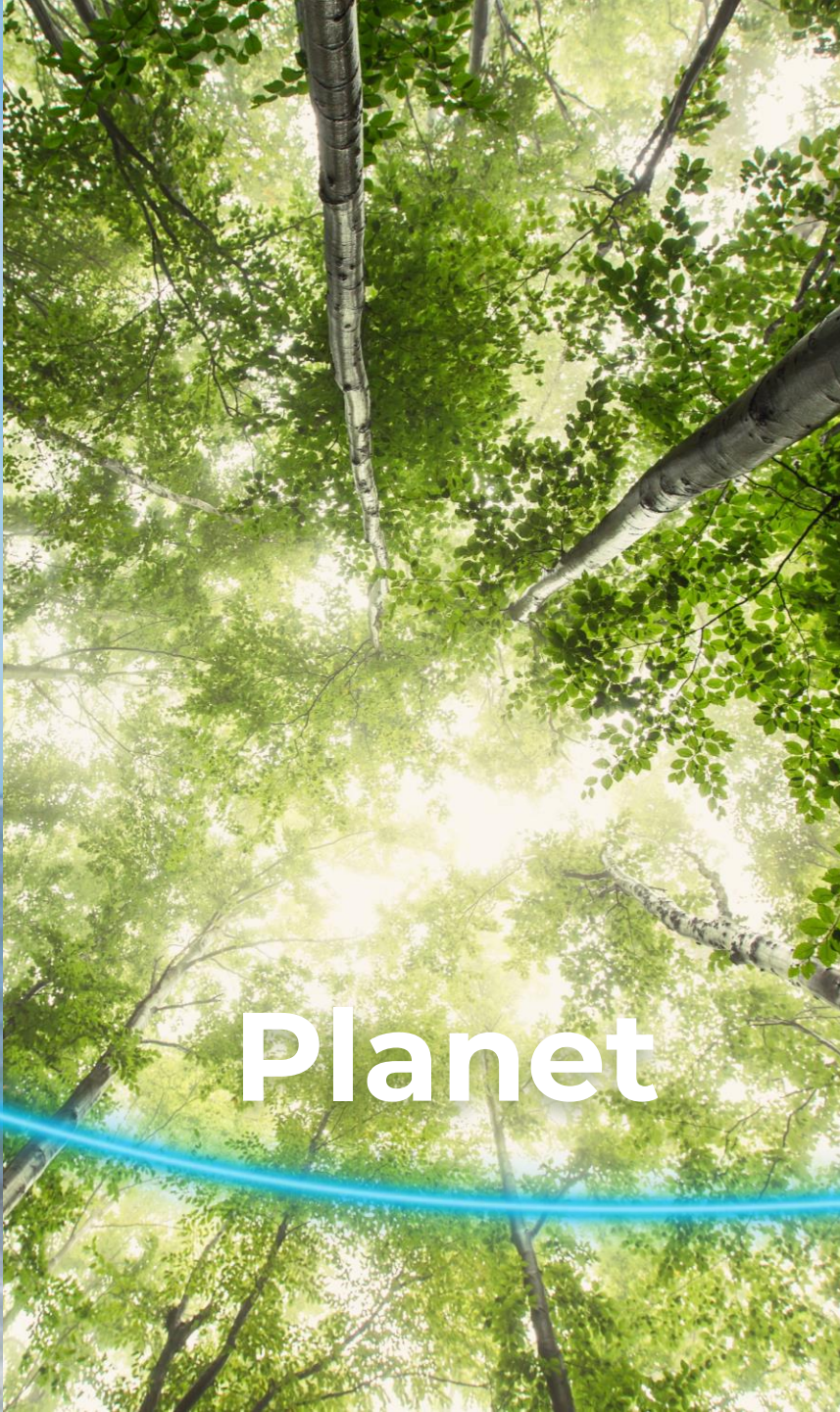




**Food**



**People**



**Planet**



**Innovation  
starts here.**

