

PRESS RELEASE

PRO Vietnam appoints Mr. Eliseo Barcas - Managing Director and President of Tetra Pak Vietnam, to be Vice Chairman of the Coalition

Ho Chi Minh City, March 29th, 2024 - The Packaging Recycling Organization Vietnam - PRO Vietnam officially announces the appointment of Mr. Eliseo Barcas - Managing Director and President, to be Vice Chairman of the Coalition responsible for the Technical Operation Committee at PRO Vietnam. The official appointment takes effect from March 11th, 2024, succeeding Mr. Laurent Levan who moved to another business.

On behalf of PRO Vietnam, Chairman Pham Phu Ngoc Trai extended his sincere thanks to Mr. Laurent Levan for his significant contribution over the past five years and wished him success, good health in his new journey. He also congratulated Mr. Eliseo Barcas and expressed trust in Mr Eliseo leading the Operations Committee to success with his enthusiasm in this new phase of EPR implementation.

Mr. Eliseo Barcas is currently Managing Director and President at Tetra Pak Vietnam - a multinational company with strong focus on sustainable practices. He has been working in the Fast-Moving Consumer Goods and Business-to-Business industries for more than two decades. He led the sales and business development of Tetra Pak in the USA for three years before being appointed as Managing Director of Tetra Pak Andina region in 2018. Following his appointment in the Americas, in 2020, Mr. Barcas took up the challenge and move to Asia to assume his current position with the focus on developing Tetra Pak's business in one of its key growth markets.

Mr. Eliseo Barcas takes on the position of Vice Chairman of the Coalition responsible for the Technical Operations Committee of PRO Vietnam in the context of the official implementation of Extended Producer Responsibility (EPR) regulation from January 1st, 2024. The regulation requires manufacturing and business enterprises to recycle packaging materials they introduce to the market at a specified rate. Additionally, PRO Vietnam is the first organization authorized by the Ministry of Natural Resources and Environment to organize packaging recycling activities within the territory of Vietnam. With his appointment to the new position within the Coalition, Mr. Eliseo Barcas is expected to lead the Technical Operations Committee in refining the collection and recycling model, supporting Coalition members in fulfilling their EPR obligations, and achieving PRO Vietnam's target of recycling over 70,000 tons of materials in 2024, along with other long-term goals of the Coalition.

Sharing about his appointment as the Vice Chairman in charge of Technical Operation Committee at PRO Vietnam, Mr. Barcas said: "Vietnam stands at a critical juncture as the world transits to a sustainable economy. We need to accelerate the actions to achieve circular economy and making recycling more accessible and sustainable in Vietnam. The experiences learnt from the past few years has given me profound understanding of challenges F&B manufacturers face in our quest for packaging sustainability. Stepping into this position, I am proud to continue the works contributing to PRO Vietnam since its

inception with the ambition of making Vietnam cleaner, greener and more beautiful. Together, we can create a more sustainable and resilient Vietnam”.

Alongside the appointment of the new Vice Chairman, PRO Vietnam also welcomes its 23rd member to join the Coalition in March 2024. With internal resources, increasing members and support from stakeholders, PRO Vietnam hopes to successfully complete the goals of collection and recycling in 2024, and firmly step on the journey to become a pioneer in environmental protection, recycling packaging and promoting circular economy in Vietnam.

VỀ PRO VIỆT NAM

Liên minh Tái chế Bao bì Việt Nam (Packing Recycling Organization Vietnam – PRO Việt Nam) là tổ chức tiên phong phi lợi nhuận được thành lập từ năm 2019, bao gồm những thành viên là các công ty Việt Nam và FDI hàng đầu trong lĩnh vực hàng tiêu dùng, sản xuất bao bì, bán lẻ, tái chế và nhập khẩu, có cùng chung mong muốn góp phần vì một Việt Nam xanh, sạch, đẹp bằng việc thúc đẩy mô hình kinh tế tuần hoàn.

Thông qua việc làm cho quá trình thu gom và tái chế bao bì sản phẩm được thực hiện theo cách dễ tiếp cận hơn và bền vững hơn, PRO Việt Nam kỳ vọng vào năm 2030, tất cả bao bì sản phẩm do các thành viên trong liên minh đưa ra tiêu thụ trên thị trường đều sẽ được thu gom và tái chế.

Để hiện thực hóa khát vọng của mình, PRO Việt Nam hướng đến bốn mục tiêu chính:

1. Nâng cao nhận thức người tiêu dùng về tái chế và phân loại rác
2. Làm vững mạnh hệ sinh thái thu gom bao bì sẵn có
3. Thúc đẩy các chương trình tái chế của nhà máy xử lý và sản xuất bao bì
4. Hợp tác với Chính phủ ủng hộ và phổ biến bộ nguyên tắc 3R (Reduce – Giảm thiểu, Reuse – Tái sử dụng và Recycle – Tái chế) trong bảo vệ môi trường, đặc biệt là Recycle – Tái chế, nhằm mang đến vòng đời mới cho những bao bì đã qua sử dụng.

Để biết thêm về PRO Việt Nam, vui lòng truy cập:

Website: <https://provietnam.com.vn/>

LinkedIn: <https://www.linkedin.com/company/pro-vietnam>

Facebook: <https://www.facebook.com/LienMinhTaiCheBaoBiVietNam>

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