



15th Annual Conference!

FOODNEWS®

# World Juice 10



The No. 1 networking forum for the juice industry

## Pre-conference Workshop 11 October 2010

**Developing and Marketing Healthy Beverages under EU Legislation: Health Claims, Novel Foods, Clean Labelling**



A practical guide to dealing with the latest developments in EU legislation impacting the beverage industry. Maximise the value of the health benefits of your products and ensure new products comply with novel food regulations.

## World Juice Technical Seminar

Organised in association with: eurofins

14 October 2010

**Managing Risks in the Supply Chain to Assure Authenticity and Safety of Fruit Juice**

Utilising the latest methods to guarantee the quality of your products to your customer

## World Juice Awards Banquet 12 October 2010

**An unrivalled opportunity to network with leaders from across the juice supply chain in an informal atmosphere**

**Identify new opportunities in juice around the world and optimise your positions in juice raw material markets**

**11-14 October, Hotel InterContinental, Geneva**

**NEW!** Our expanded multi-track programme gives you more choice, more insights and more speakers than ever before!

## SPECIAL GUEST SPEAKERS

**Thomas Hinderer**  
Chairman of the Executive Board  
**Eckes-Granini Group**  
Germany

**Bill Hewins**  
Vice President, International,  
**Welch's, USA**

**Simon Edgar**  
General Manager, Europe Juice  
**The Coca-Cola Company**  
France

**Christian Lohbauer**  
President  
**CitrusBR - Brazilian Association of Citrus Exporters, Brazil**

- > Assess the different patterns of recovery in juice markets around the world
- > Optimise juice purchasing based on the latest trends in global supply and demand
- > Manage your supply chain to assure the sustainability of juice products
- > Exploit new product niches with the best potential for growth
- > Identify new opportunities in growth markets around the world
- > Do business with decision-makers around the world

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# World Juice 10

## **NEW, EXPANDED FORMAT – giving you more juice than ever before**

**Foodnews World Juice** always give you the latest insights into consumption trends around the world, supply and demand in juice raw material markets and the major strategic changes facing the juice industry. This year you will be able to choose the specific issues which are of most interest to you from our expanded programme, featuring parallel sessions which provide more in depth analysis of the juice industry than ever before!



As the global economy recovers, demand is picking up but the pattern of recovery changes from market to market. You can hear analysis of trends from major multinationals like Eckes-Granini and Coca-Cola, and identify the characteristics of successful products in a trading environment which is still challenging. What does increasing cost-consciousness mean for pure juice? How can more competitive juice drinks be balanced with the fundamental 'naturally healthy' selling points of juice? Examine perspectives from bottlers and analysts on this crucial question.

Sustainability is now a central strategic issue for retailers and juice bottlers around the world, and to reflect this **Foodnews World Juice 2010** features a stream dedicated to this complex subject. Taking into account the latest developments in packaging, transportation and juice processing, expert speakers enable you to take steps to minimise the environmental impact of your product as it travels down the supply chain.

**Foodnews World Juice** is renowned as the place to get the latest market insights face-to-face, and this year will be no exception! As well as key presentations giving you the latest intelligence in citrus markets, AJC, tropicals and exotics, this is your opportunity to meet buyers, sellers and traders from around the world and get the negotiating edge you need.

**Join us in Geneva at the annual meeting place for the juice industry!**

## **“Why should I attend Foodnews World Juice 2010?”**

- > **Assess** growth patterns in juice, nectars and soft drinks all over the world
- > **Identify** the niche products showing the best prospects for growth
- > **Optimise** your juice procurement with insights into the short and long term outlook for supply of orange juice and AJC
- > **Exploit** new consumption trends in emerging juice markets around the world: Turkey, Latin America and Russia
- > **Manage** risks in your supply chain to maximise quality assurance and deliver on your promise to the customer at our Technical Seminar
- > **Find** ways to improve the sustainability of your juice products at every point in the supply chain
- > **Assess** prospects for further volume and value growth in the premium juice category
- > **Get** the latest market intelligence on tropical juice production in Asia and South America
- > **Hear** analysis of the nutritional content of juices and attend our pre-conference workshop to optimise your marketing within EU health claims regulations
- > **Do business** with decision-makers from across the supply chain, from all points of the globe

## **The best networking forum for the global juice industry...**

Over 10 hours of networking is built into our agenda - giving you plenty of time to meet the hundreds of decision-makers who will attend.

To make sure you maximise your time at **Foodnews World Juice 2010**, as a registered delegate you will receive exclusive access to our Online Networking System. See the list of delegates 7 days before the conference, arrange meetings in advance and catch up with anyone you missed after the conference.

## **Co-located with Functional Drinks 2010**

**Foodnews World Juice 2010** takes place alongside Functional Drinks 2010, bringing together even more players in the beverage industry to maximise the networking opportunities for all attendees. For more details of **Functional Drinks 2010**, visit [www.agra-net.com/functionaldrinks](http://www.agra-net.com/functionaldrinks)

## **Don't take our word for it...**

...see a sample of the feedback we have received from recent Foodnews World Juice events

### **“Great mix of content at the conference in a very good networking opportunity”**

Patrick O'Flaherty, Co-founder, RDA Organic

### **“The whole chain together in one congress from the grove to the customer”**

Peter A J Elshof, Commercial Manager, Cocamar Cooperative AgroIndustrial

### **“The only conference which has a truly global juice stamp”**

Roel van Poppel, Global Juice Category Director, Cargill Flavor Systems

### **“An excellent opportunity to get information about the world market”**

Messaoudi Zaher, R&D Director, NCA Rouiba, Algeria

### **“As usual, besides the informative presentations, a perfect moment to meet old and new relations”**

Jan van Iperen, Commercial Director, INDUPRO, The Netherlands

### **“Very useful event to meet all the right people in the industry”**

Oliver den Tex, Relationship Manager, Rabobank International, The Netherlands

## **World Juice Awards Banquet**

The World Juice 2010 Banquet on 12 October includes the presentation of the **9th annual World Juice Awards**.

In the increasingly competitive and dynamic market for juice and juice drinks, presenting customers with new propositions is essential for growth. The Awards recognise and reward the companies who have developed the most significant and valuable products in the juice industry.

### **Awards will be presented in 4 new categories:**

- > Best New Juice Product
- > Best Sustainability Initiative
- > Best Packaging for a Juice Product
- > Best Innovation in Juice

All shortlisted nominations will be featured on the World Juice website and at the conference, and the winner will be chosen by our panel of independent industry experts.

To join the list of previous winners which includes Rivella, RDA Organic, Appletiser, Schoeller Arca, Marks & Spencer, Rapak, Serious Food, Hero, Italtapack, Fresh & Co, and Foodland, make your nomination today at [www.worldjuice.com/awards](http://www.worldjuice.com/awards)

# Agenda Day 1: 12 October

## Keynote Plenary Session

08.00 **Registration and Welcome Coffee**

09.00 **Opening Remarks from the Chair**

**Kees Cools**

Executive Director

**DöhlerGroup**, Germany

09.10 **Generating Value and Growth with Strong Brands in the European Fruit Juice Market**

**Thomas Hinderer**

Chairman of the Executive Board

**Eckes-Granini Group**, Germany

09.40 **Juice Consumption Trends in USA**

**Gary Hemphill**

Managing Director and COO, Information Services

**Beverage Marketing Corporation**, USA

10.10 **Keynote Interview**

A unique chance to share the insights of our interviewee into strategic issues for the juice industry, in conversation with the Chair.

**Bill Hewins**

Vice President, International

**Welch's**, USA

10.30 **Juice Break**

11.00 **Comparing the Market for Pure Juice with Nectars and Drinks**

- Global trends in consumption of pure juice, nectars and juice drinks
- Examining price points for different juice products
- Assessing juice products in the context of competition for share of throat and the wider soft drinks category

**Robert Kay-Shuttleworth**

Deputy Chairman, **Canadean**, UK

11.30 **Developing Juice Ranges to Meet the Needs of Today's Consumer – A Private Label Perspective**

- Identifying the needs of different consumer segments for juice
- Assessing the impact of the recession on purchasing patterns and habits in juice
- Examining changes in the balance between branded and private label products
- Pricing and promotion of juice products

12.00 **Keynote Interview**

**José Jordão**, Executive Director, **sumol+compal**, Portugal

12.20 **Getting Back to Our Roots**

The case for shifting our industry focus on regulation, standardisation and industrialisation to a forward looking focus on the sustainable sourcing and conversion of natural fruit nutrition.

**Simon Edgar**, General Manager, Europe Juice

**The Coca-Cola Company**, France

12.50 **Lunch**

### Track 1

#### Supply and Demand in Juice Raw Materials

14.00 **Opening Remarks from the Chair**

**Kees Cools**

Executive Director

**DöhlerGroup**, Germany

14.10 **Orange Juice Production in Brazil**

- Assessing the impact of the poor harvest on the market for Brazilian orange juice
- Examining long term supply and demand trends for orange juice from Brazil
- Increasing NFC production

**Christian Lohbauer**

President

**CitrusBR - Brazilian Association of Citrus Exporters**, Brazil

14.40 **Citrus Production in Mexico**

**Oscar Sepulveda**

Export Sales Manager

**Citrofrut**, Mexico

15.10 **Assessing the Impact of Changes in AJC Production in China on the World Market**

- Examining changes in AJC production in China
- Key drivers for changes of production levels of AJC in China
- Outlook for the 2010 season

**Andreas Marchler**

CEO, Production & Sales

**AGRANA Juice Holding**, Austria

### Track 2

#### Sustainability in the Juice Supply Chain

14.00 **Opening Remarks from the Chair**

14.10 **Renewable Packaging for a Sustainable Future**

**Richard Taylor**

Chief Marketing Officer

**Elopak Group Headquarters**

Norway

14.40 **The Role of Juice Transportation in Reducing Carbon Footprint**

- Quantifying the carbon footprint of juice transportation
- Optimising bulk packaging to increase efficiency and decrease carbon emissions
- Reducing the environmental impact of shipping

**Diederik Brasser**

Managing Director

**Trilobes**, The Netherlands

15.10 **Environmental and Ethical Issues in Juice Processing**

- Encouraging responsible farming practices in fruit production
- Ensuring positive socio-economic impacts
- Managing water use in fruit production and juice processing
- Effective management of your supply chain to guarantee your environmental and ethical standards

**Alexandra Heinermann**

Deputy General Manager

**SGF**

Germany

Continued 

**Booking hotline: +44(0)20 3377 3658**

## Agenda Day 1: 12 October

### Track 3 Supply and Demand in Juice Raw Materials

15.40 **Juice Break**

16.10 **Passion Fruit**

**Bernhard Frei**

CEO

**Quicornac**, Ecuador

16.40 **Tropical Juices from India**

**Jayant Dixit**

President

**Pranav International & Indian Processors Alliance**, India

17.10 **Exotic Juices**

- Assessing supply issues with exotic raw materials
- Identifying and managing risks in the supply chain
- Proven nutritional benefits and functionality and how this fits with health claims
- How do these products fit into traditional blends with apple and orange?

**Ulrich von der Linden**

Director of Sales and Purchasing

**Carrière GmbH**, Germany

17.40 **Closing Remarks**

19.30 **World Juice Awards Banquet**

### Track 4 Sustainability in the Juice Supply Chain

15.40 **Juice Break**

16.10 **Fair Trade Juices**

16.40 **Panel Discussion: Ensuring Sufficient Quantity and Quality of Juice to Expand the Market**

17.10 **Closing Remarks**

Mingle with speakers and delegates at the social highlight of the conference – the **World Juice Awards Banquet**. This is the perfect opportunity to network and do business with leaders from across the supply chain in an informal atmosphere. You will enjoy a superb reception with drinks – all included in your conference fee.



## Agenda Day 2: 13 October

### Track 5 Responding to Market Trends to Add Value in Juice and Liquid Food

09.30 **Opening Remarks from the Chair**

**Ademerval Garcia**, General Manager

**G2G Trading GmbH**, Switzerland

09.40 **Examining the Resilience of Premium Products and Identifying Opportunities for Further Growth**

- Assessing the impact of the recession on value and volume of juice sales
- What do consumers see as a premium juice product?
- Assessing the prospects for further growth

**Hans Lanzinger**, Managing Director

**Hermann Pfanner Getränke GmbH**, Austria

10.10 **Capitalising on the Growth of Juice in Foodservice**

- Identifying the most important channels for soft drink purchases in foodservice
- Assessing the main consumer segments targeted for out-of-home consumption and the main drivers of purchasing behaviour
- Finding new consumption occasions for juice
- Comparing price points for juice products in foodservice with retail juice products

**Roger Suddaby**

Foodservice Team Manager

**The Nielsen Company**, UK

### Track 6 Technical Issues in Juice Production

09.30 **Opening Remarks from the Chair**

09.40 **Phytochemicals, Antioxidants and Evidence of the Protective Effects of Fruit Juice Consumption**

- Identifying phytochemicals and antioxidants in fruit juices
- Authenticity and on-pack labelling of antioxidant content
- Health benefits and evidence required for approved claims

**Professor Alan Crozier**

Senior Research Fellow

**School of Medicine, University of Glasgow**

10.10 **Quality Assurance for Juice Products**

- Examining the dangers of fruit juice adulteration
- Managing the supply chain to minimise bacterial contamination

**Michèle Lees**

Director of Collaborative Research

**Eurofins Scientific**

Register online at [www.worldjuice.com](http://www.worldjuice.com)

# Agenda Day 2: 13 October

10.40 Juice Break

## Track 7 Responding to Market Trends to Add Value in Juice and Liquid Food

- 11.10 **Enhancing the Health Benefits of Fruit Juice with Added Functionality**
- Identifying the most important functional benefits of juice for consumers
  - Examining the drivers for functionality in different consumer segments
  - The impact of EU health claims legislation on marketing functional juice products
  - Practical cases and technical aspects

### Ulrich Killeit

Head, Technical Marketing EMEA

**DSM Nutritional Products Europe**

Switzerland

- 11.40 **Examining Demand for Organic Juices**
- Quantifying the market share of organic juice
  - Assessing the major drivers for consumption of organic juice in the major target segments
  - Examining the increased costs of organic production and the price premium in consumer products
  - Capitalising on synergies between organic and other key consumer perceptions of premium juice products

- 12.10 **Identifying Key Consumer Drivers for Growth in Juice Products**

### Alice Diepenbroke

Research Manager

**Euromonitor International**, UK

## Track 8 Juice Consumption Trends Around the World

- 11.10 **Examining Changes in Consumer Demand for Juice in Russia**
- Quantifying the impact of the recession on juice consumption in Russia
  - Identifying the market segments which have demonstrated most resilience and recovered quickest
  - Assessing opportunities to increase juice consumption outside the major metropolitan areas

- 11.40 **Growth Trends in the Juice Market in Turkey**

- Quantifying current levels of per capita juice consumption in Turkey
- Identifying the main competitors for juice in the beverage market in Turkey
- New product developments in fruit juice products

### Ebru Akdag

General Secretary

**MEYED – Fruit Juice Industry Association**, Turkey

- 12.10 **Latin America**

- Comparing estimates of fresh juice consumption with RTD consumption
- Capitalising on the drivers for increased RTD consumption
- Developing new juice products targeted to the needs of different consumer segments
- Packaging formats for juice products in Latin America

### Javier Artiach

Director, Iberia and Latin America

**Canadean**, Spain

12.40 Lunch

## Plenary Session - Securing Profitability Throughout the Juice Value Chain

- 13.55 **Opening Remarks from the Chair**

- 14.00 **Price Risk Management for the Juice Industry**
- Examining the impact of raw material price volatility on profits throughout the value chain
  - Utilising raw material derivatives contracts to hedge against volatility
  - Assessing the scope to manage risk through investment in products outside the juice market

- 14.30 **Identifying Key Drivers of Profitability in Juice Companies: A Strategic Analysis**

### Alex Masters

Editor, Business News

**Foodnews**, UK

- 15.00 **Capitalising on Juice Byproducts to Develop New Revenue Streams**

- Exploiting opportunities in markets for aromas and essential oils
- Developing juice processing methods to maximise the production and value of byproducts

- 15.30 **Examining the Impact of Growing Fresh Fruit Demand on the Juice Industry**

- Assessing trends in global fresh fruit consumption and the impact of increasing demand in China
- Examining the level of correlation between fresh consumption and price of raw material for processing in different markets
- Analysing the capacity to switch processing cultivars to fresh consumption or to plant new crops dedicated to the fresh market

- 16.00 **Closing Remarks from the Chair**

- 16.10 **Conference Close**

**“A perfect venue for updated reports on the juice industry and for establishing business contacts”**

Helena del Rosario, General Manager

Soyuz Foods International Inc, The Philippines

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# PRE-CONFERENCE WORKSHOP: 11 OCTOBER 2010

Developing and Marketing Healthy Beverages under EU Legislation: Health Claims, Novel Foods, Clean Labelling

A practical guide to dealing with the latest developments in EU legislation impacting the beverage industry. Maximise the value of the health benefits of your products with or without a health claims approval and ensure new products comply with novel food regulations. Discover how to safely use “fresh”, “natural” and other clean labelling terms.

Led by FOOD LAW CONSULTANTS,  
Brussels



09.00	<b>Registration and Welcome Coffee</b>	12.00	<b>Lunch</b>
09.30	<b>Opening Remarks</b>	13.30	<b>“Fresh and Natural”: The Future of Clean Labelling</b> <ul style="list-style-type: none"><li>• Overview of legal requirements to use “natural”, “pure”, “fresh”, “with nothing added”, “without artificial flavors”</li><li>• Guidelines for “clean labelling”</li></ul>
09:45	<b>Latest Regulatory Developments Regarding EU Health Claims Legislation</b> <ul style="list-style-type: none"><li>• Assessment of the first positive list of health claims</li><li>• Transition periods: life beyond the adoption of list of claims</li><li>• Lessons learned from EFSA assessments of health claims submissions up until now</li></ul>	14.30	<b>Case Studies and Practical Examples of Healthy Beverage Marketing</b>
10.45	<b>The New Novel Foods Regulation: Impact on the Beverage Industry and Future Regulatory Developments</b> <ul style="list-style-type: none"><li>• New provisions for the traditional fruits from third countries</li><li>• Farewell to substantial equivalence</li><li>• The novel food catalogue</li></ul>	15.30	<b>Success Stories from the Beverage Industry</b>
		16.30	<b>Closing Remarks and Discussion</b>
		17.00	<b>End of Seminar</b>
		18.00	<b>World Juice Welcome Cocktail Reception</b>

# WORLD JUICE 2010 TECHNICAL SEMINAR: 14 OCTOBER 2010

Managing Risks in the Supply Chain to Assure Authenticity and Safety of Fruit Juice

08.30	<b>Registration and Welcome Coffee</b>	12.15	<b>Assessing and Reducing the Risk of Packaging Migration for the Beverage Industry</b> <b>Dr Valeria Merlo</b> <b>Eurofins Chemical Control</b> , Italy
09.00	<b>Welcome Address</b>	12.45	<b>Questions</b>
09.15	<b>Horizon Scan of Emerging Risks in Fruit Juice Quality and Safety</b> <b>Michèle Lees</b> <b>Eurofins Scientific</b> , France	13.00	<b>Lunch</b>
09.45	<b>Improving Fruit Juice Quality and Safety: The Role of AIJN and the IFU</b> <b>David Hammond</b> <b>Eurofins Scientific</b> , UK	14.30	<b>Harnessing the Latest Analytical Methods to Further Increase the Sophistication of Juice Testing</b> <b>Dr Eric Jamin</b> <b>Eurofins Scientific</b> , France
10.30	<b>Implementing Risk Management in the Fruit Juice Sector</b> <b>Carine Poussibet</b> <b>Qualijus</b> , France	15.00	<b>Authenticity and GMP - the Foundation of Low Risk Products</b> <b>Dr Susanne Koswig</b> <b>SGF</b> , Germany
11.00	<b>Questions</b>	15.30	<b>Risks Minimisation in Juice Imports through Effective Controls in the Supply Chain</b> <b>Danièle Marchadier</b> <b>Eurofins Global Services</b> , France
11.15	<b>Juice break</b>	16.00	<b>Questions</b>
11.45	<b>Different Elements of Quality Assurance</b> <b>Dr Peter Rinke</b> <b>SGF</b> , Germany	16.15	<b>Closing Remarks</b>
		16.20	<b>End of Seminar</b>

Organised in association with



Eurofins Scientific is a leading international group of laboratories providing a comprehensive range of bioanalytical testing and support services to the food, pharmaceutical and environmental industries. For the fruit juice industry, Eurofins Scientific offers an extensive analytical service for authenticity testing, contamination detection and quality assurance.

[www.eurofins.com](http://www.eurofins.com)

**Register online at [www.worldjuice.com](http://www.worldjuice.com)**



# World Juice 10

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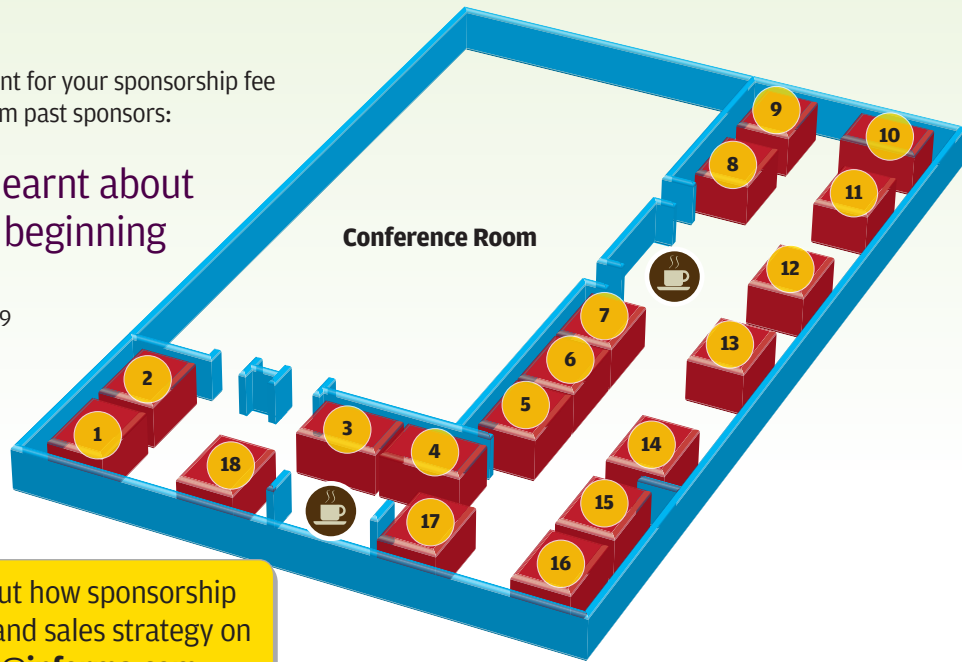
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 Website: www.intercontinental.com/geneva

Hotel reservations are not included in the conference fee, however, the conference organisers have negotiated a special rate at the conference venue. Details of how to book will be sent to you with confirmation of your registration and can be found on the conference website: www.worldjuice.com

### TERMS AND CONDITIONS

**FFEE:** The fee includes lunch, refreshments and conference documentation, as available.

**GROUP RATE:** A 10% discount applies to groups of 3 or more registering from the same company.

**ONLINE NETWORKING SYSTEM:** All delegates will automatically be added to our Online Networking System, which will go live seven days before the conference begins. If you are registering more than one delegate, you must supply a unique email address for each delegate, otherwise they cannot be added to the system. If you do not wish to be included, please inform us.

**ARE YOU REGISTERED?:** If you do not receive your email confirmation of your booking, please contact us to confirm that a place has been reserved on: Tel: +44 (0)20 3377 3658 Email: registrations@agra-net.com

**PAYMENT:** Payment should be made within 14 days of registration. All registration fees must be paid before the event.

**CANCELLATIONS:** Refunds will be made for cancellations received in writing by 17 September 2010 subject to an administration charge of €100. It is regretted that refunds cannot be made after this date but substitute delegates are permitted if notified in advance in writing. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.

**CANNOT ATTEND?:** Nothing compares to being there, but you do not have to miss out if you cannot fit the conference into your schedule. You can purchase the conference documentation on CD for just €695 (plus VAT) per copy. Simply tick the box below, return this form with your payment and you will receive your copy after the event.

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Booking Option	No	Fee	Elopak Guest Price	Total
A. Conference + Technical Seminar + Pre-conference Workshop		€2445	€1956	
B. Conference + Technical Seminar		€1945	€1556	
C. Conference + Pre-conference Workshop		€1945	€1556	
D. Conference only		€1445	€1156	
E. Technical Seminar only		€795	€636	
Total				

Groups of 3 or more receive a 10% discount!

### Delegate Details - please attach your business card or write in block capitals

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Name (Mr/Mrs/Ms/Dr) \_\_\_\_\_

Job Title \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

**2nd Delegate:** Please select a booking option:  A  B  C  D  E

Name (Mr/Mrs/Ms/Dr) \_\_\_\_\_

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