

Conference Agenda

Intercontinental Hotel - Convention Center
Festival City, Dubai

Sunday - November 4th, 2018

09:30 – 10:00

Registration

10:30 – 10:30

Opening Session

10:30 – 13:30

First Session: “The Beverage Industry: The impact of Changes on Sustainability”

- Mr. Rodney Reynders, Environment Cluster Leader, Tetra Pak Arabia– MENA
Sustainability and Circular Economy
- Mr. Niels Osterberg, CEO, Orana - Denmark
More or less – Trends of Beverages
- Mr. Anders Andren, Product Manager Plant Integration and Automation , Tetra Pak
Mr. Mattias Jahonson, director of Digital and Automation Services, Tetra Pak
Achieving Manufacturing Excellence through Smart Technology
- Mr. Ingo Schluter, Managing Director, Doehler - Germany
Global market trends, local perspective

13:30 – 14:30

Lunch



Lawrence & Hussein Consult – Exhibition & Event Management

Tel: +962 6 4642501/2/3 Fax: +962 6 4642506, info@lawrenceconferences.com

Farah AbdulHadi

admin3@lawrenceconferences.com

Arab Beverages Association,

Tel: +961 8 542604 Fax: + 961 8 542605 Mob: +961 3 246683 Email: mouniraj@arabbeverages.org,

www.arabbeverages.org



Arab Beverages Association



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14:30 – 16:15

Second Session: “Product / Packaging innovation and the waves of change”

- Mr. Tomotaka BrinkFushimi, Cluster Portfolio Director, Tetra Pak Arabia – MENA
Innovation and Focus on Millennial
- Mr. David Berryman, General Manager, David Berryman Ltd. - England
Is it true what they say about juices? The Good & the Bad Things
- Dr. Kamel Abdullah, Chairman, National Beverage Company - Dubai
Product Innovation and the Waves of Change: Consumer Needs
- Mr. Tony Haddad, General Manager, Technica International – Lebanon
Paradox of Automation

16:15 – 16:30

Coffee Break

16:30 – 17:30

Third Session: “Health and Wellness”

- Mr. Faysal Bu Snaid, Healthy Food Program Coordinator, Saudi Food and Drugs Authority (SFDA) – Saudi Arabia
The SFDA Health Food Strategy
- Mr. Emad Owiadah, Safety Food Specialist, Saudi Food and Drugs Authority (SFDA) – Saudi Arabia
Controlled Measures on imported Food & Beverages
- Mrs. Christine Greaves , Public Affairs Manager, Mars Middle East, Turkey & Africa (on behalf of Food & Beverage Manufacturing Business Group) - Dubai
Self-regulating: an Update on the GCC Level



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20:30

Gala Dinner

Monday November 5th, 2018

10:00 – 12:00

Fourth Session: “The Beverage Industry Experience”

- Mrs. Anna Larson, Manager Business Insights, Tetra Pak – Sweden
Trendepedia Report
- Dr. David Hammond, Vice President , The International Fruit and Vegetable Juice Association – England
Quality Assurance of Fruit Juices in the Modern World
- Dr. Issmat Kassem, Assistant Professor, American University Of Beirut- Lebanon
Biosecurity in Food and Beverages
- Dr. Rabih Kamleh, Vice President R&D, Quality Assurance and HSE, Agthia Group , Dubai
Environmental Microbiological Monitoring in Food Industry and its benefits.

12:00 – 12:30

Coffee break

12:30 – 13:00

Fifth Session: “The Global Economy”

Mr. Khalid Al Harthi, *Chief Executive Officer, Business Bridges Consulting Office - Saudi Arabia*

The Global Economy 2018: Growth restored with Changes

13:00 – 14:00

Lunch



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14:00 – 15:30

Sixth Session: “Marketing & Branding”

- Mr. Charbel Zouein, Marketing Manager, Links Communications – Saudi Arabia
Successful Marketing Campaigns
- Mrs. Christel Morival, General Manager, LA MARQ – Dubai
Power of good packaging

15:30 – 16:00

Conference Declaration and Closing

****After Conference, Coffee is served.**



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