

Conference Agenda

Intercontinental Hotel - Convention Center

Festival City, Dubai

Sunday - November 4th, 2018

09:30 – 10:00 Registration

10:00 – 10:30 Opening Session

10:30 – 13:00 First Session: “The Beverage Industry: The impact of Changes on Sustainability, Supply Chain & Trends”

Moderator: Mr. Antoine Haddad, General Manager, Technica International – Lebanon

- Mr. Rodney Reynders, Cluster Sustainability Manager, Tetra Pak - MENA
Sustainability and Circular Economy
- Mr. Tolga Sezer, CEO, Masafi – Dubai
Water Sustainability across the Middle East in Changing Times
- Mr. Niels Osterberg, CEO, Orana - Denmark
More or less – Trends of Beverages
- Mr. Ingo Schluter, Managing Director, Doehler - Germany
Global market trends, local perspective

13:00 – 14:00 Lunch



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14:00 – 16:00

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

***Moderator:* Mr. Jarrah El Jarrah, Chief Operating Officer, Al Rabie Saudi Foods Co. – Saudi Arabia**

- Mr. Tomotaka BrinkFushimi, Cluster Portfolio Director, Tetra Pak Arabia – MENA
Innovation and Focus on Millennialism
- Dr. Kamel Abdullah, Chairman, National Beverage Company - Dubai
Product Innovation and the Waves of Change: Consumer Needs
- 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. Tony Haddad, General Manager, Technica International – Lebanon
Paradox of Automation

16:00– 16:30

Coffee Break

16:30 – 17:30

Third Session: “Health and Wellness”

***Moderator:* Mr. Wael Ismail, Sr. Director Public Policy & Government Affairs Middle East and North Africa (MENA), Pepsi-Cola International**

Mr. Faysal Bu Snaid, Healthy Food Program Coordinator, Saudi Food and Drugs Authority (SFDA) – Saudi Arabia



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The SFDA Health Food Strategy: Progress Update & Positive Rewarding System

- Mr. Emad Owiadah, Safety Food Specialist, Saudi Food and Drugs Authority (SFDA) – Saudi Arabia
Controlled Measures on imported Food & Beverages
- Mrs. Christine Greaves , Corporate Affairs Director, Mars Gulf (on behalf of Food & Beverage Manufacturing Business Group) - Dubai
IFBA Global & Regional Progress Update to address NCD's.

20:30

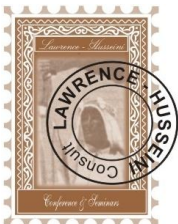
Gala Dinner

Monday November 5th, 2018

9:30 – 12:00 **Fourth Session: “The Beverage Industry Experience”**

Moderator: Dr. Hassan Bayrakdar, General Director, RAQAM Consultancy - Dubai

- Mr. David Berryman, General Manager, David Berryman Ltd. – England
Is it true what they say about juices? The Good & The Bad Things
- 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
A Brave New World: The Challenges and Promises of Modern Food Safety



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- Dr. Rabih Kamleh, Vice President R&D, Quality Assurance and HSE, Agthia Group , Dubai
Environmental Microbiological Monitoring in Food Industry and its benefits.
- Mrs. Anna Larson, Manager Business Insights, Tetra Pak – Sweden
Trendipedia Report

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 **Sixth Session: “Marketing & Branding”**

Moderator: Mr. Jarrah El Jarrah, Chief Operating Officer, Al Rabie Saudi Foods Co. – Saudi Arabia

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

14:00 – 14:30 **Conference Declaration and Closing**

14:30 **Lunch**



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ABCE المؤتمر والمعرض العربي للمشروبات **2018**
Arab Beverages Conference & Exhibition



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