

The 9th Arab  
Beverages  
Conference



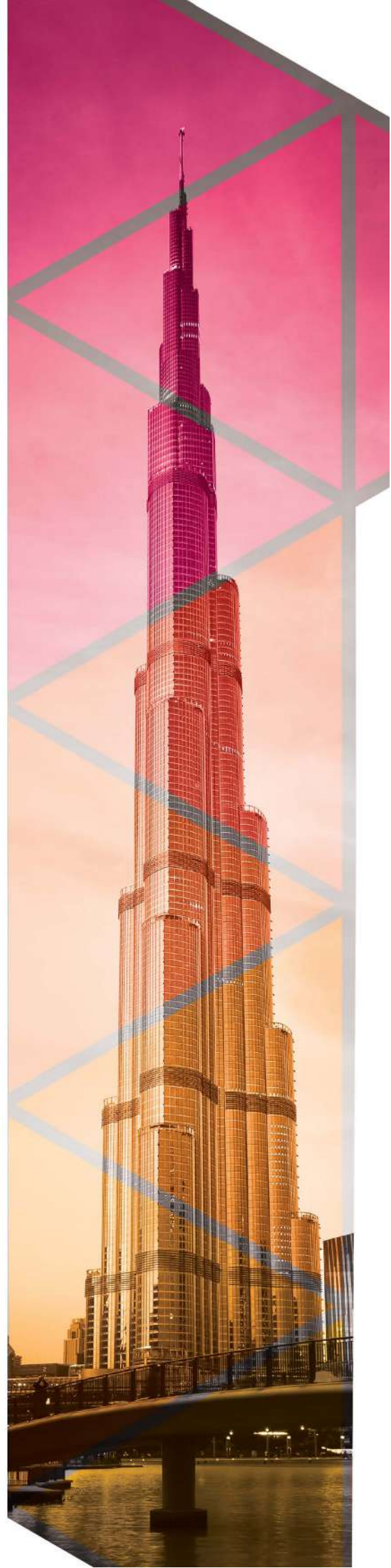
The Beverage Industry  
**CHALLENGING  
THE FUTURE**  
ABCE 2019



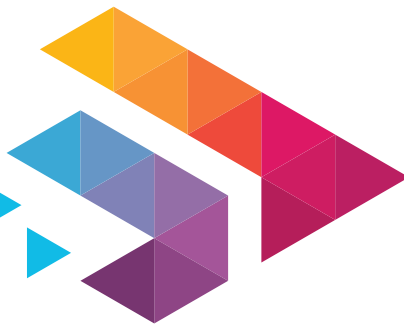
**27 & 28 October 2019**  
**9:00 am - 5:00 pm**

Grand Millenium Hotel Dubai  
Tecom, Barsha Heights  
Dubai - UAE

Organized by



*The Beverage Industry*  
**CHALLENGING  
THE FUTURE**  
*ABCE 2019*



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**Welcome Message 3**

**Conference Program 4**

**Opening Word 7**

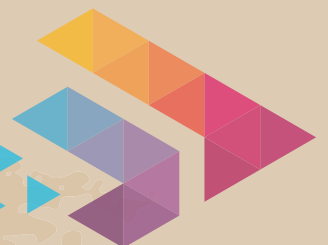
**Moderators 8**

**Bios Speakers 10**

**Sponsors 21**



The Beverage Industry  
**CHALLENGING  
THE FUTURE**  
ABCE 2019



On behalf of the Arab Beverages Association and all its members, I have the honor to welcome you to the 9th Arab Beverages Conference (ABCE 2019), which is held in Dubai, UAE, under an inspiring theme “Challenging the Future”.

The conference is held today under extremely demanding conditions with tough challenges facing the beverage sector in all its segments: Dairy, Juices, Soft Drinks and even bottled Water. Some of these challenges are:

- Numerous legislations & specifications.
- Government taxes.
- Political and economic situation in the Arab region affecting the Beverage industry.
- Unfair competition among manufacturers in the absence of bidding specifications.



In these multifaceted circumstances, we must combine our efforts to overcome such difficulties and unite to challenge the future for all matters related our industry.

Ladies and gentlemen,

I am pleased to announce ABA was very active since our last year meeting, some of this activates are:

- Discussions with government and legislative entities to discuss updates about files in question.
- Running several workshops to rise the beverage industry awareness and issues.
- Putting more efforts to unify the standards and specifications among Arab countries.
- Reactivated the Qatrah Award for distinguished products in collaboration with the American University of Beirut.

The conference is held to allow the exchange of information experience, latest technology and the latest legislation & regulation related to the Beverage industry.

We hope the participants will have the opportunity to benefit from many papers that will be presented by specialists and experts in the beverage industry, from consumer trends to raw materials availability, the latest on productive developments, health and social issues as well as economic views in the Arab world.

I would finally like to extend my sincere thanks and gratitude to all the companies and establishments sponsoring the conference and to all speakers, attendees and to the organizers of the conference.

**Arab Beverages Association &  
Conference Chairman  
Monther T. Al Harthi**

The Beverage Industry  
**Challenging The Future**

**Sunday - October 27<sup>th</sup>, 2019**

09:30 – 10:00

**Registration** (with coffee)

10:00 – 10:15

**Opening Session:**

Mr. Monther Al Harthi, Chairman of ABA

10:15 – 12:45

**Session One:** “The Beverage Industry: Moving towards an innovative and sustainable future

- Ms. Nadia Frigui - GME&A Innovation and Marketing Services Manager - Tetra Pak  
*Innovation and Intelligent Packaging.*
- Mr. Niels Osterberg - Managing Director - Orana  
*Innovation & Sustainability in Fruit Juice.*
- Dr. Imad Farhat - Global Vice President - Firmenich  
*Taste for Good, the Role of Flavors in Sugar Reduction.*
- Dr. Jarrah Jarrah - COO - Al Rabie Saudi Foods Co.  
*Reinventing Operational Excellence to Achieve Innovation.*

12:45 – 13:00

**Signing the Cooperation Agreement between ABA and SGF**

13:00 – 14:00

**Lunch**

14:00 – 15:30

**Session Two:** “What does the future bring into the industry? Product / Packaging Innovation”

- Mr. Murat Orhon - Senior vice President and General Manager (EMEA) - Tate & Lyle  
*Improving Lives for Generations.*
- Mr. Tommy Lykke Husum - Senior Product Manager (EMEA) for Sweeteners -Tate & Lyle  
*Innovative Fibers and Sweetening Solutions for Calorie and Sugar Reduction.*
- Dr. Sally-Ann Krzyzaniak - Head of Regional Scientific & Regulatory Affairs (EMEA) - PureCircle  
*Driving Innovation in Sugar and Energy Reduction: the Role of Stevia as a Next Generation Intense Sweetener.*
- Mr. Tony Haddad - General Manager - Technica International Lebanon  
*Innovations in Packaging Solutions*

## The Beverage Industry **Challenging The Future**

### *Sunday - October 27<sup>th</sup>, 2019*

15:30 – 16:00

#### **Coffee Break**

16:00 – 17:30

#### **Session Three: “Regulations, Health and Wellness”**

- Mrs. Rola Arab, Director - R.A. Consulting  
*Health and Nutrition Policies in GCC: Challenges and Opportunities.*
- Dr. Omar Obeid - Associate Professor - American University of Beirut / Lebanon  
*Sugar or No Sugar? This Is The Question.*
- Mr. Andreas Kadi - Vice President European Soft Drinks Association - UNESDA  
*The UNESDA Sugar Reduction Commitment – a Success Story*

### *Monday October 28<sup>th</sup>, 2019*

9:30 – 12:00

#### **Session Four: “The Beverage Industry Experience”**

- Mr. Dennis NG - GME&A Digitalization Director - Tetra Pak  
*Connecting the Food Industry: Future Challenges and opportunities in Food Industry.*
- Mr. Ahmad Al Shmoury - Food & Beverage Division Manager - Reza Hygiene / KSA  
*Latest Trends in Cleaning and Sanitations.*
- Mr. Alexander CohrPachai - Technology Manager - Sabroe Factory Johnson Controls / Denmark  
*Heat Pumps in the Modern Beverage Processing Environment.*
- Mr. Shailendra Singh - Vice President Marketing Manager - Aditya Birla / Thai Peroxides  
*Latest Trends of Packaging Sterilization in Beverages and Dairy Industry.*
- Dr. Mohammad Abiad - Associate Professor - American University of Beirut / Lebanon  
*Innovative Blends to Meet the Sustainability Trends in the Beverage Industry.*



## The Beverage Industry **Challenging The Future**

**Monday October 28<sup>th</sup>, 2019**

12:00 – 12:30

**Coffee Break**

12:30 – 13:30

**Session Five: "The Circular Economy"**

- Mr. Rodney Reynders - GME&A Sustainability Director - Tetra Pak  
*Tetra Pak's Approach Towards Sustainability.*
- Mr. Hani Tohme - Head of Waste Management and Sustainability - Roland Berger Middle East  
Mr. Mario Sanchez - Project Manager MEA - Roland Berger Middle East  
*Circular Economy as the Alternative to Oxo- Biodegradable Plastic.*

13:30 – 14:00

**Session Six: "The Regional Economy"**

- Mr. Mohamad Bilal Akram - Senior Director - Indirect Tax Implementation / EY Riyadh  
*Excise Tax on Beverages.*

14:00 – 14:15

**Conference Declaration and Closing**

14:15

**Lunch**



***H.E. Mr. Monther Al Harthi***



Chief Executive Officer - Al Rabie Saudi Foods Co.

Monther Al Harthi is the Chief Executive Officer of Al Rabie Saudi Foods Co., a position in which he has flourished since 1997 having originally joined the company in 1984. Prior to beginning his professional career, Al Harthi obtained a bachelor's degree in Business Administration from Portland State University, Oregon - USA in 1980 and a Master's Degree in International Business from South Western University, Washington D.C. - USA in 1983.

A trusted and talented professional who is held in extremely high regard by his peers, Al Harthi has also served as Chairman of the Arab Beverages Association, Executive Member of the International Federation of Fruit Juice Producers (IFU), Board Member for Advisory Council for American University of Beirut and Sela Company respectively.

***Antoine Haddad***



**Founder & Vice Chairman - Arab Beverages Association**

Tony Haddad graduated from AUB in 1975 with a Bachelor's Degree in Electrical Engineering. He first started his career as a Maintenance Engineer at Unipack - Indevco Group and later moved on as a Project Engineer. In 1982, he pursued an MBA degree at AUB also and left the Indevco Group to follow his dream of building conveyors and automation equipment in Lebanon that he can later sell to a wider global market.

He formed Technica International in 1982 as a family-owned business and started his journey with a team of four engineers and technicians in a workshop area of 76 m<sup>2</sup>. Today, Technica International employs around 200 engineers and technicians over a built up factory of 6,500 m<sup>2</sup> in the industrial zone of Bikfaya.

Technica presently manufactures conveyors and automation equipment for over 300 customers in 34 countries and is an approved vendor to most multinational companies like Pepsi Cola, Coca Cola, Nestle, Danone, Heineken, Almarai, Savola, P&G, Unilever, Arla Food and Mars.

Technica also supplies turnkey lines for the beverages industry by integrating Technica conveyors with equipment from partners in Europe. Tony Haddad is recognized as one of the founders of the Arab Beverages Association and is presently its Vice Chairman.

***Dr. Jarrah Jarrah***



**Chief Operating Officer - Al Rabie Saudi Foods Co.**

Dr. Jarrah Jarrah is the Chief Operating Officer of Al Rabie Saudi Foods Co. and a member of the GCC and Middle East Baby Food Expertise Committee.

An enthusiastic, driven and highly respected professional, Dr. Jarrah's expertise in infant food and adult medical nutrition has been attained throughout a career spanning more than three decades; while he also specializes in the regional food and beverage industry.

Other professional highlights include being a speaker at Global Water and Beverage Technology Congress (GWBT), receiving a PhD in Business Administration and completing numerous workshops and courses related to the pharmaceutical and nutrition industries.

### Ahmad El Shmoury



#### F&B Division Manager - REZA Hygiene

Ahmad El Shmoury is the F&B Division Manager of REZA Hygiene. Under this role, he leads a team of experts who provide effective and appropriate solutions across all aspects of food safety, sanitation and hygiene.

Specifically, Ahmad and his team focus on providing the following services: hygiene audits, food safety audits, consultation on FS systems such as Good Manufacturing Practice (GMP), HACCP and ISO 22000 and the creation of Cleaning and Sanitation Manuals and Master Cleaning Schedules. They also conduct training on hygiene, HACCP, ISO 22000, IPM and food safety-related topics.

He first held the Business Development Manager position at REZA Hygiene when he initially joined the company. He has been with the organization for 15 years now.

Ahmad brought to REZA Hygiene his 12 years of professional experience in the food industry; he was previously connected with Conserves Modernes Chtaura, Tanmia Poultry, Al-Marj Dairy in Lebanon as well as ASTRA Food Processing Co. in Saudi Arabia.

He specializes in quality checks, research and development, production and operations. He also has an extensive experience in the fields of dairy, canning, frozen food, tomato paste, jams, snacks, french fries, pickles, meat processing and other process lines such as tahina, ready-to-serve meals and salads.

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***Nadia Frigui***



Marketing Services Manager Greater Middle East & Africa

Nadia Frigui is the MEA Communication and Marketing Manager at Tetra Pak and is responsible for innovation and marketing services activities in the Greater Middle East and Africa (GME&A) region. Prior to her current role, she was Marketing Manager for the company's North Africa operations for six years from 2011-2017.

Nadia obtained an MBA in Research Marketing from Université du Québec à Montréal (1998-2001) and began her professional career in Canada, enjoying successful tenures as Research Manager at Leger Marketing (2002-2008) and Research Director at CROP (2009-2011) before joining Tetra Pak.

Her responsibilities since then have included overseeing all marketing activities in Maghreb area and handling communication and strategic marketing for processing solutions across GME&A. Nadia also has a bachelor's degree in Business Administration Marketing from Université Tunis Carthage-IHEC (1994-1998).

### **Niels Osterberg**



Group Director - Orana Group

Niels Osterberg is the Group Director of Orana Group, a Danish company which has expanded globally in more than 10 countries, including four production sites in Denmark, Egypt, India, and Vietnam. Osterberg started his career as R&D Manager at Rynkeby Mosteri, the largest producer of juices in Scandinavia and within three years, became the Division Manager of the company's newly setup unit: Orana.

He oversaw the development, production and selling of fruit-based raw materials for the dairy and juice industries. Throughout Orana's journey to growth for more than 15 years under various companies including Carlsberg and Arla, Osterberg has maintained the post of Manager at Orana.

Orana became an independent company in 1999 with its head-office in Rynkeby, Denmark and has expanded into food service in 2006 and into ice cream production and sales in 2014.

### **Dr. Imad Farhat**



Global VP Taste - Firmenich

Dr. Imad Farhat is the Global VP Taste, responsible for the overall strategy and commercialization of the taste business with particular focus on Sugar Reduction where Firmenich established a clear leadership.

Since joining Firmenich in Jan 2006, Imad held positions of increasing global responsibility in Product & Technology Management and Technical Business Development and worked with Firmenich in Europe, North America and several locations in Asia.

Prior to joining Firmenich, Imad was Associate-Professor of Food Physical Chemistry at the University of Nottingham - UK where he authored more than 70 scientific publications in areas of food science and served on several international academic committees and editorial boards of scientific journals. He also held a Visiting Professorship at the Department of Food Science of the University of Copenhagen in Denmark.

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***Murat Orhon***



Senior Vice President & General Manager EMEA Tate & Lyle

Murat Orhon is the Senior Vice President and General Manager for Europe, Middle East and Africa (EMEA) at Tate & Lyle, based in London - UK. He has over 20 years of experience in the chemical industry, having served leadership roles in companies located in Switzerland, USA and Turkey. Prior to joining Tate & Lyle in 2015, Murat worked for 17 years at the Dow Chemical Company, where he also represented the company on the Board of Directors of Rohm & Haas Kimyasal JV with Polisan Holding. Murat began his professional career at Dupont - Turkey, in 1994 after obtaining a Bachelor of Science degree in Chemical Engineering from Boğaziçi University. He also completed an MBA from University of Hartford - USA the same year and concluded the Executive Development Program at the International Institute for Management Development in Lausanne - Switzerland in 2014.

### **Tommy LYKKE**



Senior Product Manager (EMEA) - Tate & Lyle Food & Beverages Solutions

Tommy Lykke Husum is currently the Senior Product Manager (EMEA) for sweeteners (Stevia, Monk Fruit and Fructose) at Tate & Lyle Food & Beverages Solutions. In his current role, Tommy focuses on bringing innovative sugar and calorie solutions while also enhancing Tate & Lyle's brand image as the only Stevia provider with a fully integrated food and beverage portfolio in the industry.

After joining Tate & Lyle in October 2011, he served as the company's Regional Sales Director (EMEA) until December 2017 before taking on the role of Senior Product Manager for the sweeteners segment.

Tommy holds a master's degree in Organic Chemistry from the Danish Technical University (1997) and have also held various technical and sales leadership positions in the biotech industry before joining Tate & Lyle.

### **Dr. Sally-Ann Krzyzaniak**



Head of Regional Scientific & Regulatory Affairs, EMEA - PureCircle

Dr. Sally-Ann Krzyzaniak is currently the Head of Regional Scientific and Regulatory Affairs for Europe, Middle East and Africa (EMEA) at PureCircle, a leading producer and innovator of stevia ingredients for the food and beverage industry. She has over 20 years of experience working with major food and supplement companies as a specialist in nutrition science and regulatory affairs.

Dr. Sally's expertise lies in the areas of soft drinks, food supplements and dietetic foods (including slimming foods and sports foods), food additives and flavourings; development of nutrition and regulatory strategy; regulatory lobbying; product claims support, including nutrition and health claims; development and delivery of training and education materials on nutrition, health and regulatory topics; team leadership and R&D programme management.

Her academic experience spans research in management control, research in food supply chains, traceability, food safety and food fraud, retail product returns and retail crime. Dr. Krzyzaniak obtained her PhD in 2018 from the University of Portsmouth for her research on barriers to food safety governance in food manufacturing.



***Rola Arab***



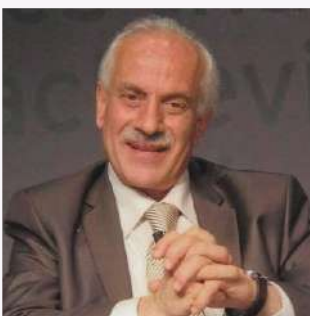
**Founder & Director - R.A. Consulting**

Rola Arab is the Founder and Director of R.A. Consulting, a consultancy firm specializing in the areas of health and nutrition, food safety and international trade. R.A. Consulting provides expert advice on opportunities and challenges in the EMEA region in terms of food product regulations, removal of trade barriers and market access, among others.

R.A. Consulting is renowned for its in-depth knowledge of international food policies. It follows the standards embodied in Codex Alimentarius and set by the World Trade Organisation and the World Health Organisation, among others.

Over the years, R.A. Consulting has created strategic partnerships with public health authorities across the GCC market as well as with the GCC Standardization Organization, the Saudi Food and Drug Authority, and the Emirates Authority for Standardization and Metrology, to name a few. Moreover, the firm regularly organizes workshops and training programs on food regulations for the public and private sector entities.

***Antoine haddad***



**Founder & Vice Chairman - Arab Beverages Association**

Tony Haddad graduated from AUB in 1975 with a Bachelor's Degree in Electrical Engineering. He first started his career as a Maintenance Engineer at Unipack - Indevco Group and later moved on as a Project Engineer. In 1982, he pursued an MBA degree at AUB also and left the Indevco Group to follow his dream of building conveyors and automation equipment in Lebanon that he can later sell to a wider global market.

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### **Dr. Omar Ahmad Obeid**



Professor of Human Nutrition - American University of Beirut (AUB)

Dr. Omar Ahmad Obeid is a Professor in Human Nutrition at the American University of Beirut (AUB) in Lebanon. He has worked as a research associate at the same department and as a lecturer at St Bartholomew's and The Royal London School of Medicine and Dentistry. He has also worked as nutrition consultant at UNICEF Baghdad and provided several short term consultancies to several UN (WHO, UNICEF, FAO, WFP), NGOs and several regional scientific institution.

His research work is mainly in the area of non-communicable diseases with a focus on the impact of diets on the metabolism. Additionally, he developed an interest in the role of micronutrients in health and disease. Dr. Obeid is the author of many scientific publications recognized by local and international bodies. He was able to secure significant research fund to support his work. He attended and was invited by many local and international organizations to present lectures.

### **Andreas Kadi**



Vice President - European Soft Drinks Association (UNESDA)

Andreas Kadi is Vice President of the European Soft Drinks Association UNESDA and Chairman of its Scientific and Regulatory Affairs Committee. A qualified food chemist with more than 25 years' experience in the F&B industry, he is also the owner and founder of SRACONSULTING, a global consultancy that specializes in scientific and food regulatory affairs; while other career highlights include successful tenures as Chief Science Officer of Red Bull and Scientific and Regulatory Affairs Director of Coca-Cola's EU Group.

In addition, Andreas is a Fellow of the Royal Society of Chemistry (FRSC), Fellow of the Institute of Food Science & Technology (FIFST), regular lecturer on topics of European and International food law and teaches food law and innovation at Austrian universities.

***Dennis Ng***



Head of Digitalization - Greater Middle East & Africa

Dennis is currently the Cluster Digitalization Director for Tetra Pak Greater Middle East & Africa. He is tasked with all digital aspects of the company's operations in the region, which include the deployment of customer projects and internal initiatives.

He has over 15 years of experience in the semiconductor, financial services, software and food beverage sectors; with a career spanning across engineering, development, strategy and consulting. He has worked in the United States, East Asia and the Middle East.

Dennis holds a Bachelor of Science Degree in Electrical Engineering, a master's degree in Business Administration and a Master of Science Degree in Financial Mathematics.

***Ahmad El Shmoury***



F&B Division Manager - REZA Hygiene

Ahmad El Shmoury is the F&B Division Manager of REZA Hygiene. Under this role, he leads a team of experts who provide effective and appropriate solutions across all aspects of food safety, sanitation and hygiene.

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Manuals and Master Cleaning Schedules. They also conduct training on hygiene, HACCP, ISO 22000, IPM and food safety-related topics. He first held the Business Development Manager position at REZA Hygiene when he initially joined the company. He has been with the organization for 15 years now. Ahmad brought to REZA Hygiene his 12 years of professional experience in the food industry; he was previously connected with Conserves Modernes Chtaura, Tanmia Poultry, Al-Marj Dairy in Lebanon as well as ASTRA Food Processing Co. in Saudi Arabia.

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Ahmad holds a B.Sc. in Food Science and a M.Sc. in Quality Management Systems.

### **Alexander Cohr Pachai**



Technology Manager - Sabroe Factory (Denmark) - Johnson Controls

Alexander Cohr Pachai is the Senior Engineer and Technology Manager of the Sabroe Factory in Denmark. Pachai's industry expertise and experience dates back to when he first started as a Refrigeration Technician's Apprentice in 1978. Now, he can look back on a career where he has tried most disciplines working closely with various sectors like education, sales, marketing, production, design, innovation and communication.

He has been actively involved with the sales of the first CO2 cascade systems in both Denmark and New Zealand. Pachai is a member of the RTOC, which is under the TEAP and is also recognized as the lead author for Chapter 5 of the Industrial Refrigeration and Heat Pump systems guidelines. He has also co-authored and contributed in other chapters. Pachai is an active author and presenter for various industry-related events like conferences and workshops.

### **Shailendra Singh**



Vice President – P&L - Thai Peroxide Ltd

Shailendra Singh is the current Vice President of the P&L Department of multinational company Thai Peroxide Ltd – a joint venture between USD 48.3 billion Indian conglomerate Aditya Birla Group and US Chemical manufacturing company tPeroxyChem LLC that manufactures sterilants including H2O2 and Peracetic Acid and has been approved by almost all OEMs worldwide.

An Engineering and Management graduate with more than 16 years experience in commercial functions of highly diverse multinational organizations, Shailendra is currently pursuing a PhD from the National Institute of Development Administration (NIDA) - Thailand, while fulfilling his commitments with Thai Peroxide. Prior to his current position, Shailendra was Marketing Manager of ExxonMobil Chemicals' Automotive South Asia Division (2010-2013) and began his professional career as Sales & Service Engineer at Blaser Swissslube India (2003-2005). Other notable roles include successful spells as Area Sales Manager at 3M India Limited (2005-2007) and Sales and Business Development Manager for South Asia at Dow Corning India (2007-2010).

***Mohamad Abiad***



Associate Professor / Food Processing and Packaging at Faculty of Agricultural and Food Sciences - American University of Beirut (AUB)

Dr. Mohamad Abiad is an Associate Professor of Food Processing and Packaging at the Faculty of Agricultural and Food Sciences, in the American University of Beirut (AUB). He also holds an adjunct faculty position at the School of Packaging at Michigan State University (MSU). Dr. Abiad holds a Bachelor' Degree in Engineering, an MBA, a Master of Science in Engineering and a Ph.D. in Food Process Engineering.

Dr. Abiad is a Certified Packaging Professional from the Institute of Packaging Professionals; a Certified Six Sigma Champion; Certified by the Better Process Control School (FDA) on Canned Foods, Principles of Thermal Process Control, Acidification and Container Closure Evaluation and PCQI Certified by the Food Safety Preventive Controls Alliance.

Dr. Abiad is also a member of several professional organizations like the Institute of Packaging Professionals, the Institute of Food Technologists, the International Society of Food Engineering, the Food Safety Alliance for Packaging as well as the Order of Engineers and Architects – Beirut Chapter.

Dr. Abiad's research interests include investigating issues related to recycling of food wastes, food packaging design, development and testing. He has been providing his expert opinion and consulting services to the Lebanese and Middle East and North Africa agro-food industries at various levels. Dr. Abiad is well published with more than 40 publications in international peer-reviewed journals.

### **Rodney Reynders**



Sustainability Director - Greater Middle East & Africa

Rodney Reynders currently serves as Sustainability Director, Greater Middle East & Africa, at Tetra Pak. He joined the company nine years ago as Environment Manager for the South African market and soon became the Environment Cluster Leader for Sub-Saharan Africa, a position he held for three years. He was then promoted as Cluster Leader for Greater Middle East and Africa, which broadened his experience in this region.

Rodney began his current role as Cluster Sustainability Director in July 2018, focusing on working closer with customers on joint sustainability initiatives.

He worked for a National Management and Recycling company prior to joining Tetra Pak, initially as a Business Consultant and thereafter as Marketing and Sales Director for the company. Rodney spent many years as a Business Consultant, developing marketing, sales and business strategies for small and medium sized companies. Rodney holds a Bachelor of Commerce Marketing degree from University of KwaZulu-Natal.

### **Hani Tohme**



Head of Oil & Gas, Renewables and Waste Management - Roland Berger MENA

Hani Tohme is a specialist in Principal Energy Practice and Head of Oil & Gas, Renewables and Waste Management at Roland Berger MENA, currently based in the UAE and Lebanon. Hani has more than 12 years of industry and consulting experience, leading several assignments regarding national waste management strategies and sustainability policies across the Middle East and South East Asia within that time. As part of his position at Roland Berger MENA, he is an energy sector

advisor, leads diverse teams and serves both public and private sector clients while working extensively to drive the Circular Economy agenda in the region.

Previous roles include Energy Practice Senior Manager at Arthur D. Little (June 2014 - September 2016), Senior Consultant at Roland Berger Strategy Consultants (May 2011 - June 2014), Owner of Web D&D (September 2009 - August 2012) - an experienced and well-established web design and development company that specialize in planning, creating and launching successful websites for many different types of businesses around the globe and Wireline Senior Field Engineer at Schlumberger (July 2007 - May 2011).

Prior to beginning his professional career, Hani obtained a bachelor's degree in Electrical and Computer Engineering and an academic minor in Engineering Management and Ethics from the American University of Beirut / Lebanon.

**Mario Sanchez**



Project Manager - Roland Berger Middle East

Mario Sanchez has been working with Roland Berger Middle East since April 2015 and is currently working as the company's Project Manager. He has more than eight years of industry and consulting experience, including leading an economic impact study of the rollout of oxo-biodegradable plastic in Saudi Arabia.

Sanchez has also extensive experience on waste management strategies, as well as in financing and sustainability policies across the Middle East.

Prior to joining Roland Berger Middle East, he was working with Procter & Gamble Europe as Digital Manager and has served as well Senior Product Manager for three years for Gillette Iberia, a subsidiary of P&G. Sanchez completed his degree as 'Ingeniero Superior Industrial' at the Universidad Politécnica de Madrid in 2011.

**Mohammed Bilal Akram**



Senior Director - Indirect Tax Implementation (VAT and Excise Tax) EY

Mohammed Bilal Akram is a Senior Director at EY's Saudi Arabia office. In his capacity, Bilal has assisted a large base of clients in their value-added tax (VAT) and excise impact assessments and implementation. His work enables the Saudi-based tax payers to properly comply with the VAT law imposed by the Saudi Government.

Before joining EY office in Saudi Arabia in 2017, Bilal acquired over 10 years of tax and legal experience in major accounting and legal firms in the UK. Due to his unique ability to combine tax and legal expertise, he advised a number of multinational companies on indirect tax issues pertaining to domestic and international transactions. A Chartered Tax Advisor (CTA) specializing in indirect taxation, he assisted in the preparation of appeals at all levels in the Tax Tribunal in England and Wales and brought cases to the Court of Justice of the European Union CJEU (formerly ECJ) concerning indirect tax matters. While working in the UK, Bilal developed an expertise in several indirect tax categories, including VAT, CCL, IPT, landfill tax, and aggregates levy. In addition, he was involved in HM Revenue and Customs at all stages, including policy level changes. In the GCC region, he comprehensively worked and assisted in the excise tax implementation of a large beverage manufacturer in Saudi Arabia. He also assisted clients affected by the recent excise tax expansion regime in the Kingdom. Throughout his career, Bilal continues to ensure that the correct indirect tax treatment is applied to both domestic and cross-border transactions. He also has an experience of working directly with clients and their investments, serving as a legal advisor on new ventures, acquisitions, and sales of business. Bilal completed his legal studies at Brunel University London, gaining an LLB (Hons) before pursuing a postgraduate diploma in law (PgDip) at the College of Law.

## Tetra Pak

### Tetra Pak Arabia Area

Global knowledge, local presence



Tetra Pak is the world's leading food processing and packaging solutions company that works closely with our customers and suppliers, we provide safe, innovative and environmentally sound products. The company started operations in the Kingdom of Saudi Arabia in 1970s when, together with Binzagr Co-Ro and Sadafco, the company set up major installations in the Kingdom. In 1983, Tetra Pak Saudi Arabia became a full-fledged Market company with a local partner. In 1989, Riyadh office was established and in 1998, a carton factory, located in South Jeddah was inaugurated by Prince Mishaal bin Majed, the governor of Jeddah.

In 2000, the factory was expanded significantly to cater to the growing demands; a straw factory was added to the complex in 2002. In keeping with the national drive to develop the Saudi workforce in the kingdom, almost 40 per cent of the workforce in the factory is Saudi nationals and the company perceives this initiative as a good opportunity to explore local talent. The Kingdom has always been regarded by Tetra Pak as one of the most important regional markets.

In addition to its manufacturing capabilities, Tetra Pak represents a wealth of business expertise drawn from both the Kingdom and from many markets across the world.

Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of millions of people in more.

We believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available, everywhere. More information about Tetra Pak is available at [www.tetrapak.com/sa](http://www.tetrapak.com/sa)



**Al Rabie Saudi Foods Co.**



Al Rabie Saudi Foods Co. was founded in 1980 and became one of the leading manufacturers of dairy and juices products in the Kingdom of Saudi Arabia. Since its foundation, the company achieved an increase of sales volume under Al Rabie brand, which is recognized as one of the most reputed brands in the Middle East.

Al Rabie's headquarters and factory are based in Riyadh where Al Rabie is a Saudi company with 100% Saudi capital, run by a team comprising young Saudi nationals who have been thoroughly trained over the years; the Key investments in developing human resources and adoption of the latest technologies to help Al Rabie in providing high quality products that cater to diverse consumer needs.

Al Rabie is based on core principles; the company believes in the commitment to achieve the highest quality standards - a key to its success over the years. These pillars include ensuring quality in production, customer service, staff performance, sourcing the best raw materials, packing materials, equipments and machines.

Al Rabie is proud of its prominent status as one of the largest juice manufacturers in the Middle East, offering a wide range of products that meet diverse tastes and needs of consumers.

Moreover, in line with their motto "Health for All" and their philosophy focused on permanent commitment to the highest international standards and specifications, Al Rabie Saudi Foods Co. introduced one of its latest innovations, "Awal Qatfa" ready-to-eat food products, using the most advanced packing methods of the global company Tetra Pak. These products are packed using the 'Tetra Recart' technology, which is the world's first retortable carton-based processing and packaging system. Tetra Recart is highly suitable for products such as fava beans (different recipes), kidney beans, peas, corn, tomato paste, as it ensures that the contents are sterilized inside the carton. Al Rabie's products have entered new markets outside KSA, both in the Middle East and Europe, witnessing excellent growth and success.



Orana

# ORANA

### **Fruit Based Raw Materials**

Orana is one of the largest Danish suppliers of fruit based raw materials and natural extracts, with a worldwide network. With more than 80 years of experience, Orana has excelled in recreating the Nordic tastes in products, in a way that reminds Nordic customers of the days when housewives made their own fruit juices at home.

At the same time, Orana takes pride in developing techniques and flavors, in order to compete in a very international oriented market.

With subsidiaries in Vietnam, India and Egypt, including sales office and production site, Orana has transferred the great knowledge of tastes to the markets in The Middle East, Asia and Africa. In addition, Orana has sales offices in Canada, Malaysia, Kenya, Hong Kong and Dubai. By placing experts in every corner of the world, Orana is able to create authentic fruit-based products from all local markets.

You can find Orana ingredients in many global and local leading brands of beverages, dairy and bakery products around the world, and the Orana team goes a long way to secure the quality products that our customers ask for. At Orana, we are open to listening to your ideas for new products. Our experts are happy to create new products in close cooperation with you, and all tasks are being treated equally important.

The new Orana filling line at the Denmark production site provides the opportunity to take your product all the way from idea to final product, without having to involve a third party. The line can fill glass bottles and PET bottles from 250ml – 1000ml. For smaller bottles, Orana also has established a new shot filler line for glass bottles from 50ml – 150ml.

### **Food Service**

Food Service products are sold under the brand name Østerberg. We can also offer private brand solutions. Østerberg products are supplied to numerous cafés, bakeries, hotels and supermarkets in a growing number of countries in The Middle East, Asia, Africa and Europe. With production of Østerberg products in Vietnam, India and Egypt, distribution can be done easily to most countries.

### **Østerberg Ice Cream**

The Østerberg Ice Cream company, including three ice cream shops; 2 shops in Denmark and 1 shop in Vietnam, is a part of the Orana Group. The local know-how of exciting fruit tastes from Orana is used for creating delicious ice cream with tastes from all around the world. Østerberg Ice Cream provides an opportunity to taste the world through ice cream.

### SADAFCO



Saudia Dairy & Foodstuff Company (SADAFCO) is a leading, world-class, Saudi Arabia-based company whose activities include local production, importing, distribution and marketing of a wide range of dairy and other food products.

The portfolio includes Dairy Products, Ice Cream, Tomato Paste, Snacks and Drinks in the Middle East and North Africa. The company's core products are under its flagship Saudia brand. Other brand names in its portfolio are Crispy, Baboo and Majestique. It currently offers around 100 Stock Keeping Units (SKU).

SADAFCO has three, ISO22000:2005-accredited factories in Jeddah (two) and Dammam, three Regional Distribution Centres (RDCs) in Riyadh, Jeddah and Dammam and 21 depots across Saudi Arabia in addition to those in Bahrain, Qatar, Kuwait and Jordan.

Products are also made available to other Middle Eastern and North African markets through the Export function in conjunction with distribution agents.