

The 10th Arab
Beverages
Conference
7 & 8 November 2022

ABCE 2022
DAIRY BOTTLED WATER HOT BEVERAGES CARBONATED DRINKS JUICES & NECTARS



The Beverage Industry for a
**SUSTAINABLE
FUTURE**

7 - 8 November 2022

The H Dubai Hotel
One Sheikh Zayed Road - Dubai - UAE



Organizer



Arab Beverages Association

Organizer & Event Consultant





ABCE 2022

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WELCOME MESSAGE



The Beverage Industry for a
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On the behalf of the Arab Beverages Association and all its members, I have the honor to welcome you to the 10th Arab Beverages Conference ABCE 2022, which is held in Dubai, under the theme "For A Sustainable Future".

The conference is held today after two years of lockdown and under extremely tough challenges facing the beverage industry in all its segments: Dairy, juices, Soft Drinks and bottled water. Some of these Challenges are:

- New regulations and legislations
- Government taxes
- Sugar reduction / Excise tax
- Political and economic situation in the Arab region affecting the beverage industry.



In these circumstances, we need to combine our efforts to overcome the difficulties and unite to ensure a sustainable future for our industry.

The conference is held to allow the exchange of information, experience and the latest technology 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 in technology, safety, health as well as social issues.

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

Arab Beverages Association &
Conference Chairman
Monther T. Al Harthi



Conference Theme: For A Sustainable Future!



Monday 7 Nov 2022 (Full Day)



08:30 – 09:30

Registration

09:30 – 09:45

Opening Session:

Mr. Monther Al Harthi, Chairman of ABA

09:45 – 11:30

Session One: The Beverage Industry "For a Sustainable Future"

- **Mr. Marcelo Piva** – Regional Sustainability Director, Greater Middle East & Africa, Tetra Pak
- **Mr. Omar Yassin** – Portfolio Management Middle East & Africa, Tetra Pak
Creating the World's Most Sustainable Package
- **Mr. Andre Pawelka** – Head of global marketing, Döhler
Future Beverage Trends and Supply Chain Challenges
- **Dr. Imad Farhat** – Global VP Taste – Firmenich
Diet Transformation
- **Mr. Alexandre Van 't Riet** – CEO- Mai Dubai
Sustainability – The Need for Changing the Narrative around the Environment

11:30 – 12:00

Coffee Break

12:00 – 13:00

Session Two: Global Market, New Trends and Economy

- **Mrs. Angela Simondi** – Customer Experience Manager - Tetra Pak
Trendipedia Consumer Shifts in 2022
- **Mr. Saleem Iftikhar** – Market Head, KSA – Nielsen IQ
Changing Consumer Behavior and Its Impact on Beverages Landscape in KSA

13:00 – 14:30

Lunch

14:30 – 14:45

Online Presentation

- **Mr. John Collins** – Executive Director, International Fruit and Vegetable Juice Association (IFU) – UK
ABA IFU Partnership

14:45 – 17:00

Session Three: Regulations, Health and Wellness

- **Ms. Mira El Ghaziri** – Director – Healthy Path - Dubai
Nutritional Landscape in the MENA region: Opportunities for Nutrition-Centric Innovation
- **Mr. Tommy Husum** - Senior Product Manager for Sweeteners, Tate & Lyle
Cost effective innovation for addressing sugar and calorie reduction: the role of new technology.
- **Eng. Maram Haddadin** – Food Safety and Regulatory Affairs - Jordan
Codex Standard for Food Additives - Decoded

17:00

Closing of Day One



Conference Theme: **For A Sustainable Future!**



Tuesday 8 Nov 2022 (half day)



09:00 – 09:30

Coffee

09:30 – 11:30

Session One: The Beverage Industry Experience: Innovation and New Technology

- **Mr. Bechara Nassar** – Sales Manager, Technica International - Lebanon
Technology of the Future
- **Mr. Bostjan Seniča** – General Manager, Lagafors - Sweden
New Trends in Hygiene Solutions for the Food & Beverages Industry

Online Presentation

- **Mr. Matt Armstrong** – Vice President Global Sales, H2O Innovation– Dubai
The future of Sustainable Desalination and Reuse
- **Mr. Luke Rutterford** – Technical Director, Oxi-Tech – UK
- **Dr. Peter Baratt**- Development Manager, Oxi-Tech - UK
For a Clean, Safe Community Water Supply

11:30 – 11:50

Session Two

- **Mr. Philippe Illig** – Investor, Promoseven Sports Marketing - Dubai
The Values of Sport for Employee Engagement and Brand Equity.

11:50 – 12:00

Conference Declaration and Closing



**Sustainability
at Tetra Pak**
Sustainability
gives a deeper
meaning to our
guiding principle,
that is, a "package
should save more
than it costs."



ORANA

Fruit and Plant Based Raw Materials

Compounds

Concentrates

Natural Extracts



Fillings

Preparations

Pulps



Meet us at
Gulfood
Manufacturing

Dubai World Trade Center
Hall 8, Stand C28-8

10 - 8 November 2022



www.orana.dk

عيشها كولا

عيشها ربيع

جديد



٢٥٠ مل



١٢٥ مل



الربيع

صحة للجميع



M. Antoine Haddad

Tony Haddad graduated from AUB in 1975, with a bachelor degree of electrical engineering.

He started his career as a maintenance engineer at Unipack - Indevco group, then as a project engineer.

In 1982, he pursued an MBA degree at AUB also, and left Indevco group to follow his dream of building conveyors and automation equipment in Lebanon and sell them to the world.

For this, he formed Technica International in 1982 as a family owned business and started his journey with a team of 4 engineers and technicians in a workshop area of 80m².

40 years later, Technica International staffs 200 engineers and technicians, with factories in Bikfaya /Lebanon, Warsaw /Poland, and operation in Montreal/Canada.

Technica presently designs and supplies innovative automation solutions for over 300 customers in 42 countries and is an approved vendor to most multinational companies.

Tony Haddad is one of the founders of the Arab Beverages association and is presently the vice chairman since its foundation.

Tony Haddad is also a member of the marketing commission of the IFU (International Fruit Juice Association).



Mr. Ahmad El Shmoury

1. Education:

a B.Sc. in Food Science.

b M.Sc. in Quality Management Systems.

2. Work Experience:

a. Working 12 years in Food Industries as Quality, R&D, Production and Operations. Fields are Dairy, Canning, Frozen Food, Tomato Paste, Jams, Snacks, French Fries, Pickles, Further Processing Meat and other process lines such as Tahina, Ready to Serve Meals and Salads - Conserves Modernes Chtaura, Tanmia Poultry and Al-Marj Dairy (Lebanon), and ASTRA Food Processing Co. (KSA).

b. Currently and since 15 years working in REZA Hygiene as Business Development Manager and then an F&B Division Manager; it's mainly providing solutions on Food Safety, Sanitation and Hygiene in the following prospects:

i. Hygiene Audits.

ii. Food Safety Audits.

iii. Consultation on FS Systems such as GMP's, HACCP & ISO 22000.

iv. Building up Cleaning & Sanitation Manuals and Master Cleaning Schedules.

v. Providing Detergents, Disinfectants, Hygiene Tools, Hygiene Equipment, Hygiene Systems, and relevant solutions.

vi. Apply Training on Hygiene, HACCP, ISO 22000, IPM, and Food Safety related topics.



BIOS SPEAKERS



The Beverage Industry for a
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H.E. Mr. Monther Al Harthi

- **Name:** Monther Ttrad Alharthi
- **Date of Birth:** 1st February 1957

Obtained the bachelor's degree in Business Administration from Portland State University – Portland, Oregon, U.S.A. in 1980 and Masters Degree in International Business from South Western University – Washington D.C., U.S.A. in 1983.

Joined Al-Rabie Saudi Foods Co. Ltd. In 1984, and from 1997 till 2021 working as Chief Executive Officer (CEO) of the company.

Also carrying the following positions:

- Executive Member - IFU (International Federation of Fruit Juice Producers)
- Chairman - Arab Beverages Association
- Board Member - Advisory Council (American University of Beirut)
- Board Member - Sela Company



Mr. Marcelo Piva

Marcelo Piva
Regional Sustainability Director
Greater Middle East & Africa

Marcelo is the Regional Sustainability Director for Greater Middle East and Africa regions with over 10 years of service in Tetra Pak. He is responsible for driving the sustainability agenda for Tetra Pak and secure recycling solutions for post-consumer beverage cartons throughout the region.

He has more than 15 years of experience which started in Environment Management and then continued in Circular Economy & Recycling Initiatives.

Marcelo has been in senior leadership positions at multinational companies with regional and global responsibilities in Central & South Americas, Middle East & Africa regions.

Marcelo holds a bachelor's degree in environmental engineering and MSc degree in chemical engineering.

Marcelo has been actively instrumental in the development of industry coalitions in the region and has been deeply involved in the development and implementation of Extended Producer Responsibility (EPR) schemes.



BIOS SPEAKERS



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Mr. Omar Yassin

Portfolio Management – Middle East & Africa

Omar leads the introduction of new products and innovations in the region. He has held number of positions and carries 15+ years experience in the Food Packaging Industry. He holds Mechanical Engineering BSc from Cairo University and Master's in Business Administration from University of Manchester.

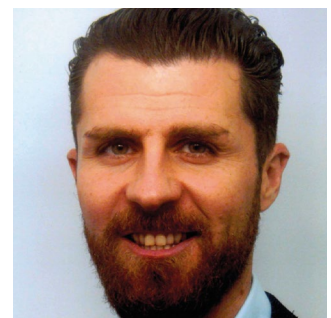


Mr. Andre Pawelka

André Pawelka, being Head of Sales and Global Head of Pre-Sales I am looking after the Döhler portfolio, our customers and strongly building relationships to grow our partners.

I have been working with Döhler for almost 8 years now with previous positions being Head of Marketing for MEA and Senior Sales Manager in Europe based in the Headquarter in Darmstadt, Germany.

Pretty much my whole life I have spent in the Food and Beverage industry, as I have been even growing up in my father fresh fruit wholesale company. I have been working in the B2C world but the last 14 years I have spent my valuable time in the B2B food and beverage industry mainly in Europe, Middle East and Africa.



BIOS SPEAKERS



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Dr. Imad Farhat

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.



Mr. Alexandre Van 't Riet

A. Alexander van 't Riet / CEO - Mai Dubai LLC

Alexander has over 25 years of experience in operations, sales, marketing, strategic consulting and general management. His international business experience spans business-to-business (B2B) and business-to-consumer (B2C) sectors across Asian, European and American markets. Before moving to the UAE, he worked in multinationals like Air Products, Gemini Consulting and Avery Dennison. He was an executive board member of the equity owned Innovia Films (in the UK), and the Executive Vice President of the labels division of Constantia Flexibles (based out of Vienna, Austria), leading a global organization which operated 22 factories worldwide.

Alexander van 't Riet is the CEO of Mai Dubai LLC, the fastest growing bottled water company in the GCC. He joined Mai Dubai in February 2017 as the Director of Commercial Operations before taking on the role of CEO in March 2019. As the CEO of the company, he spearheaded growth, doubling revenue during his tenure by launching new and premium products, and driving customer penetration while nurturing a safe, efficient and happy workplace. In parallel, he advocated an active social and environmental agenda.

Alexander earned BBA from Oglethorpe University and completed an MBA from the Rotterdam School of Management. He has lived in 7 European countries, as well as the Middle East and the USA. He is the author of the book: "In Pursuit of Chocolate, a Journey of Discovery" capturing his family's one-year backpack travel expedition around the world.





Mrs. Angela Simondi

Angela Simondi, as the Customer Experience Manager, Greater Middle East & Africa at Tetra Pak, is responsible from innovation and marketing services activities. She is leading Tetra Pak Customer Innovation Center in Dubai, where consumer-led innovations are showcased to customers to inspire new products.

Angela Simondi holds a BA degree from Bocconi University, Milan. She started her career in the consumer research field in Italy where she held different roles for 10 years, before starting to work for Tetra Pak.

After joining Tetra Pak in 2010, Angela was responsible for consumer intelligence activities at a global level. Then she moved to Dubai in 2016 and she has been holding her current role since 2018.



Mr. Saleem Iftikhar

SALEEM IFTIKHAR
Market Head - KSA

More than 17 years of quantitative market research experience with the focus on retail sector in FMCG industry across Middle East and Africa region

Currently heading the Saudi Arabia market, which consists of diverse portfolio of local and international clients, along with a team of research enthusiasts

Empowering the FMCG manufacturers and distributors with precise and timely information, critical for their decision making, to win in the ever-changing market.

Had copious engagement with the clients through different strategic and tactical goals. Worked in different environments with a cross-section of people, across multiple countries and cultures.

Other Interests: Sports, Reading, Traveling





Mr. John Collins - Online

John is a Food Technology graduate and has worked in the juice manufacturing industry for over 25 years in various technical positions.

He is now Executive Director of the International Fruit and Vegetable Juice Association, which represents industry at the global level at international organisations such as Codex Alimentarius, FAO and WTO plus many more.



Ms. Mira El Ghaziri

Mira El Ghaziri is a nutrition scientist and health policy expert with 15+ years of experience in nutrition, global health policy and food sustainability.

Mira is the Managing Director at HealthyPath, a nutrition and food sustainability consultancy, which supports organizations in the public and private sectors to effectively address health & food sustainability challenges and be on the right path. She advises on healthier and more sustainable food innovations, shapes partnerships around health and formulates pertinent policies. She believes in the power of multi-stakeholder and inter-sectoral collaboration to address key global health and environmental issues. Her recent thesis was about the policies needed to drive a sustainable food system in the UAE.



Prior to that, she held different roles in multinational food companies to drive the nutrition strategy for healthier food choices, lead on partnerships with governmental entities around nutrition, and addressed key food regulations as part of industry groups.

She is the MENA Ambassador for the Thought for Food, an NGO focused on agri-food-tech innovations and the local representative for the European Institute for Innovation in Sustainability.

She holds:

- Master's degree in Global Health Policy - London School of Hygiene and Tropical Medicine.
- Certificate in Food System Sustainability - European Institute for Innovation in Sustainability
- Master's degree in Nutrition(specialized in Obesity & Weight Management) - University of Glasgow
- BS degree in Nutrition and Dietetics - American University of Beirut



BIOS SPEAKERS



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Mr. Tommy Husum

Mr. Tommy Husum is Director, Global Product Management – Stevia – for Tate and Lyle PLC.

He joined Tate and Lyle in 2011 in a Regional Sales Director function based in Europe; and has since 2016 been in various Product Management roles for sweeteners.

Mr. Tommy Husum has 25 years of business management experience focusing on Product Strategy, Commercial leadership and Technical Solutions.

He started his career in Denmark in 1997 at Novozymes, where he worked until joining Tate and Lyle.

He graduated with a MSc degree in Organic Chemistry from the Danish Technical University in Lyngby, Denmark



Eng. Maram Haddadin

Eng. Maram Haddadin – currently a freelance food safety and regulatory affairs consultant as well as head of research and biosafety division at Jordan Food and drug Administration (JFDA) since 2017, where she oversees all imported genetically modified commodities, and ensures their compliance with the national regulations before entering the Jordanian market.

Maram joined JFDA in 2007, where she was also head of food additives and food packaging division for 6 years, after which she worked as a food safety expert in sustainable development food production projects with Iraqi refugees and women of the local society.

Maram holds a Master's degree in Nutrition and a Bachelor's degree in Nutrition & Food Technology, and is a lead auditor in FSSC 22000.





Mr. Bechara Nassar

- Mechanical engineer graduated from Lebanese University in 2006
- EMBA graduate from ESA/ESCP business school in 2022
- Working in technica since 2005 as design engineer, project manager, sales support manager and currently sales manager since 2019.



Mr. Bostjan Seniča

Boštjan Senica is GM at Lagafors CE, responsible for sales, project development, promotion and business development of cleaning solutions, personal hygiene and washing solutions in F&B industries. Area of operation is CEE, MENA and South America.

Since the start of collaboration with Lagafors in March 2007, Boštjan developed several hundred HAACP compliant hygiene projects in food and beverage industries.

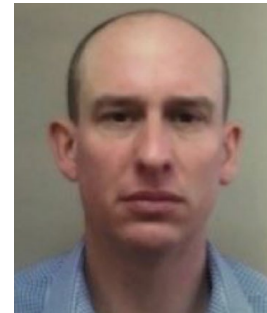
Prior to joining Lagafors, Boštjan was working as R&D Engineer and as Sales Manager at Nieros, producer of Stainless Steel equipment for F&B industries and as Business Development Manager at Reza Hygiene, responsible for equipment application in hygiene projects.





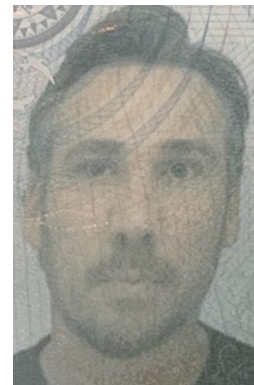
Mr. Matthew Armstrong - Online

Matt Armstrong
Vice President Global Sales Biodata
Vice President of Global Sales for H2O Innovation Speciality Division,
GWI Water Company of the Year 2020.
I have 25 years of experience in water treatment chemical sales primarily membrane chemicals into industrial reverse osmosis systems and the global desalination market. I believe the real value we provide to our customers is the technical expertise of the team behind the brand of both Genesys, Piedmont & PWT.



Mr. Luke Rutterford - Online

Luke Rutterford
Luke Rutterford is technical director at Oxi-Tech for the last 5 years, formally the technical manager for the Initial Medical and Specialist Hygiene divisions of Rentokil Initial in the UK, with responsibility for training, service development, innovation, quality and compliance, and holds a BSc (Hons) in Forensic Science from Anglia Ruskin university, Cambridge.





Dr. Peter Baratt - Online

Dr. Peter Barratt

Oxi-Tech Solutions Limited

Research & Development Director at Oxi-Tech Solutions Limited, Tremough Innovation Centre, Penryn Campus, Cornwall TR10 9TA. A member in Royal Society of Biology and Society of Food Hygiene and Technology.

A career with large corporates and SMEs in the development and commercialization of processes for the treatment of contaminated soils and groundwaters, industrial wastewater, biological solids, and drinking-quality water (disinfection). From laboratory research, to pilot scale plant, to the design and implementation of full-scale processes. Examples include the treatment of waste sludges with high pressure carbon dioxide for pre-treatment prior to Anaerobic Digestion, and Advanced Oxidation reactors.

Project management of privately UK and EU funded projects related to the environment, waste treatment and disinfection. Research and consultancy work as an independent consultant, notably for EcoSolids International Ltd. Development and management of Intellectual Property, including patents.



Mr. Philippe Illig

Philippe Illig

French citizen, born in 1962

Married, 3 children

Graduated Ecole de Commerce de Reims (France) in 1985.

Started career at Danone Group France in marketing.

Then joined Tetra Pak (processing and packaging leading Company) and had a career in sales and marketing in France, Switzerland, Italy, Sweden, Argentina and Germany.

From 2014 until mid-2022, was VP Marketing Region GME&A for Tetra Pak.

Now investing in areas where I have personal interests.



SPONSORS



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Tetrapack

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



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



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 sterberg 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.