

المؤتمر العربي الثامن للمشروبات
The 8th Arab Beverages Conference
ABCE 2018



٤-٥ تشرين الثاني، ٢٠١٨
مركز المؤتمرات - فندق انتركونتيننتال - دبي فيستفال سيتي
دبي، الامارات

4 & 5 November 2018,
Convention Center - Intercontinental Hotel - Dubai Festival city
Dubai Dubai - UAE

Conference Booklet

Welcome Speech

On behalf of the Arab Beverages Association and all its stakeholders, I am honored to welcome your participation in the 8th Arab Annual Beverage Conference which will be held in the United Arab Emirates for the third and second time in a row.

The conference will be held in a variety of circumstances, with many challenges facing the beverage industry in all sectors including dairy, juices, soft drinks and water. These are many different challenges, whether through legislation, government taxes, political or economic situation in the Arab region, or unfair competition between manufacturers. In these complicated circumstances, we must combine our efforts to overcome such difficulties.

The conference will allow the exchange of information and experience between specialists in the fields of food and beverage industry and the latest technology of the beverage industry, as well as the latest legislation and regulations related to the beverage and food sector.

We hope that through your participation, you will have the opportunity to learn and benefit from the many papers that will be presented by specialists and experts in the fields of food and beverage industry, as well as consumer trends, abundant raw materials, latest productive developments, health issues and society as well as economic fluctuations in the Arab world.

This conference also provides an opportunity to exchange experiences and information between industry leaders and to enhance communication with public and private institutions.

I would like to extend my sincere thanks and gratitude to all the companies, institutions sponsoring the Conference and to all speakers, moderators, participants, as well as the organizers of the Conference.

Sharif Monther Bin Trad Al Harthi
President of the Conference
President of the Arab Beverages Association

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For more information check ABCE conference website: www.abce.me

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Conference Program

برنامج المؤتمر

Sunday - November 4th, 2018

09:30 – 10:00	Registration
10:00 – 10:30	Opening Session
10:00 – 10:15	Welcome Speech, Sharif Monther Trad Al Harthi – Congress President, Chairman of The Arab Beverage Association
10:15 – 10:30	Tribute Mr. Fadi Antonios for his life achievements
10:30 – 13:00	First Session: “The Beverage Industry: The impact of Changes on Sustainability, Supply Chain & Trends” Moderator: <i>Mr. Antoine Haddad, General Manager, Technica International – Lebanon</i> <ul style="list-style-type: none">• Mr. Rodney Reynders, Cluster Sustainability Manager, Tetra Pak - MENA Sustainability and Circular Economy <ul style="list-style-type: none">• Mr. Tolga Sezer, CEO, Masafi – Dubai Water Sustainability across the Middle East in Changing Times <ul style="list-style-type: none">• Mr. Niels Osterberg, CEO, Orana - Denmark More or less – Trends of Beverages <ul style="list-style-type: none">• Mr. Shashank Vengsarkar, Managing Director, Dohler Middle East Global market trends, local perspective
13:00 – 14:00	Lunch
14:00 – 16:00	Second Session: “Product / Packaging innovation and the waves of change” Moderator: <i>Mr. Jarrah El Jarrah, Chief Operating Officer, Al Rabie Saudi Foods Co. -Saudi Arabia</i> <ul style="list-style-type: none">• Mr. Tomotaka BrinkFushimi, Cluster Portfolio Director, Tetra Pak Arabia-MENA Innovation and Focus on Millennialism <ul style="list-style-type: none">• Dr. Kamel Abdullah, Chairman, National Beverage Company - Dubai Product Innovation and the Waves of Change: Consumer Needs <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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: <i>Mr. Wael Ismail Senior Director for Public Policy & Government Affairs Middle East & North Africa (MENA)-PepsiCo Dubai</i> <ul style="list-style-type: none">• Mr. Faysal Bu Snaid, Healthy Food Program Coordinator, Saudi Food and Drugs Authority (SFDA) – Saudi Arabia The SFDA Health Food Strategy: Progress Update & Positive Rewarding System <ul style="list-style-type: none">• Mr. Emad Owiadah, Safety Food Specialist, Saudi Food and Drugs Authority (SFDA) - Saudi Arabia Controlled Measures on imported Food & Beverages <ul style="list-style-type: none">• 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.

Monday - November 5th, 2018

9:30 – 12:00	Fourth Session: “The Beverage Industry Experience” Moderator: <i>Dr. Hassan Bayrakdar, General Director, RAQAM Consultancy - Dubai</i> <ul style="list-style-type: none">• Mr. David Berryman, General Manager, David Berryman Ltd. - England Is it true what they say about juices? The Good & The Bad Things <ul style="list-style-type: none">• Dr. David Hammond, Vice President, The International Fruit and Vegetable Juice Association - England Quality Assurance of Fruit Juices in the Modern World <ul style="list-style-type: none">• Dr. Issmat Kassem, Assistant Professor, American University Of Beirut- Lebanon A Brave New World: The Challenges and Promises of Modern Food Safety <ul style="list-style-type: none">• Dr. Rabih Kamleh, Vice President R&D, Quality Assurance and HSE, Agthia Group, Dubai Environmental Microbiological Monitoring in Food Industry and its benefits. <ul style="list-style-type: none">• 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: <i>Mr. Jarrah El Jarrah, Chief Operating Officer, Al Rabie Saudi Foods Co. - Saudi Arabia</i> <ul style="list-style-type: none">• Mr. Charbel Zouein, Marketing Manager, Links Communications - Saudi Arabia Successful Marketing Campaigns <ul style="list-style-type: none">• Mrs. Christel Morival, General Manager, LA MARQ -Dubai Power of good packaging
14:00 – 14:30	Conference Declaration and Closing
14:30	Lunch



Mr. Tony Haddad

Founders & Vice Chairman, Arab Beverages Association

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 76m².

34 years later, Technica International staffs 200 engineers and technicians over a built up factory of 6500 m² in the industrial zone of Bickfaya.

Technica presently manufactures conveyors and automation equipment for over 300 customers in 34 countries and is approved vendor to most multinational companies: Pepsi Cola, Coca Cola, Nestle, Danone, Heineken, Marai, Savola, PG, 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 one of the founders of the Arab Beverages association and is presently the vice chairman since its foundation.



Mr. David Berryman
CEO, David Berryman Limited (DBL)

David Berryman is the CEO of David Berryman Limited (DBL). He started his career as a research biologist in the pharmaceutical industry. His work has taken him on many varied projects around the world.

DBL was founded some 25 years ago as a fruit juice supplier and distributor and in 1997 built the first juice blending and fruit compounding factory in England.

The company is now the leading innovator of juice beverages in the United Kingdom, supplying sophisticated, cutting edge, exciting yet practical juice blends and soft drink bases to a worldwide market.



Mr. Monther Al Harthi
CEO, Al-Rabie Saudi Foods Co. Ltd.

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 since 1997 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
- Name : Monther Trrad Alharthi
- Date of Birth : 1st February 1957



Mr. Emad Bin Ousama Owiadah
First Specialist Food Safety - Saudi Food and Drugs Authority

Works at SFDA, executive management of food Import Control - Compliance section - operations division

Main responsibilities:

1. Control the importation of foodstuffs.
2. Developing work procedures at the border crossing points.
3. Risk-based project manager.

Certificates:

Bachelor of Science in Food and Nutrition - King Saud University in Riyadh.

Master of Food Science, University of Greenwich, London.



Ms. Anna Larsson
Manager Business Insights - Consumer

Anna is working as the 'voice of the consumer' at Tetra Pak since 2007, researching consumer needs and behaviour globally. The role, based in Sweden, has taken her to consumer homes, shopping situations and various fridges around the world in the strive to truly understand consumers not just in the numbers but also beyond their words. And how many thousands of packaging prototypes she has been testing with consumers is unknown to date. For the past few years she has been driving the global consumer trends work at Tetra Pak, also known as Trendipedia. The insights gained are used to influence package innovation and development at Tetra Pak, but also to inspire our customers with

the way we see the outside world.

With her background, working in a market research agency, Synovate, she curiously evaluates new market research methodologies. She is a previous speaker at Esomar, the global market research association, and industry specific events such as the Istanbul Juice Summit. Anna holds a Degree of Master of Science in Business and Economics from the Maelardalen University, Sweden, and has been working and studying in Germany and Australia.



Mr. Anders Andren
Product Manager Plant Integration and Automation

10 years' experience within Strategic marketing/Product management for Plant Integration/Digitalisation.

10 years' experience as Product manager for Service portfolio within Lean manufacturing/expert services.

Total experience of 29 years in the Food and Beverage industry.



Ms. Christel Morival An
LAMARQ International Founder and CEO

Christel created LA MARQ international from her last position as International Managing Director for Dragon Rouge, one of the top leading international Branding and Packaging Design Agency. Based in Dubai for the last 10 years, she was given the role of the Director General of the French Chamber of Commerce for Dubai and The Northern Emirates. She has extensive management and international marketing experience spanning 25 years and 4 continents.

She has a strong background in advertising and retail Marketing, As General Manager of an International Marketing Group (OMG) across 8 different Asian countries dealing with Major FMCG GROUPS (Unilever - Nestle - P&G) and retailer key account (Carrefour - Tesco - Casino - Dairy Farm) and providing them with integrated marketing strategy and services such as Consumer insights analysis ,

Category Management analysis and CRM program implementation and In store marketing strategy and Implementation.

Also, being Client Director for FKGB Paris and THE ADSTORE New York, dealing with many major international Broadcasting Organization France Television Brands and others Sony, Universal, BBC, Alitalia, Swatch International, Unilever, P&G, Nestle and LOreal.

She has acquired many contacts and acute business acumen for the Middle East Region. She has a Masters degree in International Management and Operations.



Ms. Mattias Johansson
Director of Digital & Automation Services

An experienced team leader, with long experience from sales, business development, product management and engineering in the field of advanced automation systems and motor control (AC Drives), this practiced in an international environment

started at Tetra Pak 2 years and 7 months ago

Holds Bachelor of Science in Control and Maintenance, 1994 - 1997 from Lund University.



Mr. Rodney Reynders
Cluster Leader, Environment, Greater Middle East & Africa

Rodney joined Tetra Pak seven years ago as Environment Manager for the South African market. Soon after joining, he became the Environment Cluster Leader for Sub-Saharan Africa, a position he held for three years. He was promoted to his current position as Environment Cluster Leader for Greater Middle East and Africa

4 years ago.

Prior to joining Tetra Pak, Rodney worked for a National Management and Recycling Company, initially as a Business Consultant and thereafter as Marketing and Sales Manager for the company. Rodney spent many years as a Business Consultant, developing Marketing, Sales and Business strategies for small and medium sized companies.

Rodney has a Bachelor of Commerce Marketing degree. He believes that sustainability is the new marketing, and that it's about a brand or company being responsible for everything that they do.

Rodney is married to Barbara and has 2 daughters, Stephanie and Juliette.



Mr. Ingo Schluter
President Region Middle East & Africa

Ingo joined Dohler Group five years ago as Director of Sales & Business Development Food for the European market. After about nine months in addition to this task he took over the responsibility for the entire sales in the region Europe, a position he held for about three and a half years. Beginning of the year he was promoted to General Manager and President for the region Middle East & Africa based out of Dubai.

Ingo started his career in consumer goods and afterwards worked for Brenntag, a large distribution company, in various positions for nearly ten years. He afterwards joined German Oetker Group as a Commercial Director in Budenheim for the global food ingredients business. Prior to joining Dohler Group he has held the position of Vice President of Sales in the Region Europe, Middle East and North Africa for Gelita, the worlds leading supplier of collagen proteins.

He has a degree in business administration and holds an dual Executive MBA from the Universities of Vienna, Austria and Minnesota, USA. Ingo thinks that the regions beverage assortment is boring, unhealthy and unsustainable.



Mr. Faisal Fahad Binsunaid
Senior Dietitian and Healthy Food Program Coordinator

Moved to SFDA on January 2018 as a member in Healthy food program. Healthy food program was established in Sep. 2017 and mainly focusing on improving the nutritional value of food products by introducing new technical regulations and standards.

Used to work as senior clinical dietitian in King AbdulAziz medical city-Riyadh.

Member in the Scientific Council of Community Health.

Member in the Scientific Committee of Nutrition .



Mr. Anders Andren
Product Manager Plant Integration and Automation

10 years' experience within Strategic marketing/Product management for Plant Integration/Digitalisation.

10 years' experience as Product manager for Service portfolio within Lean manufacturing/expert services.

Total experience of 29 years in the Food and Beverage industry.



Mr. Tomotaka BrinkFushimi
GME&A Marketing & Product Management

Tomotaka is since 2014 the Cluster Portfolio Director in Tetra Pak

Greater Middle East & Africa, based in Dubai, responsible for product strategy and deploying new package innovations in the region.

He has 13 years of multi-cultural professional experience with Tetra Pak in different regions, prior to the current role based in Greater China and Northeast Asia & Oceania, as well as in Sweden in global roles in the central organization, mainly within Marketing & Product Management.

He is trilingual with a Master's degree in Industrial Engineering and Management as well as a Master in Business Administration.



Mr. Niels Osterberg
Director of Orana A/S

Niels Osterberg is 64 years old. Born on 27th May 1954 in Helleruplund, Denmark.

With the educational background as MSc Chemical Engineering, DTU, Denmark and PhD student, Physical Chemistry and Applied Mathematics, Niels started his career as R&D Manager at Rynkeby Mosteri (the largest Scandinavian Juice producer) in 1981.

Three years after, in 1984, Niels became Division Manager of the newly founded division, ORANA, developing, producing and selling Fruit Based Raw Materials for the Dairy and Juice industries.

In 1999, Orana became independent with head office in Rynkeby, Denmark. Today, the Orana Group is counting subsidiaries in Canada, Dubai, Egypt, Hong Kong, India, Kenya, Malaysia, Sri Lanka and Vietnam. In 2014, the business expanded to include three ice cream shops under the brand name of Osterberg Ice Cream; two in Denmark and one in Vietnam.



Dr. David A. Hammond
Ph.D., B.Sc., MRSC, C. Chem.

An Internationally acknowledged expert in the field of fruit juice analysis

with over 30 years of experience. My particular skills lie in the analysis of juices and juice containing products to establish their quality & authenticity. I have also worked on other authenticity issues such as honey, coffee, meat and fish speciation.

I am the past & present vice president of the International Fruit & vegetable Juice Union Methods of Analysis Commission, which is responsible for the preparation and validation of methods suitable for the analysis of fruit juices. I am the Vice president of the European Fruit Juice Association (AIJN) code of practice expert group, which is responsible for the preparation and updating of the reference guides used by the European fruit juice industry to control the quality and authenticity of their products.

I am chairman of the British Standards committee for fruit juices (AW21) and a member of the UK DEFRA's Authenticity Methodology working group, which is responsible for the approval of methods used by the UK Government in any enforcement exercises.

I am a long-standing member of AOAC and the Royal Society of chemistry and a Chartered Chemist.

I work part time as a consultant for Eurofins



Dr. Issmat Kassem

Assistant Professor - Food Microbiology / Safety American University of Beirut

Dr. Issmat I. Kassem is currently an assistant professor of Food Microbiology/ Safety and the Food Safety program leader at the American University of Beirut (AUB). He is also an adjunct assistant professor of Food Safety at the Department of Veterinary Preventive Medicine (the Ohio State University). He earned a Maitrese in Biology from the Lebanese University, a Master's in Microbiology from AUB, and a Ph.D. in Microbiology from the University of Toledo (Ohio, USA). After completing his postdoctoral studies at the Ohio State University, he was promoted to a Research Scientist (Primary Investigator status).

Dr. Kassem has completed certifications in food safety, preventive controls for human food, produce safety, and in advanced growers training. He was also a project coordinator for capacity-building initiatives to fight foodborne diseases in East Africa and the Middle East.

His research interests include 1) understanding the mechanisms that contribute to the survival and transmission of foodborne bacterial

pathogens in the host-environment continuum with emphasis on the food production chain, 2) evaluating factors that impact the selection and emergence of antimicrobial resistant pathogens in food production and 3) evaluating antibiotic-alternatives (probiotics, organic acids) to control foodborne pathogens and enhance production. His overall objective is to develop antibiotics-independent and cost-effective approaches for reducing the burden of foodborne bacterial pathogens and antimicrobial resistance on public health and the economy.

He has published more than 45 peer-reviewed manuscripts and serves as an associate editor and reviewer for a number of journals in his field.



Mr. Khalid Al Harthi

Founder and CEO of Business Bridges Consulting Office

Khalid is the founder and CEO of Business Bridges Consulting Office. Certified and licensed consultant and practitioner. He is savvy executive and resourceful leader played substantial roles in achieving objectives in the strategic initiatives and challenges during his leadership capacity in the corporate tenures.

He holds the MBA fellowship of Leicester University since 2001 and worked in researches of HR capital and Knowledge Transfer. His experience as practitioner was key to enabling internal capabilities and innovative solutions in design development and establishing advanced frameworks, plans and techniques.

He served his clients in Saudi and their businesses abroad in Europe, USA, Asia and Africa.

He served in different industries such as Oil & Gas Industrial Constructions EPC, IT & Telecommunications, Media Development and Advertising, Think Tank and Academia, Commercial Aviation and also in Distribution & Retail.

He was HR business analyst in the establishment of the e-Government in Saudi Arabia and contributed in Arabizing well-known ERPs such from Oracle and Microsoft.

Khalid was the principle of the Work and Productivity Culture programs and initiatives committee among the team of the National Strategy of New Generation Culture, a Saudi government project.

He was responsible to introduce the teams to the transformation to Knowledge Society strategies and the ecologies of the Knowledge based

Economy.

He worked closely with the executive governmental officials and key members of top management in large corporations and well known family businesses advising on acquisitions, consolidation, spin-offs, re-structuring, governance charter and due-diligence.

He is a Subject Matter Expert in Strategic Planning and Implementation for Human Capital and Supply Chain.



Mr. Charbel Zoueïn
Regional Managing Director at Links Communication

Bachelor of Business Administration, major in Advertising & Marketing from St Joseph University in Beirut with an experience of 18 years in the field. Acting as a Regional Managing Director at Links Communication and running the operation out of Jeddah headquarters, he oversees all regional offices and ensures clients are well taken care of and results are met.

He is a strategic planner, a Marcom specialist and a dedicated leader, with first class communication skills and a long track record of success in management.



Mr. Tolga Sezer
Chief Executive Officer, Masafi Co. LLC

Tolga Sezer is the Chief Executive Officer of Masafi Co. LLC based in Dubai.

Established back in 1976 Masafi is the leading local source for pure premium drinking water with an ambition to become a leading health &

wellness player across the Middle East via an aggressive growth strategy based on expansion across product categories, distribution channels and geography.

Before Masafi, Tolga has been in charge of Aujan Coca-Cola Beverages Co. Between 2015 and 2018. Aujan Coca-Cola Beverages Co. is a \$750 million regional beverages business in 50/49 partnership with The Coca-Cola Company. Direct operations in 15 markets across Middle East and North Africa, exports to 75 markets. Manufacturing in Dubai, UAE; Dammam, KSA; Cairo, Egypt; Beirut, Lebanon.

Tolga first joined Aujan Industries as VP Marketing in 2004 and later took over the responsibility of all operations as Executive Vice-President until 2008. In 2012, Tolga re-joined Aujan as Aujan Group Holding Chief Commercial Officer and Chief Executive Officer of Aujan Iran until he resumed the role as Chief Executive Officer of Aujan Coca-Cola Beverages Co.

Tolga Sezer has also held senior management roles in Unilever and Yildiz Holding (Ulker, Godiva, and United Biscuits)

Tolga holds a Bachelor of Economics degree from Istanbul University and an Organizational Leadership degree from INSEAD



Dr. Rabih Kamleh

Senior Vice President for Research and Development and Quality Assurance AGTHIA Group

Rabih Kamleh holds a PhD in Biotechnology and Food Processing from Polytechnique de Lorraine- France. He's a selected Fellow of the International College for Nutrition and a member of the Institute of Food Technologist (IFT) and a member of the Lebanese Association of Food Scientists and Technologists. Currently Rabih is Senior Vice President for Research and Development and Quality Assurance for AGTHIA Group-PJSC in Abu Dhabi UAE. Before joining Aghthia, Dr. Kamleh was an Assistant Professor in Food Science and Food Safety at the American University of Beirut and has authored and co-authored several papers in food safety and food technology. His field experience includes working as a Center Manager at the Smallholder Livestock Rehabilitation Project-International Fund for Agricultural Development (UN) and Food Expert for different International Agencies like WHO, ESCWA-UN, OXFAM, EU-Mercy corps, and regional and local Food companies.

Tetra Pak



Company Overview

PROTECTS WHAT'S GOOD™ is not only our motto—it's our promise that's reflected in every aspect of our business. As the world's leading food processing and packaging solutions company, we are committed to making food safe and available, everywhere. And our commitment extends far beyond protecting the contents in a package. It also includes supporting our customers' businesses, a responsibility to reduce our environmental footprint and shape a better future for all our stakeholders—from our employees, to our suppliers and the communities in which we operate.

Headquartered in Lausanne, Switzerland, Tetra Pak® Group employs more than 23,000 people in over 80 countries. We are one of three independent industry groups that belong to the Tetra Laval Group, a private industrial group.

Tetra Pak Today

The first Tetra Pak company began in the early 1950s as one of the first packaging companies for liquid milk. Since then, the Tetra Pak Group has become one of the world's largest suppliers of packaging systems for milk, fruit juices and drinks, and many other products. In 1991, we expanded into liquid food processing equipment, plant engineering and cheese manufacturing equipment. Today, we are the only international company in the world able to provide integrated processing, packaging and distribution line and plant solutions for food manufacturing. This means that our customers enjoy the advantage of being able to get multi-product solutions from a single source, with matching equipment at every stage.

Products

Our packaging systems fall into two application categories: ambient and chilled. Ambient systems include Tetra Classic® Aseptic, Tetra Brik® Aseptic, Tetra Fino® Aseptic, Tetra Gemina® Aseptic, Tetra Prisma® Aseptic, Tetra Wedge® Aseptic, Tetra Evero® Aseptic and Tetra Recart®. Chilled application systems include Tetra Brik®, Tetra Classic®, Tetra Rex® and Tetra Top®. Main product application areas include milk, fruit juices and beverages, wine, water, tomato products, soups, desserts, soya, nutritionals and other products. In addition, we produce a wide range of distribution equipment, including conveyors, cardboard tray packers, closures, straw applicators and shrink wrappers.

We also supply packaging material from our worldwide network of production facilities. These factories provide regular delivery to about 8,800 Tetra Pak packaging machines currently installed at customer plants across the world. Further, we provide extensive software service to our customers. These include planning, plant control and monitoring, computerised logistics studies, training, technical service and marketing assistance. We provide processing solutions within five food categories: dairy, cheese, ice cream, beverage and prepared food. We deliver plants with guaranteed performance and offer support over the lifetime of the plant. This includes integrated plant automation systems with product-tracing features as well as complete plant engineering services aimed at protecting food safety. Our R&D work on new processing, packaging and distribution systems provides our customers with the best-in-class solutions that help keep them competitive now and in the future. Within the Tetra Pak group there are 6 R&D centres engaged in numerous projects around the world.

Responsible Industry Leadership

Our founder Dr. Ruben Rausing once said “a package should save more than it costs.” This philosophy has become an integral part of our business—as we set out to achieve profitable growth in a socially responsible and environmentally sustainable way.

For more than 50 years we have been involved in school milk and other school feeding programmes. As a result of our cooperation with local governments, customers and Non-Governmental Organizations (NGOs), more than 50 million children around the world receive milk or other nutritious drinks in Tetra Pak packages in school.

Our environmental commitment is embedded in every aspect of our products' life cycle – to enable our customers and us to achieve sustainable, profitable growth and to do our part in protecting our precious natural resources.

Tetra Pak



We are committed to cap climate impact even while we grow, increase the use of renewable resources in our packaging material, have all paperboard sourced from responsibly managed forests and double the recycling rate of used beverage cartons. Our ambitious targets are designed to deliver on the company's ultimate aim of providing sustainable packaging, achieving a minimal environmental footprint and creating zero waste.

Tetra Pak in the Greater Middle East and Africa

Tetra Pak has a strong presence in the GME&A cluster where it is operational in 49 countries and has a total of 9 market companies, 21 sales offices and 5 converting plants. In the Arabia area market company of the GME&A cluster, Tetra Pak is active in 12 countries with a total number of 415 employees and offices in Dubai, Jordan (Amman), Kuwait City, Lebanon (Beirut), Saudi Arabia (Jeddah and Riyadh), and Yemen (San'a). In addition, there is a Tetra Pak converting factory in Jeddah.

About Tetra Pak

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With more than 23,000 employees based in over 80 countries, 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

About Tetra Pak Gme&A

Out of a total of 72 countries in the Greater Middle East and Africa cluster, Tetra Pak operates in 49 countries, where it has 9 market companies, 21 sales offices and 5 converting plants. In the Arabia area market company, Tetra Pak is present in 12 countries where in 2014 the total number of employees was 415. Tetra Pak offices in the Arabia Area market company are located in Dubai, Jordan (Amman), Kuwait City, Lebanon (Beirut), Saudi Arabia (Jeddah and Riyadh), and Yemen (San'a). In addition, there is a Tetra Pak converting factory in Jeddah.

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.

SADAFCO ended 2015-16 with net sales of SAR1.983billion, reflecting a growth of 9.7% over 2014-15 and increased retail market shares in key product categories, indicating a strengthening of consumer loyalty to the company brands.

Al Rabie Saudi Foods Co. Ltd



Al Rabie Saudi Foods Co. Ltd founded in 1980 and become 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 volume and its sales under the Al Rabie brand, which is recognized as one of the most reputed brands in the Middle East.

Al Rabie's offices and factory is based in Al Riyadh.

Al Rabie is a Saudi company with 100% Saudi capital and 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, equipment's and machines.

Al Rabie is proud of its prominent status as the largest juice manufacturer in the Middle East, offers a wide range of products that meet diverse tastes of consumers.

Moreover, In line with our motto "health for all" and our philosophy focused on permanent commitment to the highest international standards and specifications, Al Rabie Saudi Foods Co. Ltd has introduced its latest innovation, "Awal Qatfa" 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



With more than 80 years of know-how and experience, Orana develops and produces Juice Concentrates and Fruit Preparations to a global market within the Dairy, Beverage and Bakery industries. Orana is also producer of Natural Extracts and high quality fruit based Food Service Products. Orana has head office in Denmark and subsidiaries in Egypt, India and Vietnam. In addition, Orana has a sales office in Kenya, Malaysia, Hong Kong, and Canada, and cooperation with agents in several other countries.

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