



16th Global Bottled Water Congress

8-10 October 2019, Dubai

Open water



Global and Middle East leaders

Sustainability and affordability

New technology and innovation

Plant tours and global awards

Gold sponsors



Silver sponsor



Bronze sponsor



Supported by



2019 GLOBAL BOTTLED WATER CONGRESS

ABOUT THE EVENT

Now in its 16th year, Zenith Global's 2019 Global Bottled Water Congress is designed for industry leaders, suppliers, customers and advisers to gain a complete overview of the latest market trends, innovations and issues alongside excellent networking.

With bottled water growth outpacing other beverages, exciting other emerging categories are also actively promoting water attributes. But there are multiple risks if innovation is not open about naturalness, sweetness, healthiness, functionality and sustainability. For consumers to open water in ever greater numbers, the future market opportunity is also open water that has to be navigated effectively.

Delegates will hear from leading international and regional manufacturers on market and strategic developments as well as from key innovators and entrepreneurs.

Event highlights

- Conference presentations by leading producers and innovators
- Extensive networking time with industry colleagues
- Market updates and insights
- Tours of Dubai Refreshment and Mai Dubai new bottling plants
- Gala industry dinner featuring 2019 Global Bottled Water Awards in iconic Burj Al Arab ballroom.

SPEAKERS



TUESDAY 8 OCTOBER

From 11.00 **Visit Dubai Refreshment and Mai Dubai**

Mina A'Salam reception

- Coach 1 Leave 11.00, return 16.00
Coach 2 Leave 12.00, return 17.00
Coach 3 Leave 13.00, return 18.00

Dubai Refreshment is Pepsi bottler, which opened new facility in 2016, with investment of \$180 million. Production spans carbonates, juices, teas and water, with lines for cans, glass and PET including blow moulding. There are 11,000 solar panels installed on the roof.

Mai Dubai is owned by Dubai Energy & Water Authority and started operations in 2014. It completed a major expansion in 2019. "Mai" is the Arabic word for water. Production includes lines for PET, glass, cups and 5 gallon polycarbonate as well as pre-forms and blow moulding. Other features are solar panels for energy, extensive automation and high bay warehousing.

Visits will include presentations, walking tours, refreshments and questions.

18.30-
19.30 **Welcome reception**

Majlis Al Salam Foyer

WEDNESDAY 9 OCTOBER

08.30 Registration

Majlis Al Salam Foyer

09.00 **Welcome address**

Majlis Al Salam Ballroom

His Excellency Saeed Al Tayer, Managing Director and CEO of **Dubai Energy & Water Authority** and Chairman of **Mai Dubai LLC**, United Arab Emirates

REGIONAL MARKET

09.15 **UAE industry and market trends and developments panel discussion**

Tariq Al Wahedi, Chief Executive Officer of **Agthia Group**, United Arab Emirates
Tarek El Sakka, Chief Executive Officer of **Dubai Refreshment**, United Arab Emirates
Alexander van 't Riet, Chief Executive Officer of **Mai Dubai LLC**, United Arab Emirates

OPEN WATER

WEDNESDAY 9 OCTOBER

- 10.10 **Closures – new solutions to new challenges**
Volker Spiesmacher, Sales and Marketing Director of **Bericap**
- 10.20 **Water technology for all beverages**
Michael Adams, Founder and Managing Director of **WET Group (Beverages)**
- 10.30 Hydration break and networking
- 11.15 **Middle East trends and developments panel discussion**
John Pugh, Managing Director of **National Mineral Water Company**, Oman
Habiba Al Mar'ashi, President of **Arabia CSR Network**, Co-founder and Chairperson of **Emirates Environmental Group**
- OPEN TO ALL CONSUMERS**
Making water more affordable and accessible
- 12.00 **Production and packaging solutions for emerging markets**
Vincent Le Guen, Vice President – Packaging for **Sidel**
- 12.15 **India case study**
Dinesh Jadhav, Vice President – Supply Chain for **Hindustan Coca-Cola Beverages**, India
- 12.30 **Africa case study**
Erik Siwertz, Expert Consultant for **Seem Group**, Tunisia
- 12.45 Questions and discussion
- 13.00 **Buffet lunch** and networking *Majlis Al Salam Foyer*
- KEYNOTE CEO SESSION** *Majlis Al Salam Ballroom*
- 14.15 **Panel discussion**
Tim Brett, President of **Coca-Cola Europe**
Henri Bruxelles, Executive Vice President – Waters & Africa for **Groupe Danone**
Maurizio Patarnello, Chief Executive Officer of **Nestlé Waters**
Simon Lowden, President and Chief Marketing Officer – Global Foods at **PepsiCo**
- 15.30 Rehydration break and networking
- OPEN TO SUSTAINABILITY**
- 16.00 **Panel discussion**
Ben Jordan, Senior Director of Environmental Policy for **The Coca-Cola Company**
Vincent Crasnier, Head of One Planet One Health for **Danone Waters**
Carlo Galli, Head of Sustainability for **Nestlé Waters**
Roberta Barbieri, Vice President – Global Sustainability for **PepsiCo**
- 17.15 Close
- GLOBAL BOTTLED WATER AWARDS DINNER** *Al Falak Ballroom, Burj Al Arab Hotel*
- 19.30 **Cocktail reception**
- 20.00 **Gala industry dinner**
- 21.30 **Global Bottled Water Awards presentation**
- 22.00 Close

The Burj Al Arab is a 10 minute walk from the hotel. Buggies will be provided for those that require transport.



GLOBAL BOTTLED WATER AWARDS

The industry's only Global Bottled Water Awards are designed to celebrate excellence and innovation across every category of the packaged water market.

Open to innovators and entrepreneurs as well as established brands from around the world, the awards are a great way for you to enhance your brand and ensure your product, concept or campaign is recognised on an international scale.

This year's winners will be announced during a gala awards dinner on 9 October at the iconic sail-shaped Burj Al Arab.

2019 GLOBAL BOTTLED WATER CONGRESS

THURSDAY 10 OCTOBER

08.30	Registration	<i>Majlis Al Salam Foyer</i>
	OPEN TO ALL	
09.00	Sustainable hydration – a global perspective Paul Thomson, Water & Environment Director at Zenith Global Ltd	<i>Majlis Al Salam Ballroom</i>
	OPEN TO NEW TECHNOLOGY	
09.30	Fully bio- and marine-water degradable plastics Dr Isao Noda, Chief Science Officer of Danimer Scientific , United States	
10.00	Hydration break and networking	
	OPEN TO INNOVATION	
10.45	United States developing functionality Rali Sanderson, Executive Vice President – International for Niagara Bottling , United States	
11.05	Italy initiative on bottle to bottle recycling Giuseppe Dada, Quality Director of Ferrarelle , Italy	
11.25	India focus on health and wellness Rahul Narang, Founder and Chairman of The Narang Group , India	
11.45	74% Khaled Ismail, Vice President Communications - Europe, Central Asia, Middle East and Africa for Tetra Pak	
11.55	Questions and discussion	
12.20	Buffet lunch and networking	<i>Majlis Al Salam Foyer</i>
	NEW OPEN-TUNITIES	<i>Majlis Al Salam Ballroom</i>
13.30	CBD infused waters with botanicals and antioxidants Nicholas Reichenbach, Founder and Chief Executive Officer of Flow Alkaline Spring Water , Canada	
13.40	Functional water for oral health Dr Angie Lang, Founder and Chief Executive Officer of Swirlit , Australia	
13.50	Protein water goes mainstream Joe Katterfield, Business Development Manager – Sports Nutrition & Health Foods at Arla Foods Ingredients , Denmark	
14.00	Natural, plant-based functionality Sean Moran, Founder of EauLab® , Ireland	
14.10	Questions and discussion	
14.45	Close	

ABOUT ZENITH GLOBAL

Recognised since the 1990s as Europe's leading drinks consultancy, Zenith Global has over 1,000 clients across more than 50 countries. The company's main activities involve comprehensive market insights, strategic and commercial advisory services, financial and technical consulting projects and live events. With over 40 staff based in the World Heritage City of Bath, Zenith Global also has regional representation in numerous other countries, including the United States, following its acquisition of Beverage Digest in 2015, and Latin America.

