

Uncapping potential

14th Global Soft Drinks Congress

17-19 April 2018, Corinthia Hotel, Prague

Regional and
global trends
Key market
opportunities
Entrepreneurship
and innovation
Sense and
sustainability
2018 InnoBev Awards

Market trends, new
ideas, networking

Organised by



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2018 GLOBAL SOFT DRINKS CONGRESS

TUESDAY 17 APRIL

18.00 - 19.00 **Welcome networking drinks reception**

Cocktail lounge

WEDNESDAY 18 APRIL

CENTRAL EUROPEAN MARKET

Bellevue

- 09.00 **Welcome and regional market overview: building a regional champion**
Alessandro Pasquale, Chief Executive Officer of **Karlovarské Mineralní Vody**, Czech Republic
- 09.20 **Nurturing strong regional brands**
Jannis Samaras, Chief Executive Officer of **Kofola ČeskoSlovensko**, Czech Republic
- 09.40 Questions and discussion
- 10.00 Refreshments and networking

INTERNATIONAL BUSINESS CHALLENGES

- 10.45 **Global market overview and key growth opportunities**
Richard Hall, Chairman of **Zenith Global Ltd**
- 11.05 **Keynote address: Industry fit for purpose on health and the environment**
Silviu Popovici, President – Western Europe and Sub Saharan Africa for **PepsiCo Inc**
- 11.25 **Beverages for life in an era of change**
Speaker invited from **Coca-Cola HBC**, Czech Republic
- 11.45 Questions and discussion
- 12.20 **Sponsor presentation**
Volker Spiesmacher, Sales & Marketing Director for **Bericap GmbH**

12.30 Lunch

Let's Eat Restaurant

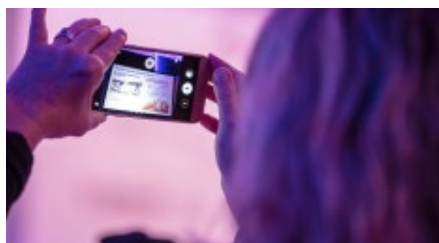
SENSE AND SUSTAINABILITY

Bellevue

- 14.00 **Footprint reduction and the bottom line**
François Sonnevile, Senior Analyst - Beverages at **Rabobank International**, Netherlands
- 14.20 **Bioplastics – planet preserving performance**
Gerald Michael, Global Business Manager of **Synvina**, Netherlands
- 14.40 **Consumer perceptions around packaging**
James Piper, Managing Director at **Ecosurety**, United Kingdom
- 15.00 Questions and discussion
- 15.30 Refreshments and networking

KEY MARKET OPPORTUNITIES

- 16.00 **Brewing up new ideas for tea**
Randy Ornstein, Teavana RTD General Manager at **Anheuser-Busch**, United States
- 16.20 **VITHIT: a portfolio approach to low calorie functionality**
Ryan Hacker, Sales Director at **VITHIT**, United Kingdom
- 16.40 **Business development: the lessons learned**
Michael Roberts, Global Business Development Director for **Capri-Sun Group Holding AG**, Switzerland



UNCAPPING POTENTIAL

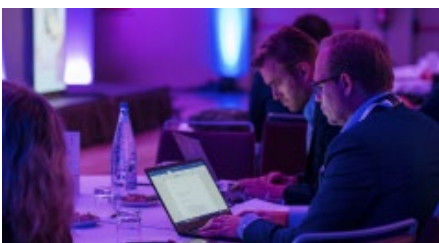
WEDNESDAY 18 APRIL

17.00	Questions and discussion	
17.30	Close	
	2018 INNOBEV AWARDS	
19.30	Drinks reception	Cocktail lounge
20.00	Gala Industry Dinner	Bellevue
21.30	2018 InnoBev Awards presentation	
22.30	Close	



THURSDAY 19 APRIL

	ADAPTING TO NEW THINKING	Bellevue
09.00	Healthy and functional innovation John Fieldly, Chief Executive Officer of Celsius Holdings Inc , United States	
09.20	Textures in beverages: new ways of delivering functionality with Fruktomania Marek Marzec, Board Member of Ewa-Bis , Poland	
09.40	Maximising growth in sports nutrition Daniel Herman, Chief Executive Officer of Bio-synergy , United Kingdom	
10.00	Questions and discussion	
10.30	Refreshments and networking	
	ENTREPRENEURSHIP AND INNOVATION	
11.15	Key criteria for investing in the right idea Garyth Stone, Managing Director - Consumer, Food & Retail Group at Houlihan Lokey , United Kingdom	
	ENTREPRENEUR SHOOT OUT <i>Speakers will make a 10 minute presentation followed by 10 minutes of feedback from the panel</i>	
11.30	Hydration and balance in functional beverages Lucia Brezovská, Chief Executive Officer of Diva's Drink , Slovakia	
11.50	Peel & Spice: delivering bold flavours with zero sugar Sabrina Brooks and Richard Barltrop, Co-founders of Peel & Spice , United Kingdom	
12.10	Liquid Death: an anti-brand brand Mike Cessario, Founder of Liquid Death Spring Water , United States	
12.30	<i>Panel will comment on innovator presentations, offering perspectives on success so far and on the scope for taking products to the next level of investment, branding and distribution.</i> Garyth Stone, Managing Director - Consumer, Food & Retail Group at Houlihan Lokey , United Kingdom Francois Sonnevile, Senior Analyst - Beverages at Rabobank International , Netherlands John Fieldly, Chief Executive Officer of Celsius Holdings Inc , United States	
12.45	Lunch	Let's Eat Restaurant
	Close	



2018 GLOBAL SOFT DRINKS CONGRESS

ABOUT THE EVENT

In its 14th year, Zenith's annual Global Soft Drinks Congress continues to provide a key source for international market updates plus excellent networking opportunities. The event is designed for industry leaders, suppliers, customers and advisers to gain a complete overview of the latest market trends, along with key innovation insights and extensive time for informal discussion.

Soft drinks offer all the virtues of refreshment, taste and hydration, as well as opportunities for health and functionality without alcohol. There are undoubtedly challenges with environmental impact and calories, but these are in the nature of business to be overcome. The programme aims to help the industry affirm and assert its healthy future by addressing the issues and forging ahead with innovation.

The Congress will include two days of conference sessions, with extensive networking opportunities and a gala awards dinner. Delegates will hear from leading international and regional manufacturers on strategic and market developments, as well as from innovators and entrepreneurs, creating new concepts and products which are helping to shape future market growth.

Highlights include:

- Conference presentations by a range of leading producers and innovators
- Extensive networking time with key industry figures
- Market insights and updates
- Gala industry dinner with presentation of 2018 InnoBev Awards.

SPEAKERS



ABOUT THE LOCATION

Located on the Vltava River, **Prague** is the largest city and capital of the Czech Republic. It has played a key political, cultural and economic role in Central Europe and in 1992 the historic centre of the city was declared a UNESCO World Heritage Site. Welcoming around 6.5 million visitors every year, famous attractions include Prague Castle and the Old Town Square.

The Congress will be held at the **Corinthia Hotel**, which is located a short metro ride from the city's most famous landmarks and enjoys breathtaking views across the city. Facilities include a choice of restaurants, a café and jazz bar, plus a luxury day spa including pool, gym and sauna. The hotel is 20km from Vaclav Havel Airport.

An **allocation of rooms** is available at negotiated rates for delegates attending the Congress. Further details on rates and on how to book are available at www.zenithglobal.com/events.

Corinthia Hotel Prague, Kongresova 1, Prague 4, 140 69, Czech Republic t +420 261 191 111 f + 420 261 225 011 e prague@corinthia.com
Visas may be required from some countries. Zenith will be happy to help with visa support documentation where possible.



2018 GLOBAL SOFT DRINKS CONGRESS

ABOUT BOOKING

To book your place, please go to www.zenithglobal.com/events. Prices below are per delegate.

Congress package includes conference sessions and documentation, reception and awards dinner. Excludes accommodation.

	Payment by 2 March	Inc VAT	Payment from 3 March	Inc VAT
Full Congress				
Per delegate	€1,495.00	€1,808.95	€1,645.00	€1,990.45
Separate elements				
17 April Reception	€80.00	€96.80	€100.00	€121.00
18 April Conference	€900.00	€1,089.00	€950.00	€1,149.50
18 April Awards dinner	€150.00	€181.50	€200.00	€242.00
19 April Conference	€700.00	€847.00	€750.00	€907.50

Substitutions will be accepted at any time. Cancellations will be subject to a €150 plus VAT administration charge and cannot be made after 2 March. Bookings are **subject to Zenith Events terms and conditions**, see www.zenithglobal.com/events. All delegates must pay Czech VAT at prevailing rate, currently 21%. Rate may be subject to change. VAT reclaim information is available on request. Visas may be required from some countries. Zenith will be happy to help with visa support documentation where possible.



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ABOUT ZENITH

Recognised since the 1990s as Europe's leading drinks consultancy, Zenith has over 1,000 clients across more than 50 countries. The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services, trade journals and event organisation. With over 40 staff based in the World Heritage City of Bath, Zenith also has regional representation in numerous other countries.

