

# 10TH GLOBAL DAIRY CONGRESS

27-29 June 2016, London

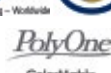


**Arla dairy tour**  
**World Dairy Innovation Awards**  
**Conference: Delivering the promise**  
**Market insight briefings**  
**Entrepreneurship and investment**

Sponsored by



Supported by



Media partners



# 2016 GLOBAL DAIRY CONGRESS

---

## MONDAY 27 JUNE

---

### ARLA DAIRY TOUR

11.00 / Coaches depart from Renaissance Hotel Heathrow for 1 hour journey to Arla dairy at Aylesbury.

Arla's £150 million milk processing site at Aylesbury officially opened in 2014 and is one of the world's largest fresh milk processing plants, with milk fillers running at 17,000 bottles per hour, producing 1.2 million bottles of fresh milk per day. The 70 acre site supplies 10% of the milk consumed in England.

Arla UK produces many of the UK's leading dairy brands, including Cravendale, Anchor, Lurpak and Castello. It is now the UK's number one dairy company both by turnover and milk pool, comprising 3,200 farmers spread across the country.

16.30 / Coaches return to hotel.

### MARKET INSIGHT BRIEFINGS

17.00 / **Dairy market future growth opportunities**  
Kevin Bellamy, Senior Global Strategist – Dairy for **Rabobank**, Netherlands

*Wessex Ballroom*

17.20 / **Global aseptic market – outlook to 2020**  
Esther Renfrew, Market Intelligence Director of **Zenith International Ltd**

17.40 / **Dairy innovation around the world**  
Bill Bruce, Group Editorial Director of **FoodBev Media Ltd**

18.00 / Close

18.00- / **WELCOME DRINKS RECEPTION**

*Wessex Lobby*

19.00



## TUESDAY 28 JUNE

---

08.15- / **BREAKFAST BRIEFING**  
08.45 Hosted by **PolyOne ColorMatrix**

*Wessex Ballroom*

**Packaging differentiation for UHT milk with monolayer bottles using Lactra™ SX light blocking additive**  
Azam Khan, Senior Product Manager – Barriers & Additives for ColorMatrix Group, part of **PolyOne Corporation**

**PolyOne**  
ColorMatrix

PolyOne is a provider of specialised polymer materials, services and solutions with operations in speciality polymer formulations, colour and additive systems, polymer distribution and speciality vinyl resins.

# CONFERENCE: DELIVERING THE PROMISE

---

## TUESDAY 28 JUNE

---

### REGIONAL MARKET OVERVIEW

- 09.00 / **Welcome and UK market overview** *Wessex Ballroom*  
Ash Amirahmadi, Senior Vice President & Head of Sales for **Arla Foods UK**
- 09.15 / **Serving the nutritional needs of consumers**  
Colin Gordon, Chief Executive Officer of **Glanbia Consumer Products**, Ireland
- 09.30 / **Dairy values and opportunity**  
Dr Judith Bryans, Chief Executive Officer of **Dairy UK**
- 09.45 / Questions and discussion
- 10.15 / Refreshments and networking

### GLOBAL LEADERSHIP PERSPECTIVES

- 11.00 / **Global strategy for local development**  
Michel Nalet, Communications Director of **Groupe Lactalis**, France
- 11.20 / **A targeted approach to dairy expansion**  
Gerrit Smit, Managing Director – European R&D Center for **Inner Mongolia Yili Industrial Group Co Ltd**, Netherlands
- 11.40 / **Responding to demand for healthy choice**  
Thai Huong, Chairwoman of **TH Milk**, Vietnam
- 12.00 / **Scope for growth**  
Jay Waldvogel, Senior Vice President – Strategy & International Development for **Dairy Farmers of America**, United States
- 12.20 / Questions and discussion
- 12.50 / Lunch *Market Garden Restaurant*

### SUSTAINING MARKET GROWTH

- 14.00 / **Bright prospects for international trade** *Wessex Ballroom*  
Ross Christieson, Senior Vice President – Market Research and Analysis for **USDEC**, United States
- 14.15 / **Adding value to milk powder exports**  
Steve Koekemoer, Chief Executive Officer of **Open Country Dairy**, New Zealand
- 14.30 / **Iraq – fulfilling its potential**  
Ashraf Abushady, Chief Operating Officer of **Al Marmouka for Food Industries**, part of **Al-Bunnia Group**, Iraq
- 14.45 / Questions and discussion
- 15.15 / Refreshments and networking

### DAIRY AND SOCIETY

- 15.45 / **The healthy nutrition agenda**  
Pierre Alain Ceralli, Vice President – R&D and Innovation and Acting Head of Strategy Development System at **Mengniu Dairy Group**, China and Bruce German, Professor and Food Chemist at **Food for Health Institute, UC Davis California**, United States
- 16.00 / **Nourishing the world sustainably**  
Panel discussion joined by  
Marissa Gautsch, Director of Business Development & Marketing – Global Dairy Ingredients for **Land O'Lakes**, United States  
Dr Fumiaki Abe, General Manager – Food Ingredients & Technology Institute at **Morinaga Milk Industry Co Ltd**, Japan  
Charles Brand, Executive Vice President – Product Management and Commercial Operations for **Tetra Pak International**
- 17.00 / Close
- 19.00 / **DRINKS RECEPTION** *Wessex Lobby*
- 19.30 / **GALA INDUSTRY DINNER** *Wessex Ballroom*
- 21.00 / **WORLD DAIRY INNOVATION AWARDS**
- 22.00 / Close

# 2016 GLOBAL DAIRY CONGRESS

---

## WEDNESDAY 29 JUNE

---

### DAIRY INNOVATION FOR FUTURE SUCCESS

- 09.00 / **Keynote address: Making milk even better** *Wessex Ballroom*  
Steve Jones, Chief Executive Officer of **FairLife**, United States
- 09.20 / **Arla BOB – rewriting the rules on milk**  
Ash Amirahmadi, Senior Vice President & Head of Sales for **Arla Foods UK**
- 09.35 / **Extending the appeal of protein**  
Carlos Ramirez, Founder and Chief Executive Officer of **Powerful Yogurt**, United States
- 09.50 / **Shipping bulk fresh milk between continents**  
Diederick Brasser, Founder and Director of **Trilobes & MilkWays**, Netherlands
- 10.05 / Questions and discussion
- 10.30 / Refreshments and networking

### ENTREPRENEURSHIP AND INVESTMENT

- 11.15 / **Nurturing new ideas for dairy**  
Per Sundelin, Senior Consultant for **The Healthy Marketing Team**, Sweden

### ENTREPRENEUR SHOOT OUT

- 11.30 / **Ice cream offering healthy indulgence**  
Charlie Thuillier, Co-founder of **Oppo Ice Cream**, United Kingdom
- 11.40 / **Butter revolution**  
Patrik Johansson and Maria Håkansson, Co-founders of **Butter Vikings**, Sweden & United Kingdom
- 11.50 / **Savory yogurt: dairy to be different**  
Anshu Dua, Co-founder of **The Chaat Co**, United States
- 12.00 / **Panel feedback**  
Panel will comment on innovator presentations, brand building and financing future expansion  
  
Steve Jones, Chief Executive Officer of **FairLife**, United States  
Per Sundelin, Senior Consultant for **The Healthy Marketing Team**, Sweden  
Carlos Ramirez, Founder and Chief Executive Officer of **Powerful Yogurt**, United States

- 12.45 / Lunch *Market Garden Restaurant*

### ROUND TABLE DISCUSSIONS

- 13.45 / **CRITICAL ISSUES OF SOCIETY AGENDA** *Wessex Ballroom*  
Round tables will discuss key areas for: claims, corporate social responsibility, health and sustainability. Feedback will provide priorities for benchmarking on return to office.
- 15.00 / Close

*Programme correct as at 21 June 2016*





# CONFERENCE: DELIVERING THE PROMISE

## ABOUT THE EVENT

Now in its 10th year, the Global Dairy Congress is intended for **industry leaders, suppliers, customers and analysts** to gain a complete overview of the latest trends and thinking across all continents from top companies in each region, with extensive time for informal networking and discussion.

Under our theme of **"Delivering the promise"**, the conference aims to explore how the dairy sector can build confidence and value at the heart of good nutrition, through innovation and marketing, taking advantage of the best ideas from around the world.

The event will provide a **comprehensive view of market developments**, including global and regional trends, product and marketing innovation, emerging markets and key product sectors. Delegates will hear from leading international and regional manufacturers on broader market and strategic developments, as well as from smaller industry players and entrepreneurs showcasing a variety of exciting new products and concepts.

The three day Congress includes:

- Conference sessions involving business leaders from around the world
- Extensive industry networking time with leading global figures
- Market insight briefings
- Arla dairy visit
- **World Dairy Innovation Awards** presented at Gala Dinner.

**Booking:** Please go to [www.zenithinternational.com/events](http://www.zenithinternational.com/events) to book online. Visas may be required from some countries. Zenith will be happy to help with visa support documentation where possible.

**Sponsorship:** If you would like further information on the range of table top display and other sponsorship opportunities available for the Congress, please contact: Nick Crossland [e ncrossland@zenithinternational.com](mailto:ncrossland@zenithinternational.com) **t** +44 (0)1225 327941



## ABOUT BOOKING

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

Details	Payment by 22 April SUPER SAVER <i>Limited availability</i>	Inc VAT	Payment by 13 May SAVER	Inc VAT	Payment after 13 May STANDARD	Inc VAT
<b>Congress package</b>						
One delegate rate	£950	£1140	£1250	£1500	£1350	£1620
Two delegate rate (per person)	£850	£1020	£1150	£1380	£1250	£1500
Three delegate rate (per person)	£750	£900	£1050	£1260	£1150	£1380
<b>Separate elements</b>						
27 June dairy tour, reception	£200	£240	£200	£240	£250	£300
28 June conference	£800	£960	£800	£960	£900	£1080
28 June awards dinner	£100	£120	£100	£120	£150	£180
29 June conference	£700	£840	£700	£840	£800	£960

\*Participation in plant tour to be confirmed by 13 June, otherwise availability cannot be guaranteed.

To qualify for multiple delegate discounts, bookings must be made together. Substitutions will be accepted at any time. Cancellations will be subject to a £100 + VAT administration charge and cannot be made after 13 May. Bookings are subject to Zenith Event terms and conditions, see [www.zenithinternational.com/events](http://www.zenithinternational.com/events). All delegates must pay UK VAT at prevailing rate, currently 20%. Rate may be subject to change. VAT reclaim information is available on request.

# 2016 GLOBAL DAIRY CONGRESS

## ABOUT THE LOCATION

**London** is the political, economic and cultural capital of the United Kingdom. It has a population of 8.5 million and is home to four World Heritage Sites. 20 miles west of Central London, **Heathrow** is one the world's busiest and most advanced airports, handling more international passengers than any other airport in the world.

The **Renaissance London Heathrow** has recently undergone a major renovation. 20 minutes from Windsor Castle and close to the airport's main terminals, the hotel facilities include a restaurant, cocktail bar and coffee shop, as well as a fitness suite, sauna and steam room.

Rooms can be booked direct. Please go to [www.zenithinternational.com/events](http://www.zenithinternational.com/events). Under **Hotel Information** you can access the online reservation link.

Double room single occupancy: £135 per room per night. Double room double occupancy: £145 per room per night.

Rate includes breakfast, VAT and service. Rooms at the negotiated rate are subject to availability.

Renaissance London Heathrow, Bath Road, Hounslow, TW6 2AQ, London, United Kingdom **t** +44 (0)20 8897 6363

**w** [www.marriott.co.uk/hotels/travel/lhrbr-renaissance-london-heathrow-hotel](http://www.marriott.co.uk/hotels/travel/lhrbr-renaissance-london-heathrow-hotel)



## zenithinternational

As a leading global food and drinks industry consultancy, **Zenith International** 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, including offices in Dubai and New York.



## Dairy Innovation

**Dairy Innovation** is the industry's only dedicated international magazine, with a special focus on new products, market, company, brand and technical news and analysis.

Launched in 2005, it is published every two months by Zenith International partner, **FoodBev Media**, which also produces **Beverage Innovation**, **Cooler Plus** and **Food & Beverage International**. For more information, visit [www.foodbev.com](http://www.foodbev.com)



### Zenith International Ltd

7 Kingsmead Square, Bath BA1 2AB, United Kingdom

**t** +44 (0)1225 327900

**f** +44 (0)1225 327901

**e** [info@zenithinternational.com](mailto:info@zenithinternational.com)

[zenithinternational.com](http://zenithinternational.com)

### FoodBev Media Ltd

**t** +44 (0)1225 327890

**f** +44 (0)1225 327891

**e** [info@foodbev.com](mailto:info@foodbev.com)

[foodbev.com](http://foodbev.com)