naturally healthy
11th Global Dairy Congress
6-8 June 2017 / Crowne Plaza Dublin Airport / Ireland

Global market
New growth opportunities
Added value innovation
World Dairy Innovation Awards
Farm, consumer insight tours

Market trends, new ideas, networking
TUESDAY 6 JUNE

LYONS RESEARCH FARM TOUR – OPTION A
13.00 Depart from hotel for a 45 minute journey to University College Dublin (UCD) Lyons Research Farm in nearby County Kildare. The Farm belongs to the University, and has attracted support for the recent dairy developments from the industry, including global ingredients group Glanbia plc.

UCD Lyons farm consists of 580 acres. It is used for teaching and research activities by School of Agriculture and Food Science and the School of Veterinary Medicine.

Tour will include insights into the dairy research programmes which support; nutrition, herd management and best practice for maximising milk production potential, plus an opportunity to see afternoon milking. Light refreshments will be served during the tour.

IRISH FOOD BOARD CONSUMER INSIGHT CENTRE VISIT – OPTION B
13.00 Depart from hotel for 45 minute journey to Bord Bia (Irish Food Board) offices in central Dublin. The Thinking House is an integrated state-of-the-art consumer research insight centre. Launched in September 2016, it is designed to help Irish exports compete globally by hosting qualitative focus groups, live streaming sessions and through the provision of access to specialist databases and reports.

The creative space highlights the latest food and drink innovations from around the world, promotes packaging and brand design and showcases a range of work with Irish food and drink brands. This visit will include interactive activities in specially equipped areas. Light refreshments will be provided during the visit.

GUINNESS STOREHOUSE VISIT – BOTH GROUPS
16.00 At the heart of the St. James Gateway Brewery, the Guinness Stonehouse® is Ireland’s most popular tourist attraction. The Guinness story is recounted over seven floors filled with interactive experiences illustrating the brand’s long viewing heritage and providing a taste of Ireland’s rich history. Guinness owner Diageo also produces Baileys Irish Cream, the cream for which is supplied by Glanbia. Delegates will be hosted on a VIP tour, including the chance to sample a time of the Black Stuji and a Bailey’s Irish Cream in the rooftop Gravity Bar.

18.00 Return to hotel.

18.30-19.30 Welcome drinks reception Redwood Foyer

WEDNESDAY 7 JUNE

REGIONAL MARKET OVERVIEW
09.00 Welcome address
Michael Creed, Minister for Agriculture, Food and The Marine, Ireland

09.20 Origin Green: sustainability as a driving force for commercial success
The impact of global forces of change, shifts in consumer attitudes and new approaches to sourcing, producing and consuming food on the development of sustainable business strategies.
Tara McCarthy, Chief Executive Officer of Bord Bia, Ireland

09.40 Taking a portfolio approach to global nutrition
Perspectives on the role of dairy in providing smart nutrition solutions to consumers and the importance of performance nutrition in overall market growth.
Jim Bergin, Chief Executive Officer Designate of Glanbia Ireland

10.00 Questions and discussion

10.30 Refreshments and networking
**GLOBAL MARKET DYNAMICS**

11.00  **High growth market opportunity**  
*India’s leading dairy group examines how to ensure continued growth and market share strength in a competitive environment where innovation is creating a new market dynamic.*  
Jayen Mehta, Senior General Manager – Planning & Marketing at **Gujurat Co-operative Milk Marketing Federation**, India

11.20  **Maximising opportunities for growth**  
*China’s leading dairy group on identifying and responding to emerging market growth potential.*  
Gerrit Smit, Managing Director of **Yili Research and Development Centre**, China

11.40  **Re-establishing US market growth**  
Doug Glade, Executive Vice President – Commercial Operations at **Dairy Farmers of America**, United States

12.00  Questions and discussion

12.30  **Convenient closure solutions for the dairy industry**  
Yves Jozefiak, Business Development Director Food at **Bericap**, Spain

12.40  Lunch

**SEIZING NEW MARKET OPPORTUNITIES**  
Redwood Suite

14.00  **Future growth prospects in a changing world**  
*Perspectives on the impact of political and economic change on dairy industry growth, international expansion and export development.*  
Kevin Bellamy, Global Strategist – Dairy at **Rabobank**, Netherlands

14.15  **Latin America: a dairy sector in transition**  
Ricardo Cotta Ferreira, Director of New Business and Corporate Relations at **Itambé**, Brazil

14.30  **Africa: analysing the marketing mix to create competitive advantage**  
*The importance of scrutinising the marketing mix, including price point, promotional activity and distribution, when establishing a point of difference in an increasingly competitive market.*  
Daryl Gehlig, Group Category Dairy Director for **Promasidor**, South Africa

14.45  Questions and discussion

15.15  **Fresh thinking for UHT milk packaging**  
*A look at trends in dairy packaging, brand recognition using packaging shape and new possibilities for UHT milk packaging.*  
Azam Khan, Senior Product Manager – Barriers & Additives for **ColorMatrix Group**, part of **PolyOne Corporation**

15.30  Refreshments and networking

**SERVING THE DAIRY NEEDS OF CONSUMERS**

16.00  **Effectively communicating the benefits of dairy**  
*With a number of dairy companies and industry stakeholders pledging support for global sustainability and improved nutrition, how industry can continue to play an active role in implementing change for the better in global food systems.*  
Dr Judith Bryans, President of **International Dairy Federation** and Chief Executive of **Dairy UK**, United Kingdom

16.20  **Dairy 4.0: investing in the future of dairy**  
Shi Dongwei, Executive President of **Mengniu Dairy Group**, China

16.40  **Future trends impacting dairy and the growing influence of connected consumers**  
Libby Costin, Vice President – Marketing for **Tetra Pak**, Sweden

17.00  Questions and discussion

17.30  Close

19.30  Drinks reception

20.00  **Gala Industry Dinner**

21.30  **World Dairy Innovation Awards**

22.00  Close
THURSDAY 8 JUNE

ADDING VALUE THROUGH INNOVATION

09.00 Reinventing dairy
Leading company perspectives on expanding, sustaining and reinvigorating dairy product through a commitment to innovation.
Carmel Collins, General Manager – Dairy & Snacks at Kerry Group EMEA, Ireland

09.20 A potted history of yogurt in Japan
Richard Walton, Research & Development Manager at Meiji, Japan

09.40 Butter is back: how to spread it
With butter category resurgence in the USA, a leading producer looks at the unique role that innovation has played in driving category growth.
Raquel Melo, Vice President of Innovation for Land O’Lakes, United States

10.00 Questions and discussion

10.30 Refreshments and networking

INNOVATION INTO THE FUTURE

11.15 Latest themes in global innovation success
A look at the scope and scale of innovation including: market segments, ingredients, packaging occasion and communication.
Yumiko Magara Wilkey, Insight Manager – Commercial Group for Zenith Global Ltd

DAIRY ENTREPRENEUR SHOOT OUT

11.30 Dairy free opportunities
Matt Havers, Founder of Peck Drinks

11.40 The benefits of traditional Bulgarian yogurt
Teddy Ivanov, Founder and Chief Executive Officer of Balkan Treasure

11.50 Happy cows make healthy products
Kyle Wehner, Founder of Dreaming Cow

12.00 Panel feedback
Panel will comment on innovator presentations, brand building and financing future expansion.
Raquel Melo, Vice President of Innovation for Land O’Lakes, United States
Richard Walton, Research and Development Manager for Meiji, Japan
Brian Reidy, Director Client Coverage, Rabobank International, The Netherlands

12.30 Lunch and networking

ROUND TABLE DISCUSSIONS

13.45 Tackling critical issues facing industry
Round tables will discuss key areas of health concerns, environment agenda, government policy change, consumer communication and value growth. Feedback will provide priorities for benchmarking on return to office.

14.45 Close
11TH GLOBAL DAIRY CONGRESS

ABOUT THE EVENT

This 11th annual Global Dairy Congress is tailored for industry leaders, suppliers, customers and advisers with a focus on the latest market trends and thinking on a world-wide scale from top companies in each region, with extensive time for informal networking and discussion.

Despite substantial recent political and economic change, one constant is the need for enjoyable and sustainable nutrition. Under the theme Naturally healthy, the Congress offers an effective forum for seeking to develop dairy’s naturally healthy credentials and driving forward innovation that will bring growth and added value to the sector.

Delegates will hear from both 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 event will include: conference sessions covering key issues of growth, innovation, health and environment; dedicated networking time with leading industry figures; tour of University College Dublin Lyons Research Farms; World Dairy Innovation Awards presented at Gala Industry Dinner.

Visas: The hotel can assist with visas for guests as well as transfers from the airport. Visas may be required from some countries. Zenith will be happy to help with visa support. Please check documentation with your local travel agent where possible.

Dress code: Business suit or smart casual.

ABOUT THE VENUE

Ireland is a global leader in dairy farming, milk processing, dairy nutrition and ingredient exports. Dublin is Ireland’s capital and largest city, home to the European headquarters of many global dairy, financial, information, pharmaceutical and technology companies.

Set in parkland, the Crowne Plaza Dublin Airport is a 15 minute drive from the city centre. The 4 star hotel offers a range of facilities including a fitness suite, restaurant, bar and dedicated conference centre.

Crowne Plaza Dublin Airport, Northwood Avenue, Park, Dublin 9, Ireland

An allocation of rooms is available at negotiated rates for delegates attending the Congress.

Single room per night €189  Double room per night €199

Rates are inclusive of full Irish breakfast and 23% VAT. VAT may be subject to change. The negotiated rate is subject to availability. To book your accommodation, visit www.ihg.com/crowneplaza/hotels/us/en/reservation. Room cancellation terms and conditions will be provided by the hotel.

ABOUT REGISTRATION

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

The full Congress rate includes tours, conference sessions, awards dinner and documentation, but excludes accommodation.

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Substitutions will be accepted at any time. Cancellations will be subject to a €130 plus VAT administration charge and cannot be made after 5 May. Bookings are subject to Zenith Events terms and conditions, see www.zenithglobal.com/events. All delegates must pay Irish VAT at prevailing rate, currently 23%. Rate may be subject to change. VAT reclaim information is available on request.