



2022 GLOBAL WATER DRINKS CONGRESS

8-10 NOVEMBER 2022 · EVIAN

PACKED WITH PURPOSE

Market outlook

Sustainability developments

Industry leaders

International updates

Innovation

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Saniton Plastic



Sidel



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2022 GLOBAL WATER DRINKS CONGRESS

THE EVENT

Now in its 19th year, Zenith Global's annual Global Water Drinks Congress is regarded as the highest level and most influential forum for the packaged water drinks industry worldwide.

Designed for industry leaders, suppliers, customers and advisers, the Congress will provide attendees with a complete overview of the latest market trends, innovations and issues alongside exhibits, extensive networking, a tour of the iconic evian bottling facility and presentation of the 2022 Global Water Drinks Awards.

25 of the industry's most influential figures will present, delivering on the event's theme of 'Packed with purpose', reflecting the benefits of hydration and convenience while recognising the challenges for social responsibility and sustainability.

SPEAKERS



TUESDAY 8 NOVEMBER

09.30	Registration opens	<i>Hôtel Royal Foyer</i>
	EVIAN SHORT TOUR – Tour A	
10.00 – 13.00	Depart from hotel for brief journey to evian bottling plant . Welcome, introduction and tour including opportunity to view bottling lines; visit to evian shop and museum.	<i>Tours depart from main entrance</i>
	EVIAN LONG TOUR – Tour B	
13.00	Registration open	
13.30 – 18.00	Depart from hotel for brief journey to the impluvium (evian catchment plateau and biogas facility) followed by a visit to the evian bottling plant . Welcome, introduction and tour including opportunity to view bottling lines; visit to evian shop and museum.	
18.30	Welcome drinks reception with canapés	
19.30	Close	

WEDNESDAY 9 NOVEMBER

	GLOBAL MARKET OUTLOOK	<i>Hôtel Royal Léman</i>
09.00	Value and purpose – what consumers want Andrew Walker, Client Knowledge Director at Kantar	
09.15	Convenience and purpose – category opportunities as 2023 outlook darkens Ananda Roy, Senior Vice President – Strategic Growth Insights for IRI International	
09.30	Scaling up recycling with new technology François Sonnevillle, Global Strategist for Beverages Industry at Rabobank	
09.45	Questions and discussion	
10.05	Sponsor presentation: Lajthiza – new entry in global water markets Astrit Mulita, Project Manager for Lajthiza Water , Albania	

PACKED WITH PURPOSE

WEDNESDAY 9 NOVEMBER

INDUSTRY AT A CROSSROADS

- 10.15 **A key moment for the industry** – interview with Maurizio Patarnello, Industry Adviser and former Chief Executive Officer of **Nestlé Waters** then **Flow Alkaline Spring Water**
- 10.30 Questions and discussion
- 10.45 Hydration and networking break around sponsor and exhibitor displays

GLOBAL MARKET LEADERSHIP

- 11.15 **Purpose and performance: the evian and Volvic approach**
Prinz Pinakatt, Senior Vice President and Global Head of **Danone Waters**
- 11.30 **Creating brand experiences**
Ulises Ramirez, General Manager – Water Portfolio for **Coca-Cola North America**
- 11.45 **Enhancing fine dining with premium waters**
Stefano Marini, President & Chief Executive Officer of Sanpellegrino Group, part of **Nestlé Waters**
- 12.00 **Discussion panel** joined by Rali Sanderson, Executive Vice President – Beverage, Product Development and International for **Niagara Bottling**, United States
- 12.50 **Sponsor presentation: Can a revolutionary new plastic bottle design save the world and money?**
Alaa Hattab, President and Chief Executive Officer of **Saniton Plastic**
- 13.00 Lunch and networking break

GLOBAL SUSTAINABILITY DEVELOPMENT

- 14.15 **Golden Design Rules for a circular economy**
Ignacio Galivan, Sustainability Director of **The Consumer Goods Forum**
- 14.30 **Sustainable solutions for consumers and packaging**
Ron Khan, Global Vice President Packaging – Beverages for **PepsiCo**
- 14.45 **Strategy for sustainability success**
Alessandro Pasquale, Owner and Chief Executive Officer of **Mattoni 1873**, Czech Republic and President of **Natural Mineral Waters Europe**
- 15.00 **Sponsor presentation: Sustainable packaging transformation for water drinks**
Vincent Le Guen, Vice President – Packaging, Moulds and Line Solutions for **Sidel**
- 15.10 Questions and discussion
- 15.30 Rehydration and networking break around sponsor and exhibitor displays

GLOBAL INDUSTRY TOUR

- 16.00 **Germany**
Roel Annega, Chief Executive Officer of **Gerolsteiner**
- 16.15 **Spain**
Jesus Nuñez Sanchez, Director General Unidad de Aguas for **Mahou San Miguel**
- 16.30 **Asia**
Kenny Lim, Group Chief Executive Officer of **Spritzer**, Malaysia and President of **Asia Middle East Bottled Water Association**
- 16.45 Questions and discussion
- 17.15 Close

GLOBAL WATER DRINKS AWARDS

- 19.00 **Drinks reception**
- 19.30 **Gala Industry Dinner**
- 21.30 Speech by Nigyar Makhmudova, Chief Growth Officer for **Groupe Danone**
- 21.45 **Presentation of 2022 Global Water Drinks Awards**
- 22.15 Close



Foyer

Léman



2022 GLOBAL WATER DRINKS CONGRESS

THURSDAY 10 NOVEMBER

US MARKET AND INNOVATION

*Hôtel Royal
Léman*

- 09.00 **Winning the inflation and innovation battle**
Neil Kimberley, President of **Bossa Nova**
- 09.15 **Purity, taste and carbon neutrality**
Jon Olafsson, Chairman of **Icelandic Glacial**
- 09.30 **Building on alkalinity**
Nicholas Reichenbach, Chairman and Chief Executive Officer of **Flow Alkaline Spring Water**
- 09.45 Questions and discussion
- 10.10 **Hydration challenge across the world's most treacherous waters**
The Impossible Row from Antarctica to South America
Jamie Douglas-Hamilton, Founder and Director of **Actiph Water**, United Kingdom
- 10.30 Hydration and networking break around sponsor and exhibitor displays

INTERNATIONAL INNOVATION

- 11.00 **Sparkling water with authentic Asian flavours**
Sandro Roco, Founder and Chief Executive Officer of **Sanzo**, United States
- 11.15 **Opening the taste buds for gastronomy**
Mike Hecker, Founder and Chief Executive Officer of **BE WTR**, Switzerland
- 11.30 **Bottling humidity from the air**
Horacio Vasquez, Founder and Chief Executive Officer of **AWA Solar**, Chile
- 11.45 Questions and discussion
- 12.15 Lunch and networking break

KEY ISSUE ROUND TABLES

- 13.30 Informal round tables of 5-10 delegates each to discuss key industry and market concerns and opportunities, such as:
- Sustainability
 - Packaging alternatives
 - Water stewardship
 - Innovation
 - Functionality
 - Claims
 - E-commerce
- 14.15 Round tables report back to full session
- 15.00 Close

Programme correct as at 3 November 2022

WI-FI ACCESS AND POLLING

WI-FI ACCESS

Network: **ZENITH**
Password: **Zenith2022**

POLLING

For questions and voting, scan the QR code
or visit www.sli.do. Enter code **#GWDC2022**



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, live events and awards.