

Flowing with purpose

14th Global Bottled Water Congress

23-25 October 2017

Barcelona

Conference:
Flowing with purpose
Growth opportunities
Product and packaging
innovation
Industry initiatives
Global Bottled
Water Awards

Market trends, new
ideas, networking

Gold sponsors



Silver sponsors



Additional sponsors



FLOWING WITH PURPOSE

MONDAY 23 OCTOBER

15.00	Registration open	Hotel foyer
	POTENTIAL INDUSTRY-WIDE INITIATIVES	Verdi
15.30	Putting health and sustainability on the industry agenda <i>The importance of collective industry action to preserve the industry's social accreditation and ensure recognition of its commitment to society's wellbeing. Corporate social responsibility remains at the top of brand company agendas. Nestlé Waters provides its perspectives and an overview of its commitments.</i> Hubert Genieys, Senior Vice President of Nestlé Waters	
16.00	Water stewardship – the importance of collective action and inclusivity <i>Proposed initiative to develop an industry wide standard to ensure water quality standards are met and necessary measures are in place to protect the sustainability of water sources.</i> Cédric Egger, Corporate Water Resources Manager at Nestlé Waters , France	
16.20	Ensuring an industry standard for water certification <i>Promoting the responsibility of freshwater to ensure industry practice is socially, economically and environmentally sustainable. Implementing a globally applicable framework to improve water use as well as its environmental and social impact.</i> Adrian Sym, Chief Executive of Alliance for Water Stewardship , United Kingdom	
16.40	Reaching the goal of eco-sustainability <i>Company case study about investing in solar panels and recycling to increase production efficiency and reduce environmental impact.</i> Alessandro Frondella, Production Director at Ferrarelle , Italy	
17.00	Panel discussion on collective industry action priorities	
17.30	Close	
18.00	Welcome reception and sponsor showcasing	Vivaldi
19.00	Close	

TUESDAY 24 OCTOBER

08.30	Registration and coffee	Vivaldi
	GLOBAL MARKET OVERVIEW	Verdi
09.00	Latest global bottled water market trends and developments <i>Overall beverage consumption, soft drinks growth, bottled water dynamics; key segments, regions, countries, challenges, opportunities; future outlook.</i> Richard Hall, Chairman of Zenith Global Ltd	
09.20	Consumer priorities and retail disruption <i>Perspectives on the new retail landscape and changing consumer expectations. How to engage with and influence different generations of consumers through new marketing and sales techniques.</i> Anish Mashru, Consumer Insight Director at Kantar Worldpanel	
09.40	Creating natural consumer appeal through insightful innovation <i>Leading the creation, development and amplification of ideas that deliver volume and value across business and society in response to meaningful insights across Europe, Middle East and Africa.</i> Sanjay Patel, Global Innovator Ignitor at Coca-Cola Services EMEA	
10.00	Questions and discussion	
10.30	Hydration break and networking	
	INVESTING IN GROWTH AND ADDED VALUE	
11.15	Investor perspectives on opportunity and risk <i>A look at key growth markets and emerging investment opportunities in global markets. Where water sits in the wider beverage category. Consequences for consolidation and diversification of portfolios.</i> Ross Colbert, Global Sector Head – Beverages for Rabobank International	
11.35	Purpose as the cornerstone of future marketing <i>Brand company perspective on use of purpose driven marketing to promote hydration and build a brand portfolio.</i> Olga Osminkina-Jones, Vice President – Global Marketing, Hydration for PepsiCo Global Beverage Group	

14TH GLOBAL BOTTLED WATER CONGRESS

TUESDAY 24 OCTOBER

- 11.55 **Achieving growth in the Middle East**
Case study of geographic expansion from UAE to Turkey and beyond, as well as from plain water to flavours, enhancement and other beverages.
Fasahat Beg, Executive Vice President – Consumer Business for **Agthia Group**, United Arab Emirates
- 12.15 Questions and discussion
- 12.40 **Smart closure solutions for water – lightweight by convenient**
Closures are a key to component in bottle design. Leading industry supplier, Bericap, showcases how it supports customers to find an optimal closure solution which contributes to safety, appearance, convenience and cost efficiency.
Volker Spiesmacher, Marketing and Sales Director at **Bericap**, Germany
- 12.50 **Passion for packaging**
The right package unlocks the value of a product. Protection, cost-efficient manufacturing and consumer appeal are key elements of packaging design which Sidel has applied for more than 50 years of innovation.
Simone Pisani, Water Category Marketing Director at **Sidel Group**
- 13.00 Lunch
- PACKAGING INNOVATION**
- 14.00 **PEF: a sustainable and high barrier solution**
Insights into developing sustainable alternative packaging materials for the wider food and beverage sectors.
Gerald Michael, Global Business Manager at **Synvina**, Netherlands
- 14.20 **Edible packaging: from concept to market**
Pioneering the use of natural materials to create packaging with a low environmental impact and revolutionise the market for water on-the-go.
Rodrigo Garcia Gonzalez, Creator of **Ooho**, Spain
- 14.40 **“Future Ready” packaging: delivering a healthier future for consumers and the water sector**
Hear how innovation in packaging can help meet evolving consumers needs and unlock growth opportunities for business.
Helene Destailleur Marketing Services Manager Europe & Central Asia at **Tetra Pak** and Neil Tomlinson Founder of **Just Drinking Water & Aquapax**
- 15.00 Questions & discussion
- 15.30 Rehydration break and networking
- EXTRA MARKET DIMENSIONS**
- 16.00 **Aquabotanicals – premium water from a sustainable source**
Tapping into an un-utilised source of water to create a premium product.
Dr Bruce Kambouris, Founding Director of **AquaBotanical Beverages (Australia) Pty Ltd**, Australia
- 16.15 **Maintaining and developing premium international growth**
Keeping an established brand icon fresh, extending the product range, attracting new consumers and selecting new international opportunities.
Siri Titlestad, President of **Voss International**, Norway
- 16.30 **Success and failure in marketing functionality**
The challenges and opportunitites in establishing authentic brand credentials for consumers seeking healthy beverage alternatives.
James S Tonkin, Founder and President of **Healthy Brand Builders**, United States
- 16.45 **Next generation reHeat technology**
Andrea Smith, Product Manager PET Resins for **PolyOne ColorMatrix**, United Kingdom
- 17.05 Questions and discussion
- 17.30 Close
- GLOBAL BOTTLED WATER AWARDS DINNER**
- 19.30 **Drinks reception**
- 20.00 **Gala Industry Dinner**
- 21.30 **Global Bottled Water Awards**
- 22.30 Close



Vivaldi
Verdi

FLOWING WITH PURPOSE

WEDNESDAY 25 OCTOBER

08.30	Registration and coffee	Vivaldi
	BRANDING THAT CONNECTS	Verdi
09.00	Swimming against the current: from mainstream to premium <i>Establishing premium brand positioning through building awareness, innovation in packaging and maximising distribution.</i> Alvaro Garcia de Quevedo Ruiz, Global Water Director of Hijos de Rivera , Spain	
09.20	Smart thinking about water <i>Turning a traditional product into a lifestyle choice through brand values, positioning and a clear connection to the consumer. The story of Smartwater.</i> Ulises Ramirez, Global Water Director at The Coca-Cola Company	
09.40	Maximising distribution opportunities <i>Purity, design, fashion, carbon neutrality and a partnership with leading global brewer Anheuser-Busch InBev.</i> Jon Olafsson, Chairman of Icelandic Glacial Holdings , Iceland	
10.00	Questions and discussion	
10.30	Hydration break and networking	
	BREAKTHROUGH NEW BUSINESS	
11.15	World tour of latest in water innovation <i>Natural, flavoured, enhanced, premium, children's, packaging, sustainability – a themed summary.</i> Matt Wilton, Commercial Director of Zenith Global Ltd	
	ENTREPRENEUR SHOOT OUT <i>Speakers will make a 10 minute presentation followed by 10 minutes of feedback from the panel.</i>	
11.30	ax-water: refresh, revive, recover <i>Taking flavour and functionality to a new level with the aronia berry. It's a superfruit new to the beverage industry and has the potential to change the functional health and wellness category.</i> Blake Johnson, Co-founder and Chief Executive Officer of ax-water , United States	
11.50	Waterdrop: healthier hydration <i>Innovative and sustainable delivery of sugar free, healthy refreshment using natural ingredients in a recyclable cube.</i> Martin Donald Murray, Founder and Chief Executive Officer of Kvell , Austria	
12.10	Italian goodness: all natural, low calorie <i>Packing the power of the Mediterranean into a bottle to deliver vital nutrients in a low calorie format.</i> Royce Pinkwater, Founder and Chief Executive Officer of BONTA , United States	
12.30	Fine Nordic: more than water <i>Presenting the thinking behind a unique range of premium waters from localised springs of the north, each with individual structure, benefits and applications.</i> Kim Lauridsen, Founder and Chief Executive Officer of Fine Nordic ApS , Denmark	
12.50	Review panel <i>Panel will comment on innovator presentations, brand building, financing future expansion and gaining distribution.</i> James S Tonkin, Founder and President of Healthy Brand Builders , United States Ross Colbert, Global Sector Head – Beverages for Rabobank International Sanjay Patel, Global Innovator Ignitor at Coca-Cola Services EMEA	
13.00	Lunch	
14.00	Close	

Programme as of 13 October 2017, may be subject to change.

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, including offices in New York.

