

zenithinternational

Market trends, new  
ideas, networking

# 12TH GLOBAL BOTTLED WATER CONGRESS

20-22 October 2015, Lisbon



**Conference: Added value**  
**Market insight briefings**  
**Water plus expansion**  
**Global Bottled Water Awards**  
**Gala industry dinner**

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BOTTLED WATER  
ASSOCIATION

# Global Bottled Water Awards 2015



The 2015 Global Bottled Water Awards will recognise a range of achievements across all aspects of the global packaged water industry including product innovation, packaging, sustainability and marketing.

Each entry costs just €195. If three categories are entered, a fourth entry is free of charge.

Finalists and winners will be selected by an independent industry judging panel and will be announced at a Gala Awards Dinner during Zenith International's Global Bottled Water Congress in Lisbon on 21st October.

**CLOSE  
OF ENTRIES  
21 September 2015**

## Categories

- Best Natural Water
- Best Flavoured Water
- Best Functional Water
- Best New Water Concept (including Enhancers)
- Best New Brand
- Best Bottle Design
- Best Label
- Best Cap or Closure
- Best Marketing including Social Media
- Best Sustainability Initiative
- Best Community Initiative

## What is the judging panel looking for?

Across the different categories, judges will apply the following criteria as far as relevant:

- Innovative new concepts and products that offer added value and have market impact
- Products that are fit for purpose and are able to support any claims made
- Benefits that are clearly communicated from hydration and health to functionality
- Innovation that measurably improves consumer convenience and ease of use
- Packaging that achieves effective stand-out through excellent and original design
- Sustainability initiatives which offer measurable environmental benefits
- Environmental initiatives that make a major contribution to a company's CSR reporting
- Original marketing campaigns that entertain, inform and educate consumers

For full details of category criteria visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events)

## How to enter

Visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events) and follow instructions on the Global Bottled Water Awards banner.

Also email at least one high resolution picture or PDF presentation of your product, initiative, innovation or campaign to [eodin@zenithinternational.com](mailto:eodin@zenithinternational.com)



**Closing date for entries is 21 September 2015**

For further information, please contact Emilie Odin at [eodin@zenithinternational.com](mailto:eodin@zenithinternational.com) or call +44 (0)1225 327900

# 12TH GLOBAL BOTTLED WATER CONGRESS

## ABOUT THE EVENT

Now in its 12th year, the **Global Bottled Water Congress** is designed 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.

Bottled water is on the way to becoming the world's most highly consumed commercial beverage. This year's theme of **Added value** will focus on improving differentiation for both essential supplies in emerging markets and lifestyle choice in developed markets.

The event begins with market insight briefings, followed by two days of conference sessions and a gala awards dinner. Delegates will hear from leading international and regional manufacturers on market and strategic developments as well as from smaller industry players and entrepreneurs showcasing a range of exciting **new concepts and products**.

The Congress includes:

- Conference sessions featuring many top producers and innovators
- Extensive industry networking time with leading global figures
- Dedicated session of market insight briefings
- Gala industry dinner with presentation of 2015 Global Bottled Water Awards.

Companies already confirmed to speak



## TUESDAY 20 OCTOBER

16.00 / Registration opens

*Myriad Crystal Centre*

### MARKET INSIGHT BRIEFINGS

17.00 / **Global beverage market trends and developments**  
Richard Hall, Chairman of **Zenith International Ltd**

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17.15 / **Global bottled water and water plus market trends**  
Matt Wilton, Commercial Director at **Zenith International Ltd**

17.30 / **Water innovation around the world**  
Esther Renfrew, Market Intelligence Director at **Zenith International Ltd**

17.45 / Questions and discussion

18.00 / **Welcome drinks reception**

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19.00 / Close



# CONFERENCE: ADDED VALUE

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## WEDNESDAY 21 OCTOBER

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### GLOBAL MARKET

- 09.00 / **Prospects for emerging market growth**  
Ross Colbert, Managing Director & Global Strategist – Beverages at **Rabobank**, United States
- 09.20 / **Shopper insights from a leading brand perspective**  
Emma Budzisz, Strategic Initiatives Director - Commercial Leadership for **Coca-Cola North America**
- 09.40 / **Marketing water needs a new approach**  
Felipe Burgaz, Chief Marketing Officer of **AJE**, Peru
- 10.00 / Questions and discussion
- 10.30 / Hydration and networking break

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### INTERNATIONAL GROWTH

- 11.15 / **Premium and ultra premium market characteristics**  
Esther Renfrew, Market Intelligence Director at **Zenith International Ltd**
- 11.30 / **India: Basic needs and premium scope**  
Vikram Grover, Business Head – Water for **Tata Global Beverages**, India
- 11.45 / **China: meeting emerging demands at all price points**  
Sunny Wong, Executive Director of **Tibet 5100 Water Resources Holdings Ltd**, China
- 12.00 / Questions and discussion
- 12.30 / **Global initiative – Water For All**  
Catarina de Albuquerque, Executive Chair of **Sanitation and Water For All Partnership**, United States
- 12.40 / **Delivering on innovation and excellence**  
Volker Spiesmacher, Director of **Bericap Holding**, Germany
- 12.50 / Lunch

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### ADAPTING TO CHANGE

- 14.00 / **Online retailing – opportunities for growth**  
David Alves, Chief Information Officer for **Sonae MC**, Portugal
- 14.15 / **Click and collect – the new normal**  
Sanna Tiilikainen, Vice President – Sales and Marketing for **Digital Foodie FM**, Finland
- 14.30 / **Injecting new ideas into water**  
Mickel Ouweneel, Vice President – Business Development EMEA at **Heartland Food Products Group**, Netherlands
- 14.45 / Questions and discussion
- 15.00 / **Adding value for the future**  
Paolo Sangiorgi, Senior Vice President – Regional Business Head of **Nestlé Waters Europe Retail**
- 15.20 / Questions and discussion
- 15.30 / Re-hydration and networking break

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### WATER PLUS EXPANSION

- 16.00 / **Consumer perceptions of enhanced bottled water**  
Fraser McKeivitt, Head of Retail and Customer Insight for **Kantar Worldpanel**, United Kingdom
- 16.15 / **Retailer perspective: the cross-over between water plus and soft drinks**  
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco**, United Kingdom
- 16.30 / **Essentia: natural functionality**  
Neil Kimberley, Vice President Brand and Strategy Development for **Essentia Water**, United States
- 16.45 / **Building a water plus portfolio**  
Slawomir Gradek, President of **Jurajska**, Poland
- 17.00 / Questions and discussion
- 17.15 / Close

### GLOBAL BOTTLED WATER AWARDS

- 19.00 / **Drinks reception**
- 19.30 / **Gala Industry Dinner**
- 21.30 / **Global Bottled Water Awards presentation**

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# 12TH GLOBAL BOTTLED WATER CONGRESS

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## THURSDAY 22 OCTOBER

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### EUROPEAN MARKET

- 09.00 / **Portugal market overview**  
Bruno Albuquerque, Marketing Director – Soft Drinks & Bottled Water for **Unicer Bebidas**, Portugal
- 09.15 / **Independent, innovative and international**  
Alessandro Pasquale, Director General of **Karlovarske Mineralni Vody**, Czech Republic
- 09.30 / **Raising public support for bottled water to a new level**  
Jean-Pierre Deffis, President of **European Federation of Bottled Waters**
- 09.45 / **Adding value in Europe panel discussion** joined by  
Patricia Fosselard, Secretary General of **European Federation of Bottled Waters**  
Carlo Pontecorvo, Chief Executive Officer of **Ferrarelle SpA**, Italy  
Vladimir Ashurov, Chief Executive Officer of **IDS Borjomi International**
- 10.30 / Hydration and networking break

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### PREMIUMISATION

- 11.00 / **Premiumisation panel discussion** with  
Rahul Narang, Founder & Chairman of **Narang Group**, India  
Duncan Goose, Founder and Managing Director of **Global Ethics**, United Kingdom  
Amilcar Augusto Lopes, Chief Executive Officer of **Petropolis Paulista Mineral Water**, Brazil  
Sunny Wong, Executive Director of **Tibet 5100 Water Resources Holdings Ltd**, China
- 12.00 / Lunch

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### INVESTMENT AND ENTERPRISE

- 13.00 / **Turning brands into media: how to boost your business with zero media investment**  
Luc Speisser, Managing Director of **Landor Associates**, Paris
- Entrepreneur shoot out**
- 13.20 / **Smart-Chimp: superfood in a bottle**  
Benjamin Lacour, Founder of **Smart-Chimp**, France
- 13.30 / **Overly: beyond hydration**  
Chris Hanneway and Will Hammersley, Co-founders of **Overly**, United Kingdom
- 13.40 / **Getting More . . . with Less**  
Steve Norris, Co-founder of **More Or Less Drinks Company Ltd**, United Kingdom
- 13.50 / **LifeTop™: for innovative beverages**  
Staffan Pålsson, Chief Executive Officer of **CapAble AB**, Sweden
- 14.00 / **Panel review**  
Panel will comment on innovator presentations, brand building and financing future expansion  
Neil Kimberley, Vice President – Brand and Strategy Development for **Essentia Water**, United States  
Luc Speisser, Managing Director of **Landor Associates**, Paris  
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco**, United Kingdom
- 15.00 / Close

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*Programme correct as at 30 September 2015*



# 12TH GLOBAL BOTTLED WATER CONGRESS

## ABOUT THE LOCATION

The capital of Portugal, **Lisbon**, has a growing financial sector and is the second largest container port on Europe's Atlantic coast. There are two UNESCO world heritage sites in the city.

The Congress will be held at the **Myriad by Sana** Hotel, which overlooks the Tagus river and enjoys panoramic views of Lisbon. Its facilities include a luxury spa and gymnasium. The hotel is just 4km from the airport and can be reached easily by bus or taxi.

An allocation of rooms is available at negotiated rates for delegates attending the Congress. For more information and to download a copy of the hotel booking form, please visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events)

Myriad by Sana Hotel, Cais das Naus, Lote 2.21.01, Parque das Nações, Lisboa 1990-173 **t** +351 211 107 600 **f** +351 211 107 601 **e** info@myriad.pt

**Congress registration:** Please use the attached registration form or visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events). 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



## zenithinternational

Recognised since the 1990s as Europe's leading drinks 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 some 40 staff based in the World Heritage City of Bath, Zenith also has regional representation in numerous other countries.



## Beverage Innovation

**Beverage 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 2000, it is published ten times a year by Zenith International partner,

**FoodBev Media**, which also produces

**Dairy Innovation, Cooler Plus** and **Food & Beverage International**.

For more information, visit [www.foodbev.com](http://www.foodbev.com)



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