

# Healthier people, healthier planet

## 15th Global Bottled Water Congress

22-24 October 2018, Evian-les-Bains, France

Market opportunities

Innovation and  
entrepreneurship

Sustainability and  
stewardship

2018 Global Bottled  
Water Awards

Market trends, new  
ideas, networking

Platinum sponsor



ArdaghGroup

Gold sponsors



Silver sponsor



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# HEALTHIER PEOPLE, HEALTHIER PLANET

## MONDAY 22 OCTOBER

08.30 Registration

### EVIAN AND ICE WATER MANAGEMENT TOUR – OPTION A

09.00 Depart from hotel for short journey to **Evian bottling plant**. Welcome, introduction and tour including opportunity to view bottling lines and railway loading facility. Refreshments, visit to Evian shop and museum. Leave for 90 minute journey to Annecy, packed lunch will be provided.

13.00 Tour of **ICE Water Management** after welcome, introduction and refreshments. View manufacturing and warehousing operations including systems for monitoring and improving water processing efficiency. Return journey.

16.30 Arrive back at hotel.

### SHORT EVIAN TOUR – OPTION B

10.00-13.00 Depart from hotel for brief journey to **Evian bottling plant**. Welcome, introduction and tour including opportunity to view bottling lines and railway loading facility. Refreshments, visit to Evian shop and museum. Return to hotel.

### FULL EVIAN TOUR – OPTION C

13.30-18.00 Depart from hotel for brief journey to **Evian bottling plant**. Welcome, introduction and tour including opportunity to view bottling lines and railway loading facility. Refreshments, visit to Evian shop and museum. Coach to **Evian catchment plateau and biogas facility**. Return to hotel.

18.30-19.30 **Welcome drinks reception**

### EVIAN FACTS AND FIGURES

€280 million investment at Evian from 2011 to 2020

10 production lines up to 72,000 bottles per hour

Powered by 100% renewable energy

Treats and recycles 100% of waste

Exports to 140 countries

Currently 25% recycled plastic, aiming for 100% by 2025

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## TUESDAY 23 OCTOBER

### AGENDA FOR A HEALTHIER FUTURE

09.00 **Global market trends, opportunities and issues to address**  
Richard Hall, Chairman of **Zenith Global Ltd**

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09.20 **New insights on premium and PH waters**  
Anne Wong-Erven, Insight & Advisory Director at **Zenith Global Ltd**

09.35 **Good, good, good, good hydration**  
Erica Perrier, Hydration and Metabolic Health Group Manager at **Danone Research**, France

09.50 Questions and discussion

10.10 **Addressing new consumer needs and offering sustainable growth with cartons**  
Erik Lindroth, Customer Sustainability Manager – Europe & Central Asia at **Tetra Pak**

10.30 Hydration break and networking

### SAFEGUARDING INDUSTRY AND SOCIETY ACCESS TO WATER

11.10 **Keynote address: Sustainability, sustainability, sustainability**  
Maurizio Patarnello, Chief Executive of **Nestlé Waters**

11.30 **Improving plastic collection and recycling**  
Roberta Barbieri, Vice President - Global Water & Environmental Stewardship at **PepsiCo**



# 2018 GLOBAL BOTTLED WATER CONGRESS

## TUESDAY 23 OCTOBER

- 11.45 **Best practice on energy, materials and waste**  
Yui Kamikawa, Senior Manager - Public Policy, Environmental Sustainability & Social Impact at **The Coca-Cola Company**
- 12.00 **Gaining society's approval**  
Jason Morrison, President of **Pacific Institute** and Head of **CEO Water Mandate**, United States
- 12.15 Questions and discussion
- 12.40 **Cans on the rise – why you should not miss this trend**  
Boris Smoje, Group Commercial Manager and Sales Development Manager – Metal Beverage Europe at **Ardagh Group**, United Kingdom
- 13.00 Lunch
- CREATING AMAZING VALUE**
- 14.15 **CEO interview**  
Andy Peykoff II, Chief Executive Officer of **Niagara Bottling**, United States
- 14.35 **RightWeight – the sweet spot between resource savings and a great consumer experience**  
Vincent Le Guen, Vice President – Packaging at **Sidel Group**
- 14.50 **Competence in closures – added value for bottlers and consumers**  
Volker Spiesmacher, Sales and Marketing Director for **Bericap**
- 15.00 Rehydration break and networking
- WORLD TOUR OF MARKET OPPORTUNITY**
- 15.30 **China satisfying demand for consumer choice**  
Stephen Liu, Managing Director of **Pinnacle Corporate Services**, China
- 15.45 **India: mission to hydrate**  
Anjana Ghosh, Director – Marketing and Business Development for **Bisleri**, India
- 16.00 **Africa: It's all in the water**  
Guy Bani, Executive President at **Guy Bani Refreshment Consulting**, France
- 16.15 Questions and discussion
- 16.45 Close
- 19.15 **Cocktail drinks reception**
- 19.45 **Gala Industry Dinner**
- 21.30 **Keynote address: Setting stewardship standards**  
Henri Bruxelles, Executive Vice President – Waters & Africa for **Groupe Danone**
- 21.45 **2018 Global Bottled Water Awards presentation**
- 22.30 Close

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## WEDNESDAY 24 OCTOBER

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### NEW MARKETING OPPORTUNITIES – SESSION OPTION 1

- 09.00 **CEO interview** Léman  
Ken Uptain, Founder and Chief Executive Officer of **Essentia Water**, United States
- 09.15 **Enhancing water with functionality**  
Jesús Núñez, Managing Director and Beatriz Fernández, Marketing Director – Waters Unit at **Mahou San Miguel**, Spain
- 09.30 **From Norway to China and from nature to flavour**  
Joe Bayern, Chief Executive of **Voss**, Norway
- 09.45 **CEO interview**  
Kenny Lim, Chief Executive Officer of **Spritzer**, Malaysia
- 10.00 Questions and discussion
- 10.30 Hydration break and networking

### SEEKING NEW ENTREPRENEURS

- 11.00 **Taking advantage of incubators and funds**  
Ross Colbert, Global Sector Head – Beverages for **Rabobank International**

### THE NEXT GENERATION SHOOT OUT

- 11.20 **Fizzique: clearly sparkling, clearly refreshing, clearly unique**  
Daniel Zimmermann, Managing Director – Europe at **Fizzique LLC**, United States
- 11.40 **FACT: deeper consumer connection with blockchain**  
Oliver Bolton, Founder and Managing Director at **Waterbomb Ltd**, United Kingdom
- 12.00 **O.Vine: wine water**  
Anat Levi, Founder and Chief Executive Officer of **Wine Water**, Israel
- 12.20 **Panel conclusions**  
*Panel will comment on innovator presentations, offering perspectives on success so far and on the scope for taking products to the next level of investment, branding and distribution.*  
Anne Wong-Erven, Insight and Advisory Director at **Zenith Global Ltd**  
Claire Nuttall, Founder of **The Brand Incubator**  
Ross Colbert, Global Sector Head – Beverages for **Rabobank International**

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### WATER STEWARDSHIP WORKSHOP – SESSION OPTION 2

- 09.00 **Checklist for water stewardship** Vevey  
Adrian Sym, Chief Executive Officer of **Alliance for Water Stewardship**
- 09.30 **Creating value from water – abstraction vs extraction**  
Nathan Littlewood, Principal Consultant – Water & Environment at **Zenith Global Ltd**
- 10.00 Questions and discussion
- 10.30 Hydration break and networking
- 11.00 **Valuing water differently – becoming a steward**  
Paul Thomson, Water & Environment Director of **Zenith Global Ltd**
- 11.30 **Danone's comprehensive approach to water stewardship**  
Patrick Lachassagne, Water Resources Science Expertise Team Leader at **Danone Waters**
- 12.00 Questions and discussion

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12.30 Lunch

13.30 Close

# GLOBAL BOTTLED WATER AWARDS 2018

## 4th Global Bottled Water Awards

The industry's only Global Bottled Water Awards are designed to celebrate excellence and innovation across every category in the packaged water industry and are open to innovators and entrepreneurs as well as established brands from around the globe.

The winners will be announced during an awards ceremony at this evening's gala dinner. Best of luck to our finalists!

### This year's entrants include



### Categories

- Best Natural Still Water *sponsored by Sidel*
- Best Natural Sparkling Water
- Best Flavoured Water *sponsored by Ardagh Group*
- Best Functional Water
- Best New Water Concept
- Best Brand/Brand Extension
- Best Packaging/Label Design
- Best Packaging Solution
- Best Cap or Closure *sponsored by Bericap*
- Best Technology Innovation *sponsored by ICE Water Management*
- Best Marketing or Social Media Campaign
- Best CSR Initiative *sponsored by Tetra Pak*



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