



PROGRAMME

Day One

Thursday 4th May

Morning Session

- 08.30 Registration & Coffee
- 09.00 Opening Remarks:
Rob Kay-Shuttleworth, CEO,
Canadean
- 09.15 **Keynote Speech:**
Jean-François van Boxmeer,
Chairman of Executive Board
& CEO, Heineken NV
Beyond Consolidation
- Are Brewers from outside
Europe changing the rules?
How can the beer industry
respond to the challenge
from other beverages?
- 09.45 Kevin Baker, Director,
Alcoholic Beverages,
Canadean Ltd
The Challenge of
Consolidation - Facts,
Figures & Forecasts
- 10.15 Beverage Break

Local Heroes

Despite the frenetic pace of
consolidation, smaller brewers
with strong propositions continue
to thrive

- 10.45 Ab Pasman, CEO,
Royal Grolsch NV
Breaking through the
homogeneity of the beer
sector - How Grolsch is
aiming to restore the
premium status of beer
- 11.15 Poul Møller, CEO,
Royal Unibrew
Twice the speed of sound -
How Royal Unibrew aim to
create value through the
implementation of their
Mach II strategy
- 11.45 Discussion Panel
- 12.15 Lunch

Afternoon Session

Thinking Outside the Box
Innovative Responses to
Consolidation

- 13.45 Carlos Alvarez, President,
The Gambrinus Company
Bringing Enjoyment to the
World - How imaginative
marketing and a distinctive
portfolio have helped The
Gambrinus Company to
become one of the most
successful beer companies
in America
- 14.15 Phil Sexton, Founder, Giant
Steps Winery
Giant Steps from Beer to
Wine - How Australia's
most famous microbrewer
became one of its most
celebrated winemakers
- 14.45 Alfredo Paredes, Corporate
Communications Director,
Ajegroup
Big Cerveza - How
Ajegroup tried to replicate
the success of Big Cola in
Beer
- 15.15 Discussion Panel
- 15.40 Beverage Break



**Packaging for Success
In an increasingly competitive
market, the role of packaging is
more important than ever**

- 16.10 Uwe Stoffels, Marketing Communications Manager, Ball Packaging Europe
Cans Can - How can manufacturers have ridden the storm caused by the German Packaging Ordinance and are set to return to strong growth
- 16.40 Sharon Crayton, Marketing Manager, Rockware Glass
Glass Act - How innovation helps glass remain the world's leading beer pack
- 17.10 Discussion Panel
- 17.30 Close
- 18.30
- 20.00 Beer & Cocktails in Brussels' Grand Place

**Day Two
Friday 5th May**

Morning Session

- 09.00 **Keynote Speech:**
Steve Cahillane, Chief Commercial Officer, InBev
The Challenge of Leadership - How InBev plan to remain the world's leading brewer
- 09.30 **Beer Heaven - Exploring the Belgian Beer Paradise**
Dominique Taeymans, Director General, Belgian Brewers' Union
- Germany - The New Competitive Landscape**
The German beer market has been through a period of unprecedented change - how are German brewers reacting?
- 10.00 Luitpold, Prinz von Bayern, Owner, Konig Ludwig Schlossbrauerei Kaltenberg
Royal Bavarian beer - 745 years of family brewing as basis for a modern niche marketing platform

- 10.30 Gustavo Moeller-Hergt, CEO, Warsteiner Brauerei Haus Cramer KG
Ready for the Future - How Warsteiner's consistently premium approach is leading to success in international markets
- 11.00 Discussion Panel
- 11.15 Beverage Break
- Asia - Opportunity or Threat? New opportunities for Global Brewers, or a source of competition?**
- 11.45 Mohan Krishna, Marketing Director, Cheers Spirits India
Is India the new China?
- 12.15 Understanding and exploiting the Chinese beer market - Canadean share their insights into the prospects for the world's largest beer market, with the help of leading China experts
- 12.45 Discussion Panel
- 13.00 **Closing Remarks:**
Rob Kay-Shuttleworth, CEO, Canadean
- 13.10 -
- 14.30 Buffet Lunch and Close