

NEWS from Canadean

INDUSTRY LEADERS TO MEET IN AMSTERDAM AT CANADEAN'S INTERNATIONAL BEER CONFERENCE

Leaders of the Global beer industry will be meeting at Canadean's 7th International Beer Conference, being held at the Hilton Hotel in Amsterdam on 26th and 27th May 2010. An exceptionally strong line up of speakers including Khalil Younes, Senior VP, Marketing and Innovation at Carlsberg; Stuart Fletcher, President, International at Diageo; Tony Hicks, Global VP - Strategy at Molson Coors; and Dr Werner Wolf, Sales & Marketing Director at Bitburger, will discuss the challenges facing the beer industry as we enter the second decade of the 21st Century. "We are delighted that so many senior industry figures have accepted the invitation to take part in our conference" said Kevin Baker, Director of Canadean's Beer Division.

2009 was a dramatic year for the global beer industry. Not only did the industry have to weather the economic storms unleashed by the collapse of Lehman Brothers and the crisis in the global banking system, it also witnessed a dramatic reshaping of the competitive landscape as the effects of the acquisition of S&N by Carlsberg and Heineken, and of Anheuser-Busch by InBev were felt. Just four companies, Anheuser-Busch InBev, SABMiller, Heineken and Carlsberg now account for around 45% of total global beer consumption. The recent acquisition of FEMSA by Heineken, suggests that the appetite for acquisition may not yet be sated. The second decade of the 21st Century holds many challenges: increasing health concerns, ever stricter drink-driving legislation, the continuing competitive threat from other beverages and the increasing power of retailers amongst them.

Therefore the theme of this year's conference is **"Volume, Value, Profitability: The Post Consolidation World"** and speakers will address how brewers can compete in the face of these challenges.

Other key speakers include Ernst Faltermeier from fermented soft drinks, Bios, Chresten Christensen, from Vitamalt (Royal Unibrew), Philippe Stassen from Belgian Cider makers, Stassen SA, Brian Roberts from Planet Retail, Peter Basten from Alcan and Frank Embs from PET producer Invista.

"The uncertain times we are living through mean that the value of the industry meeting and discussing the key issues, is greater than ever" says Baker. "We will shortly be announcing the participation of other key speakers, and believe that this year's conference will provide the ideal venue for delegates to get together and debate these issues with other industry leaders and experts."

For further details on Canadean's International Beer Conference please contact the Corporate Marketing Department on tel: +44 (0) 1256 394210 or visit www.canadean.com

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Editor's Note:

Canadean is the beverage industry information specialist, providing market research, reports, databases and consulting on the global beverage and beverage packaging industries.

With headquarters in the UK and regional offices around the world, Canadean has built a reputation as the benchmark for global beverage market intelligence. Local operations are now based in Madrid, Buenos Aires, Mexico City, Hong Kong, Beijing, Shanghai and Sydney.

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