

## NEWS from Canadean

### **CARLSBERG CEO TO DELIVER KEYNOTE ADDRESS AT CANADEAN'S INTERNATIONAL BEER CONFERENCE IN COPENHAGEN**

The CEO of Carlsberg, Jørgen Buhl Rasmussen, will deliver the keynote address at Canadean's 8<sup>th</sup> International Beer Conference, being held in Copenhagen on 29<sup>th</sup> and 30<sup>th</sup> May 2012. Mr. Rasmussen will be joined in Copenhagen by a very strong line-up of speakers including Henrik Brandt, President & CEO, Royal Unibrew; Stephen Glancey, CEO of C&C Group; David Thompson, Chairman of Marstons; Douglas Brodman, CEO and MD of SABMiller/Plzensky Prazdroj; Florence Guesnet, Senior Global Consumer Knowledge Director, Heineken; John O'Keefe, Beer Category Director at Diageo; Henry Chevallier Guild, Partner at Aspoll Cider; Kasper Madsen, Senior Advisor, Boston Consulting Group (and former SVP of Carlsberg); Bob Morrison, Co-Founder of brand building agency Elephants Can't Jump; Dr. Stefan Lustig, COO of BrauHolding International and President of the European Brewing Convention; and Pierre Olivier Bergeron, Secretary General of the Brewers of Europe. "We are delighted that once again so many senior industry figures have accepted the invitation to take part in our conference" said Kevin Baker, Director of Canadean's Beer Division.

In addition to plenary sessions there will also be a series of interactive roundtables covering topics such as Catering to the Modern Consumer; Packaging Innovation; The Image of Beer; Digital Marketing and the Investors' View of the Industry.

Continuing economic uncertainty in many developed markets, especially those affected by the Eurozone crisis, combined with competition from other beverages, is creating a challenging environment for the brewing industry. This new reality has seen a slowdown in the pace of consolidation, although SABMiller's acquisition of Foster's and

strategic alliance with Efes, together with Heineken's acquisition of breweries in Nigeria and Africa, and Kirin's acquisition of the Brazilian brewer, Schincariol, show that the endgame hasn't been reached yet. The industry also faces increased raw materials costs and mounting pressure from retailers.

Therefore the theme of this year's conference "**Delivering Growth in an Uncertain World**" is particularly appropriate and there will be plenty of opportunities for these issues to be debated.

"In this environment, the benefits of meeting and discussing the key issues are greater than ever" says Baker. "We 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 conference team at [events@arena-international.com](mailto:events@arena-international.com) or visit [www.arena-international.com/beer](http://www.arena-international.com/beer).

**Words: 387**

**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 and Shanghai.

**Date: 30 January 2012**

**Issued by the Sales Support Department of Canadean Limited, the leading global beverage research company.**

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