

8th Global Bottled Water Congress 20th Brazil Mineral Water Congress

13-15 September 2011 - Rio de Janeiro, Brazil

Conference: Clear opportunity

Market workshops

Water Innovation Awards

Gala Industry Dinner

Minalba and EcoVita plant tours

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2011 GLOBAL BOTTLED WATER CONGRESS

Tuesday 13 September

- 07.00-18.30 Registration Windsor Barra Hotel foyer
- Minalba bottling plant tour** From Windsor Barra
- 07.30-18.30 Owned by **Grupo Edson Queiroz** since 1985, the Minalba source rises from under the De Campos de Jordão mountain range. The plant is considered to be one of the country's most modern bottled water production sites, demonstrating a clear commitment to sustainability and environmental protection.
- Minalba operates 7 bottling lines with a total production capacity of 100,000 bottles per hour. Formats include 20cl and 30cl plastic cups, a range of PET sizes from 25cl to 10 litre, 30cl glass and 20 litre Home and Office Delivery.
- Tour includes five hour coach journey each way and packed lunch.
- EcoVita bottling plant tour**
- 09.00-16.30 Deep within the Mata Altântica rainforest, **EcoVita** is located 135 kilometres from Rio de Janeiro in the municipality of Nova Friburgo. Completed in 2010, the plant was designed to ensure minimum environmental impact, using solar panels as its principal current source of energy.
- The main production line fills a range of bottle formats, with a capacity of 7,500 bottles per hour for 33cl and 51cl PET or 4,500 bottles per hour for 1.5 litre PET. There is also a 20cl PET cup line.
- The tour includes a two and a half hour coach journey each way and lunch will be hosted on site by EcoVita.
- 09.00-18.00 **Expo-ABINAM**
- Welcome reception**
- 18.30-19.30 Welcome cocktail reception Louvre III-IV

Programme as of 12 August 2011 – final details subject to change.



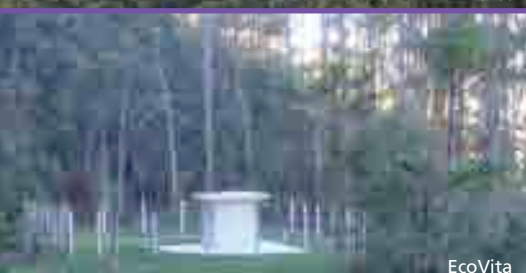
Minalba



Minalba



Minalba



EcoVita



EcoVita



EcoVita

CONFERENCE: CLEAR OPPORTUNITY

Wednesday 14 September

08.30	Registration and refreshments	Expo-ABINAM foyer
	Regional overview	Segovia I-IV
09.00	Welcome and introduction to management of mineral waters in Brazil Sergio Augusto Dâmaso de Sousa, General Director of National Department of Mineral Production for Ministry of Mines and Energy	
09.20	High hopes for the Brazilian market Humberto Veras, Director of Grupo Edson Queiroz	
09.40	Keynote address: 10 reasons why bottled water will enjoy exponential growth in the future Patrick Lemoine, Senior Vice President – Latin America for Nestlé Waters	
10.00	Questions and discussion	
10.30	Refreshment break	El Pardo I-II & Alhambra I-II
	Global market perspectives	Segovia I-IV
11.15	World market and industry trends and outlook Matt Wilton, Commercial Consulting Director at Zenith International Ltd	
11.30	Adding value to bottled water Emma Budzisz-Dudenhoefter, Global Director, Water & Enhanced Hydration for The Coca-Cola Company	
11.50	Questions and discussion	
	Key industry challenges	
12.20	Impact of new food legislation on bottled water Tom Chestnut, Vice President Food Safety and Quality Programs for NSF International	
12.40	Light weight closures: contributing to a healthy society Lothar Brauer, Director of Technical Marketing for Bericap	
12.50	Maximising consumer value with differentiated packaging Todd Caron, Director of Global Business Development – Beverages for Aptar Food & Beverage	
13.00	Lunch	Versailles Hall

Simultaneous translation will be provided during the conference between English, Spanish and Portuguese.



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Making an even bigger splash in 2011



FoodBev Media is pleased to present the **2011 Water Innovation Awards** – designed to recognise excellence and creativity in the global packaged water industry.

Beginning as the *bottledwaterworld design awards* in 2002, this is FoodBev Media's longest established international awards scheme.

Previous Awards have been presented in Paris, Dubai, Bergamo, Wiesbaden and Gleneagles. This year, the announcement of finalists and winners will be made at a special Awards Gala Dinner during the **Global Bottled Water Congress** in Rio de Janeiro, Brazil on 14 September 2011.

For more information and to enter, please visit

www.waterinnovationawards.com

CONFERENCE: CLEAR OPPORTUNITY

Wednesday 14 September

Growth business case studies

Segovia I-IV

- 14.15 **Reducing cost and increasing value**
Pierluigi Tosato, Chief Executive Officer of **Acqua Minerale San Benedetto SpA**, Italy
- 14.30 **Best practice for home and office delivery**
Dillon Schickli, Chief Executive Officer of **DS Waters of America Inc**, United States
- 14.45 **From regional leadership to export growth**
Miranda Clegg, Export Director of **Aguas de Mondariz Fuente del Val**, Spain
- 15.00 **China and India: untapped market opportunities**
Ross Colbert, Executive Director, Global Strategist – Beverages for **Rabobank International**
- 15.15 Questions and discussion
- 15.45 Refreshment break

El Pardo I-II & Alhambra I-II

Ethics and the environment

Segovia I-IV

- 16.15 **Creating and communicating a clear message**
Joe Doss, President and Chief Executive Officer of **International Bottled Water Association**
- 16.35 **ONE: Connecting consumers with making a difference**
Duncan Goose, Founder of **Global Ethics**, United Kingdom
- 16.55 **EcoVita: Eco-Conscious**
Ricardo Luiz Freitas, Owner and Partner at **Estância e Água da EcoVita Ltda**, Brazil
- 17.15 **Environmental sustainability: building a competitive advantage**
Valéria Cristina Michel, Senior Manager – Environmental Management System for **Tetra Pak Brazil**
- 17.30 Questions and discussion
- 18.00 Close

Water Innovation Awards Gala Dinner

Dress code: business suit

- 19.15 **Cocktail reception**
- 19.45 **Gala industry dinner**
- 21.30 Presentation of **Water Innovation Awards**
- 22.30 Close

Versailles Hall

Louvre III-IV

water
innovation
awards
2011



CONFERENCE: CLEAR OPPORTUNITY

Thursday 15 September

08.30	Registration	Expo-ABINAM foyer
	Building iconic brands	Segovia I-IV
09.00	San Pellegrino: the essence of Italy Fabio degli Esposti, International Business Unit Director for Sanpellegrino SpA , Italy	
09.20	Glacéau: creating a lifestyle Eric Lewis, Glacéau Global Brand Director for The Coca-Cola Company	
09.40	Relaunch of an iconic regional brand Vladimir Ashurov, Chief Executive Officer of IDS Borjomi , Ukraine	
09.55	Communicating brand values through iconic brand design Christiaan Huynen, Global Marketing Director of Cartils , Netherlands	
10.10	Questions and discussion	
10.30	Refreshment break	El Pardo I-II & Alhambra I-II
	Beyond plain water	Segovia I-IV
11.15	Innovation around the world Bill Bruce, Group Editorial Director of FoodBev Media Ltd	
11.35	Luso – healthy generations Luis Prata, Water Business Unit Director of Sociedade Central de Cervejas y Bebidas SA , Portugal	
11.55	Enhanced opportunity Bill Sipper, Managing Partner of Cascadia Managing Brands LLC , United States	
12.15	Questions and discussion	
12.45	Buffet lunch	Versailles Hall
	Market workshops	Segovia I-IV
13.45	What consumers are looking for in Latin America and worldwide Edward Garner, Communications Director for Kantar Worldpanel	
14.30	Flavoured and functional water market trends worldwide Andres Padilla, Director – Latin America for Zenith International Ltd	
15.15	Close	



Beach view



Windsor Barra



Rooftop pool

2011 GLOBAL BOTTLED WATER CONGRESS

About the venue

Brazil's bottled water **market is the 7th biggest in the world**, growing by an impressive 13% in 2010 to reach 11.6 billion litres. This is generating extra interest from international players, while local companies also strengthen their presence. Modern retail outlets are gaining share over traditional channels as consumers become more sophisticated in their shopping habits and choice of products.

Surrounded by mountains, beaches and rainforests, **Rio de Janeiro** is Brazil's second largest city and the most visited tourist destination in the Southern hemisphere. The city plays a key role in the country's commercial and cultural life and is home to many famous landmarks including the giant statue of Christ the Redeemer and Sugarloaf mountain. The famous Maracana stadium – one of the largest in the world – will provide the stage for the **2014 FIFA World Cup** final and the city will also play host to the **2016 Olympics**.

Located on the beach front in Rio's modern district of Barra da Tijuca, the **Windsor Barra Hotel** offers easy access to city attractions including the famous beaches of Copacabana and Ipanema, with numerous bars, restaurants and shops. Offering 338 guestrooms, a choice of pools, health club facilities and an extensive range of meeting spaces, the hotel is regarded as one of the city's finest event locations.

The hotel is within easy reach by taxi from Galeão-Antonio Carlos Jobim **International Airport**, which is located around 20 kilometres from the centre of Rio.

An **allocation of rooms** at agreed rates is available at the Windsor Barra Hotel for delegates attending the Global Bottled Water Congress. Rooms are subject to availability and rates are guaranteed to 15 August. For more information, please visit www.zenithinternational.com/events

Windsor Barra Hotel, Avenida Lucio Costa, 2630 – Barra da Tijuca, Rio de Janeiro, Brazil **t** +21 2195 5000 **f** +21 2195 5050

About the event

The 2011 Global Bottled Water Congress is taking place in one of the world's most exciting markets, which has recognised the benefits of natural mineral water and good hydration. In the current economic climate, it is all the more important to reaffirm the credentials of branded water choice and packaged water practicality. The conference sessions will focus on the key business priorities that make future industry growth such a **Clear opportunity**.

Now in its 8th year, the 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.

Booking: Please use the form enclosed with this programme or visit www.zenithinternational.com/events.

Visas are required from many countries. Please check with your local consulate for more information.

Sponsorship: If you would like further information on the range of table top display and other sponsorship opportunities available for the Congress, please contact Louise Gascoigne **e** lgascoigne@zenithinternational.com **t** +44 (0)1225 327942

This year's event is held alongside the 20th Brazil Mineral Water Congress, organised by **ABINAM**, Brazil's Mineral Water Association. Founded in 1947, ABINAM is a non-profit organisation which represents and protects the interests of local mineral water producers.

About the 20th Brazil Mineral Water Congress

The 20th Brazil Mineral Water Congress will be held alongside the Global Bottled Water Congress at the Windsor Barra Hotel from 13 to 15 September. Established in 1989, ABINAM's annual Congress has become a key networking forum for producers and suppliers in the region. This year's event has attracted over 50 exhibitors. The three day event will begin with the 3rd Brazilian Symposium of Medicinal Mineral Water Therapy on the morning of Tuesday 13 September. Full details are available at www.abinam.com.br



Exhibition opening hours are 09.00-18.00 on 13-15 September 2011. Global delegates will have free access to ABINAM's event.

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About 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 70 staff based in the World Heritage City of Bath, Zenith also has regional offices in the Americas and Middle East.



About Water Innovation

Water Innovation is the industry's only dedicated global journal with a special focus on market, company, brand and technical news and analysis.

Launched in 2000, it is published every two months by Zenith International partner, **FoodBev Media**, which also produces **Beverage Innovation, Cooler Innovation, Dairy Innovation** and **Food & Beverage International**.

For more information, visit www.foodbev.com



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