



the **Brewers** of Europe **Forum**

BEER AND BEYOND

**7 & 8
JUNE
2018**



FEATURING MORE THAN 60 SPEAKERS INCLUDING:

Billard Nicolas

Founder
Vadia Brewery & Brew Pub

Boon Frank

CEO
Brewery Boon

Borg Bjergsø Mikkel

Founder and CEO
Mikkeller

Brito Carlos

CEO
AB InBev

Cuppaidge Jasper

Founder and CEO
Camden Town Brewery

Di Vincenzo Leonardo

Brewmaster
Birra del Borgo

Fuller Richard

Corporate Affairs Director
Fuller's

't Hart Cees

CEO
Carlsberg

Hindy Steve

Co-founder & Chairman
Brooklyn Brewery

Jón Björnsson Sturlaugur

Brewmaster
Jón Björnsson Sturlaugur

Kurz Katharina

CEO
BRLO Beer

Meyboom Fernanda

Beer Sommelier/Professor
Escola Superior de Cerveja e Malte

Moortgat Michel

CEO
Duvel Moortgat

Ordeman Michel

Head of Church
Jopenkerk Brewery

Photiades Pavlos

President of The Brewers of Europe &
Managing Director
Photos Photiades Breweries

Verstrepen Kevin

Professor/Director
VIB-KUL Center for Microbiology/Leuven
Institute for Beer Research

Programme at a glance

subject to change (version dated April 10, 2018)

Agenda

PLENARY

- June 7** **9:45 AM** | **Welcome & official opening**
Pavlos Photiades
President of The Brewers of Europe & Managing Director - Photos Photiades Breweries
- 10:00 AM** | **Increasing the value of beer**
Mikkel Borg Bjergsø
Founder and CEO - Mikkeller
- 10:20 AM** | **The craft beer revolution is going global**
Steve Hindy
Co-founder & Chairman - Brooklyn Brewery
- 10:40 AM** | **Growing your brewery: how to remain authentic and keep quality high?**
Frank Boon
CEO - Brewery Boon
Katharina Kurz
CEO - BRLO Beer
Jasper Cuppaidge
Founder and CEO - Camden Town Brewery
- 3:20 PM** | **Keynote**
Michel Ordeman
Head of Church - Jopenkerk Brewery
- 3:40 PM** | **Keynote**
Carlos Brito
CEO ABInBev
- 4:00 PM** | **Key dynamics in the beer sector: the impact of international and new brewers**
Alexandros Kouris
Owner and CEO - Cyclades Microbrewery
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- June 8** **11:00 AM** | **Keynote**
Tim Webb
Executive member, European Beer Consumers Union (EBCU) & Author, The World Atlas of Beer
- 11:30 AM** | **The future of beer**
Michel Moortgat
CEO - Duvel Moortgat
Mathieu Duyck
CEO - Brasserie Duyck
Cees 't Hart
CEO - Carlsberg
Tim Webb (Moderator)
Executive member, European Beer Consumers Union (EBCU) & Author, The World Atlas of Beer

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BREWING & BEER QUALITY

- June 7**
- 1:20 PM** | **Yeast research & developments that will change brewing in the next 20 years**
Kevin Verstrepen
Professor VIB - KU Leuven for Microbiology and Director Leuven Institute for Beer Research
- 2:00 PM** | **Hops - facts, figures and flavours of the green gold**
Christina Schönberger
Technical Manager - Barth-Haas Hops Academy
- 2:25 PM** | **Yeast solutions today & practical brewing tips**
Stefan Meulemans
General Manager - Fermentis
- June 8**
- 9:00 AM** | **Trappist Beer**
- 9:40 AM** | **Brewing techniques for craft brewers: Malt**
- 10:05 PM** | **Brewing techniques for craft brewers: brew house equipment**
- 2:40 PM** | **The craftsmanship of brewing ale & lager**
Stefan Hanke
Chief Brewmaster Pilot Brewery - Bitburger
Roger Ryman
Brewing Director - St. Austell Brewery
Vojtech Homolka
Brew Master - Pilsner Urquell

Agenda

MARKETS & INNOVATION

June 7	1:20 PM	Small Breweries: How to grow and stay small Sam Holloway <i>President - Crafting A Strategy</i>
	1:40 PM	Beeronomics Johan Swinnen <i>Professor Economics KULeuven and President Beeronomics Society</i>
	2:00 PM	Growth and value creation in the beer business Johan Swinnen (Moderator) <i>Professor Economics KULeuven and President Beeronomics Society</i> Nicolas Billard <i>Co-founder and Head Brewer at Vadia Brewery&Brewpub - Vadia Brewery & Brew Pub</i> Leonardo Di Vincenzo <i>Brewmaster - Birra del Borgo</i> Richard Fuller <i>Corporate Affairs Director - Fuller's</i>
	2:00 PM	Crowd funding your brewery
June 8	9:00 AM	What's your strategy for authenticity? Susanne Hecht <i>Beersommelière and Sales Director National and International - Schneider Weisse</i> Johan Van Dyck <i>Founder - Antwerp Brewing Company</i>
	9:40 AM	Beer & money: investors and bankers in the beer business
	9:40 AM	Brand & Products - Stories & Styles
	2:00 PM	Start local, go global Krishan Maudgal <i>Managing Director - Maudgal International</i> Steve Parr <i>Export Development Program Manager - Brewers Association</i>
	2:40 PM	Industry innovations that will drastically impact your business Hugo Hanselmann (Moderator) <i>Founder & CEO - HuHeHa</i> Karim Choueiri <i>Co Founder and CEO - HiKaMi Digital</i>

Agenda

BREW PUB & FOOD PAIRING

- June 7**
- 1:20 PM** | **Making Sense of Taste**
Peter Klosse
Founder - Academy for Gastronomy
- 2:00 PM** | **New Culinary delights made with brewery products**
Selma Seddik
Co-founder - Instock
Henri Reuchlin (Moderator)
Coordinator - StiBON Beer Education
David Claeys
Co-founder - OTOMA Heavenly Pizza
Karl Zuser Junior
Beer Sommelier - Biergasthof Riedberg
- June 8**
- 9:00 AM** | **Building a brewpub**
Luc De Raedemaeker (Moderator)
Director Brussels Beer Challenge - Chief editor Bier Grand Cru - International Bier Sommelier - Co-author Belgian Beer Book
Vasja Golar
CEO - Bevog
Jurgen Dewijn
Co-Founder - La Manufacture Urbaine
- 2:00 PM** | **Going crazy for beer - beyond the brewery**
André Thix
Group Sales Manager - Micro Matic
- 2:40 PM** | **Beer & Food Pairing**
Pat Fahey (Moderator)
Content Director - Cicerone
Marco Philippsen
General Manager - Mitra Retail
Daiane Colla
Beer Sommelier - Comer, Beber, Harmonizar
Fernanda Meyboom
Beer Sommelier/Professor - Escola Superior de Cerveja e Malte

- June 8** **9:00 AM** | **Showing the natural beauty of beer: how labelling and packaging can help you do it**
Sara Gysen (Moderator)
Business Manager Public Services - GfK Belgium
Lene Bech
Chair EBC Analysis Group and Senior Laboratory & Regulatory Manager - Carlsberg Breweries A/S
- 9:40 AM** | **Beer's untapped potential: the growing consumer appetite for environmentally-friendly products**
Gabriela Maria Straka
Director Corporate Affairs & CSR - Diplom Beersommeliere - Brau Union Österreich
Peter Johannes Wutte
Energy and Project Manager - Göss Brewery
Eskild Andersen
Group Environmental Manager - Carlsberg
Jan van der Kaaij (Moderator)
Co-Founder and Managing Partner - Finch & Beak
Adeline Farrelly
Secretary General - FEVE (European Container Glass Federation)
- 2:00 PM** | **Time to team up: stop reinventing the wheel**
Ana Perdomo-Spinola
CEO - Cervecería Casasola
David Castro
President - AECAI (Asociación Española de Cerveceros Artesanos Independientes)
Mike Benner
President - Small and Independent Brewers Association
Cees-Jan Adema
General Manager - Dutch Brewers Association
- 2:40 PM** | **Making beer the number one choice**
David Cunningham
Programme Director - "There's a beer for that"
Floor van Aerde
Communications Manager - Dutch Brewers Association
Jeroen Welten
Founder - Van Bieren
Kathryn D'Arcy
Corporate Affairs Director - Heineken Ireland

Agenda

EBC SYMPOSIUM: FILTRATION

- June 7** 1:20 PM | **Welcome and introduction**
Tiago Brandao
President - European Brewery Convention
- 1:25 PM | **Experiences of filtration at major brewer's level**
- 2:00 PM | **Cross-flow filtration: future developments and current solutions**
Rod White
Assistant Professor - University of Nottingham - School of Biosciences
Wolf-Dietrich Herberg
Head of filtration - GEA
Carsten Zufall (Moderator)
Corporate Head of Technology & Innovation - Cerveceria Polar
- June 8** 9:00 AM | **Important factors in precoat filtration with alternative filter aids**
Jörg Zacharias
Technical Expert Process - Technology Corporate R&D - Kronos
- 9:40 AM | **Filtration and traditional beers**
Roger Ryman
Brewing Director - St. Austell Brewery
Sturlaugur Jón Björnsson
Brewmaster - Olgerdin
- 2:00 PM | **Depth filtration during beer production**
Jürgen Ebert
Docent - University of Zurich
- 2:40 PM | **The future of filtration**
Reiner Gaub
Business Manager Beer Emerging Countries - Pall Life Sciences
Carsten Zufall (Moderator)
Corporate Head of Technology & Innovation - Cerveceria Polar
- 3:20 PM | **Closing & conclusions**
Tiago Brandao
President - European Brewery Convention