<table>
<thead>
<tr>
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</table>
| 11:00 AM | **General Welcome by Pavlos Photiades - President of the Brewers of Europe**  
  Photiades Pavlos  
  President - The Brewers of Europe & Managing Director - Photos Photiades Breweries |
| 11:10 AM | **Keynote by Jean-François Van Boxmeer**  
  Jean-François van Boxmeer  
  Chief Executive Officer - Heineken - Belgium |
| 11:40 AM | **Sailing the seas: global strategies for craft brewers**  
  Ina Verstl  
  Co-author of the book “The Beer Monopoly” (2016) - Editor Brauwelt International - Germany |
| 12:00 PM | **Craft Beer in Belgium – what’s brewing**  
  Charles Leclef  
  Owner - Brouwerij Het Anker - Belgium |
| 12:20 PM | **Beer is no longer black & white: why spectrum is key**  
  Paolo Lanzarotti  
  Chief Executive Officer - Asahi Breweries Europe Group |
| 12:40 PM | **Beer in 2020 and beyond**  
  Tim Webb (Moderator)  
  Author - World Atlas of Beer - United Kingdom  
  Paolo Lanzarotti  
  Chief Executive Officer - Asahi Breweries Europe Group  
  Charles Leclef  
  Owner - Brouwerij Het Anker - Belgium  
  Ina Verstl  
  Co-author of the book “The Beer Monopoly” (2016) - Editor Brauwelt International - Germany |
| 4:00 PM  | **Brewing for a better today & tomorrow**  
  Cees ‘t Hart  
  CEO - Carlsberg Group - Denmark |
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<tr>
<td>4:30 PM</td>
<td>From traditional to modern craft brewing: how family-owned Trumer Brewery from Austria is reinventing itself for the 21st century</td>
<td>Josef Sigl</td>
<td>CEO - Trumer Private Brewery - Austria</td>
</tr>
<tr>
<td>4:50 PM</td>
<td>From founder to family brewer</td>
<td>Edouard Haag</td>
<td>General Manager - Brasserie Meteor - France</td>
</tr>
<tr>
<td>5:10 PM</td>
<td>Modernising Britain's Oldest Brewer</td>
<td>Jonathan Neame</td>
<td>CEO of Shepherd Neame - Chairman of Visit Kent - United Kingdom</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Redeveloping your (family) brewery</td>
<td>Tiago Brandao (Moderator)</td>
<td>New Business Director - Beer &amp; Brewing at Super Bock Group - EBC President - Portugal</td>
</tr>
<tr>
<td></td>
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<td>Josef Sigl</td>
<td>CEO - Trumer Private Brewery - Austria</td>
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**June 4th**

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<tr>
<td>11:00 AM</td>
<td>What's happening in the US craft scene?</td>
<td>Bob Pease</td>
<td>President and CEO - The Brewers Association - USA</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>Riding the craft wave as Australia's largest independent brewer</td>
<td>Timothy Cooper</td>
<td>MD and Chief Brewer - Coopers Brewery Ltd - Australia</td>
</tr>
<tr>
<td>11:40 AM</td>
<td>Craft beer revolution is here to stay</td>
<td>Joana Teresa Carneiro</td>
<td>Food Specialities Director Beverages - DSM - Netherlands</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>What’s happening in the Eastern Europe craft scene?</td>
<td>Jan Suran</td>
<td>President - Czech &amp; Moravian Association of Small Brewers - Czech Republic</td>
</tr>
</tbody>
</table>
Beer around the world - Q&A

Joana Teresa Carneiro
Food Specialities Director Beverages - DSM - Netherlands

Timothy Cooper
MD and Chief Brewer - Coopers Brewery Ltd - Australia

Bob Pease
President and CEO - The Brewers Association - USA

Jan Suran
President - Czech & Moravian Association of Small Brewers - Czech Republic
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<tr>
<td>2:00 PM</td>
<td>100% Brasileiros, ‘grounding’ the local brewer with local malts</td>
<td>Rodolfo Heitor Vargas Rebelo</td>
<td>Owner and Industrial Manager - Malteria Blumenau - Brazil</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Heritage malts as differentiator in beer branding?</td>
<td>Andrea Stanley</td>
<td>Owner/Maltster - Valley Malt - USA</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Terroir and heirloom barley varieties: upcoming challenges in general and in a Belgian context</td>
<td>Gil Leclercq</td>
<td>R&amp;D manager - Castle Malting - Belgium</td>
</tr>
<tr>
<td>2:45 PM</td>
<td>How (heritage) barley can do the magic for your beer</td>
<td>Shane Swindells</td>
<td>Head Brewer &amp; Owner - The Cheshire Brewhouse Ltd - United Kingdom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Christophe Noyon</td>
<td>Brewer and Farmer (Owner) - Brasserie des 2 Caps, ferme de Belle Dalle - France</td>
</tr>
</tbody>
</table>
## June 3rd

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
</tr>
</thead>
</table>
| 2:00 PM  | How to set a new brewery in an established market? | Nicolas Declercq  
Founder - Brasserie Leopold 7 - Belgium                                  |
| 2:20 PM  | Local beer takes local market                   | Johan Van Dyck  
Founder - Antwerpse Brouw Compagnie, Antwerp's Independant Local Brewery - Belgium |
| 2:40 PM  | Innovation in the Polish market                 | Grzegorz Ziemian  
Co-Founder & CEO - Browar Stu Mostów - Poland                            |
| 3:00 PM  | The minimum efficiency scale for your brewery, and how to grow from there? | Brad Windecker (Moderator)  
CEO - Orchestra Software - USA  
Johan Van Dyck  
Founder - Antwerpse Brouw Compagnie, Antwerp's Independant Local Brewery - Belgium  
Grzegorz Ziemian  
Co-Founder & CEO - Browar Stu Mostów - Poland  
Nicolas Declercq  
Founder - Brasserie Leopold 7 - Belgium |
June 3rd

Gorilla 1  2:00 PM  Craft beer in Sweden: How to get distributed in the Swedish alcohol retail monopoly  
Johan Ahlstedt  
Purchaser Beer - Systembolaget - Sweden  
Märta Kuylenstierna  
Category Manager Beer and Spirits - Systembolaget - Sweden

Gorilla 1  2:20 PM  Craft Beer in China: Opportunities & Trends  
Michelle Wang  
Editor in Chief - The Beer Link - China

Gorilla 1  2:40 PM  Challenges & trends in retail in 4 European markets  
Krishan Maudgal (Moderator)  
Managing Director Maudgal Int. ltd. - Co Founder at BeerAgency - Belgium  
Markus Betz  
Category Manager Craft Beer & Craft Cider - R. Ammersin GesmbH - Austria  
Gaius Voûte  
General Manager - Bier&cO - Netherlands
June 4th

Queen Elizabeth Hall

9:00 AM

New barley solutions for all brewers

Zoran Gojkovic
Director of Brewing Science & Technology - Carlsberg Research Laboratory, Carlsberg Group - Denmark

9:30 AM

Hop research - healthy raw materials for the brewing industry and securing the future for hop growing farms

Walter König
Managing Director - Society of Hop Research, Hüll - Germany

10:00 AM

Discover the future of raw materials

Axel G. Kristiansen (Moderator)
Deputy Director - DTU - Denmark

Walter König
Managing Director - Society of Hop Research, Hüll - Germany

Zoran Gojkovic
Director of Brewing Science & Technology - Carlsberg Research Laboratory, Carlsberg Group - Denmark
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<tr>
<td>4:30 PM</td>
<td>Horeca going digital</td>
<td>Hugo Hanselmann</td>
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<td>Founder &amp; CEO - HuHeHa - Belgium</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>How the middleman can fix your deals / Best practice France</td>
<td>Thomas Bulcke</td>
</tr>
<tr>
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<td>Export Manager - International Beers &amp; Beverages - France</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Why do people buy beer online? And what are the “digital” beer trends?</td>
<td>Marc Scholten</td>
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<td>CMO - Beerwulf - Netherlands</td>
</tr>
</tbody>
</table>
ROLE OF BEER IN SOCIETY

June 4th

Gorilla 1  4:30 PM  Why humans like alcohol  Andrew Curry  Freelance journalist - Germany

Gorilla 1  4:50 PM  Keynote by Melissa Cole  Melissa Cole  Beer journalist and author - United Kingdom

Gorilla 1  5:10 PM  Making value-driven decisions – Proving us wrong!  Mariann Skar  Secretary General - Eurocare - Belgium

Gorilla 1  5:30 PM  Panel - Role of Beer in Society  Melissa Cole (Moderator)  Beer journalist and author - United Kingdom  Alexandros Kouris  Founder & Owner - NISSOS Beer - Greece
### June 4th

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<tr>
<td>Okapi 3</td>
<td>9:00 AM</td>
<td>Will Keating</td>
<td>Growing craft beer through collaboration</td>
<td>Principal - Serestra &amp; Hellfire Brew Club - Ireland</td>
</tr>
<tr>
<td>Okapi 3</td>
<td>9:20 AM</td>
<td>Pete Slosberg</td>
<td>Guerrilla Marketing: How to get more than your fair share of mind share, on a limited budget</td>
<td>Co-founder - Pete’s Brewing Company - USA</td>
</tr>
<tr>
<td>Okapi 3</td>
<td>9:40 AM</td>
<td>Peter Rouwen</td>
<td>Starting up a city brewery</td>
<td>Co Founder and head brewer. - Brouwerij Noordt - Netherlands</td>
</tr>
<tr>
<td>Okapi 3</td>
<td>10:00 AM</td>
<td>Steve Livens (Moderator)</td>
<td>Ask the expert: from small to success</td>
<td>Policy Manager, Product Assurance &amp; Supply Chain - British Beer &amp; Pub Association - United Kingdom</td>
</tr>
<tr>
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<td>Pete Slosberg</td>
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<td>Co-founder - Pete’s Brewing Company - USA</td>
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QUALITY FOR GROWTH

June 4th

Okapi 3  2:30 PM  Keynote by Gonzalo Abia Diaz  
Gonzalo Abia Diaz  
Founder - Cerveza TYRIS - Spain

Okapi 3  2:50 PM  Keynote by Sven Dekleermaeker  
Sven Dekleermaeker  
Brewing Manager - Duvel Moortgat - Belgium

Okapi 3  3:10 PM  Improving quality of booming French craft scene through training and support  
Florian Antoine  
Craft brewers support manager - Institut Francais de la Brasserie et de la Malterie - France

Okapi 3  3:30 PM  Quality requirements by retail  
Harry van den Dungen  
Managing Director - Meron - Netherlands
ABOUT SUSTAINABILITY IN PACKAGING AND WASTEWATER TREATMENT

June 4th

Okapi 2  2:30 PM

What makes adequate and sustainable packaging?

Jean-Paul Judson (Moderator)
Managing Director - NOWMORE - Belgium
Matt Panucci
CEO - Dolium - Belgium
Christian Barden
General Manager Europe & Global Brand - Kegstar - United Kingdom
Adeline Farrelly
Secretary General - FEVE - European Container Glass Federation - Belgium

Okapi 2  3:30 PM

Wastewater reuse within a brewery

Piet De Langhe
CEO - Pantarein - Belgium
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| 9:00 AM| Investment in learning and development at the IBD                      | Timothy Cooper  
MD and Chief Brewer - Coopers Brewery Ltd - Australia                                                                                  |
| 9:15 AM| The Beer Sommelier Education Program - A necessity for the brewing industry | Michael Zepf  
Brewing Science and Beverage Technology - Director - Doemens - Germany                                                                    |
| 9:30 AM| Beer education is indispensable to build a strong beer culture          | Henri Reuchlin  
Coordinator - StiBON Beer education - Netherlands                                                                                       |
| 9:45 AM| Education & importance for growth                                       | Michael J Ward (Moderator)  
Project Leader - Smile Brewing - Ireland  
Bo Jensen  
Chairman - European Beer Consumers Union (EBCU) - Denmark  
Matthias De Caluwe  
CEO - Horeca Vlaanderen - Belgium  
Roman Jove Lleixa  
Founder and Head Brewer - Cerveceria Peninsula - Spain                                                                                |
**June 4th**

**Gorilla 1  2:30 PM**

**The Shopping Experience Lab in Madrid**

**Guillermo Arrieta Salazar**  
Customer Marketing and Development Director - Mahou San Miguel - Spain

**Gorilla 1  2:50 PM**

**The 100+ accelerator, a sustainability focused startups incubator**

**Richard White**  
Vice-President for Procurement & Sustainability - AB InBev Europe - United Kingdom

**Gorilla 1  3:10 PM**

**The smart bottle opener**

**Karim Choueiri**  
CEO - WeCheer.io - Switzerland

**Gorilla 1  3:30 PM**

**Digital commerce and how it transformed the €3 trillion euro global food & beverage industry**

**Andy Chen**  
CEO - Weorder - Norway

**Gorilla 1  3:50 PM**

**Match your Brand with the perfect (food) location**

**Marco van den Ouden**  
Managing Director & Co-owner - Datlinq BV - Netherlands
# WHAT TRENDS ARE BREWING?

## June 4th

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<td><strong>Birell Botanicals - the story from the Czech Republic</strong></td>
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<td></td>
<td><strong>Roman Trzaskalik</strong></td>
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<td></td>
<td><em>Marketing Director - Plzensky Prazdroj - Czech Republic</em></td>
</tr>
<tr>
<td>4:50 PM</td>
<td><strong>The vanguards of the low-abv space</strong></td>
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<td><strong>Rob Fink</strong></td>
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<td></td>
<td><em>Founder - Big Drop Brewing Co - United Kingdom</em></td>
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