



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

BEER AND BEYOND

PLENARY

June 3rd

Queen 11:00 AM
Elizabeth
Hall

General Welcome by Pavlos Photiades - President of the Brewers of Europe

Photiades Pavlos

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

Queen 11:10 AM
Elizabeth
Hall

Keynote by Jean-François Van Boxmeer

Jean-François van Boxmeer

Chief Executive Officer - Heineken - Belgium

Queen 11:40 AM
Elizabeth
Hall

Sailing the seas: global strategies for craft brewers

Ina Verstl

Co-author of the book "The Beer Monopoly" (2016) - Editor Brauwelt International - Germany

Queen 12:00 PM
Elizabeth
Hall

Craft Beer in Belgium – what's brewing

Charles Leclef

Owner - Brouwerij Het Anker - Belgium

Queen 12:20 PM
Elizabeth
Hall

Beer is no longer black & white: why spectrum is key

Paolo Lanzarotti

Chief Executive Officer - Asahi Breweries Europe Group

Queen 12:40 PM
Elizabeth
Hall

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

Queen 4:00 PM
Elizabeth
Hall

Brewing for a better today & tomorrow

Cees 't Hart

CEO - Carlsberg Group - Denmark

Queen 4:30 PM
Elizabeth
Hall

From traditional to modern craft brewing: how family-owned Trumer Brewery from Austria is reinventing itself for the 21st century

Josef Sigl

CEO - Trumer Private Brewery - Austria

Queen 4:50 PM
Elizabeth
Hall

From founder to family brewer

Edouard Haag

General Manager - Brasserie Meteor - France

Queen 5:10 PM
Elizabeth
Hall

Modernising Britain's Oldest Brewer

Jonathan Neame

CEO of Shepherd Neame - Chairman of Visit Kent - United Kingdom

Queen 5:30 PM
Elizabeth
Hall

Redeveloping your (family) brewery

Tiago Brandao (Moderator)

*New Business Director - Beer & Brewing at Super Bock Group - EBC
President - Portugal*

Josef Sigl

CEO - Trumer Private Brewery - Austria

Edouard Haag

General Manager - Brasserie Meteor - France

Jonathan Neame

CEO of Shepherd Neame - Chairman of Visit Kent - United Kingdom

June 4th

Queen 11:00 AM
Elizabeth
Hall

What's happening in the US craft scene?

Bob Pease

President and CEO - The Brewers Association - USA

Queen 11:20 AM
Elizabeth
Hall

Riding the craft wave as Australia's largest independent brewer

Timothy Cooper

MD and Chief Brewer - Coopers Brewery Ltd - Australia

Queen 11:40 AM
Elizabeth
Hall

Craft beer revolution is here to stay

Joana Teresa Carneiro

Food Specialities Director Beverages - DSM - Netherlands

Queen 12:00 PM
Elizabeth
Hall

What's happening in the Eastern Europe craft scene?

Jan Suran

President - Czech & Moravian Association of Small Brewers - Czech Republic

Queen 12:20 PM

Elizabeth

Hall

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

MALT

June 3rd

Queen 2:00 PM
Elizabeth
Hall

100% Brasileiros, 'grounding' the local brewer with local malts

Rodolfo Heitor Vargas Rebelo

Owner and Industrial Manager - Malteria Blumenau - Brazil

Queen 2:15 PM
Elizabeth
Hall

Heritage malts as differentiator in beer branding?

Andrea Stanley

Owner/Maltster - Valley Malt - USA

Queen 2:30 PM
Elizabeth
Hall

Terroir and heirloom barley varieties: upcoming challenges in general and in a Belgian context

Gil Leclercq

R&D manager - Castle Malting - Belgium

Queen 2:45 PM
Elizabeth
Hall

How (heritage) barley can do the magic for your beer

Shane Swindells

Head Brewer & Owner - The Cheshire Brewhouse Ltd - United Kingdom

Christophe Noyon

Brewer and Farmer (Owner) - Brasserie des 2 Caps, ferme de Belle Dalle - France

SMALL TO SUCCESS (PART 1)

June 3rd

Okapi 3 2:00 PM

How to set a new brewery in an established market?

Nicolas Declercq

Founder - Brasserie Leopold 7 - Belgium

Okapi 3 2:20 PM

Local beer takes local market

Johan Van Dyck

Founder - Antwerpse Brouw Compagnie, Antwerp's Independant Local Brewery - Belgium

Okapi 3 2:40 PM

Innovation in the Polish market

Grzegorz Ziemian

Co-Founder & CEO - Browar Stu Mostów - Poland

Okapi 3 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

EXPORT

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 GesbmH - Austria

Gaius Voûte

General Manager - Bier&cO - Netherlands

RAW MATERIALS

June 4th

Queen 9:00 AM

Elizabeth

Hall

New barley solutions for all brewers

Zoran Gojkovic

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

Queen 9:30 AM

Elizabeth

Hall

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

Queen 10:00 AM

Elizabeth

Hall

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*

NEW RETAIL

June 4th

Okapi 2 4:30 PM

Horeca going digital

Hugo Hanselmann

Founder & CEO - HuHeHa - Belgium

Okapi 2 5:00 PM

How the middleman can fix your deals / Best practice France

Thomas Bulcke

Export Manager - International Beers & Beverages - France

Okapi 2 5:30 PM

Why do people buy beer online? And what are the “digital” beer trends?

Marc Scholten

CMO - Beerwulf - Netherlands

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

SMALL TO SUCCESS (PART 2)

June 4th

Okapi 3 9:00 AM

Growing craft beer through collaboration

Will Keating

Principal - Serestra & Hellfire Brew Club - Ireland

Okapi 3 9:20 AM

Guerrilla Marketing : How to get more than your fair share of mind share, on a limited budget

Pete Slosberg

Co-founder - Pete's Brewing Company - USA

Okapi 3 9:40 AM

Starting up a city brewery

Peter Rouwen

Co Founder and head brewer. - Brouwerij Noordt - Netherlands

Okapi 3 10:00 AM

Ask the expert: from small to success

Steve Livens (Moderator)

Policy Manager, Product Assurance & Supply Chain - British Beer & Pub Association - United Kingdom

Will Keating

Principal - Serestra & Hellfire Brew Club - Ireland

Peter Rouwen

Co Founder and head brewer. - Brouwerij Noordt - Netherlands

Pete Slosberg

Co-founder - Pete's Brewing Company - USA

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

EDUCATION

June 4th

Gorilla 1 9:00 AM

Investment in learning and development at the IBD

Timothy Cooper

MD and Chief Brewer - Coopers Brewery Ltd - Australia

Gorilla 1 9:15 AM

The Beer Sommelier Education Program - A necessity for the brewing industry

Michael Zepf

Brewing Science and Beverage Technology - Director - Doemens - Germany

Gorilla 1 9:30 AM

Beer education is indispensable to build a strong beer culture

Henri Reuchlin

Coordinator - StiBON Beer education - Netherlands

Gorilla 1 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 - Cervecera Peninsula - Spain

BEER BUSINESS 4.0

June 4th

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|-----------|---------|---|
| Gorilla 1 | 2:30 PM | The Shopping Experience Lab in Madrid
Guillermo Arrieta Salazar
<i>Customer Marketing and Development Director - Mahou San Miguel - Spain</i> |
| Gorilla 1 | 2:50 PM | The 100+ accelerator, a sustainability focused startups incubator
Richard White
<i>Vice-President for Procurement & Sustainability - AB InBev Europe - United Kingdom</i> |
| Gorilla 1 | 3:10 PM | The smart bottle opener
Karim Choueiri
<i>CEO - WeCheer.io - Switzerland</i> |
| Gorilla 1 | 3:30 PM | Digital commerce and how it transformed the €3 trillion euro global food & beverage industry
Andy Chen
<i>CEO - Weorder - Norway</i> |
| Gorilla 1 | 3:50 PM | Match your Brand with the perfect (food) location
Marco van den Ouden
<i>Managing Director & Co-owner - Datling BV - Netherlands</i> |

WHAT TRENDS ARE BREWING?

June 4th

Okapi 3 4:30 PM

Birell Botanicals - the story from the Czech Republic

Roman Trzaskalik

Marketing Director - Plzensky Prazdroj - Czech Republic

Okapi 3 4:50 PM

The vanguards of the low-abv space

Rob Fink

Founder - Big Drop Brewing Co - United Kingdom