



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

BEER AND BEYOND

# PLENARY

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## June 3rd

Queen 11:00 AM  
Elizabeth  
Hall

### **General Welcome by Pavlos Photiades - President of The Brewers of Europe**

**Pavlos Photiades**

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

Queen 11:10 AM  
Elizabeth  
Hall

### **Brewing Forward: It's all about Europe**

**Jean-François van Boxmeer**

*Chief Executive Officer - Heineken*

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*

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

## An Update on the Brewers Association and The American Craft Beer 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*

Queen 12:00 PM  
Elizabeth  
Hall

## What's craft brewing in the Czech Republic?

**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*

### **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*

# HERITAGE BARLEY & GRAINS

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## June 3rd

Queen 2:00 PM  
Elizabeth  
Hall

### **100% Brasileiros. Connecting local brewers 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**

**Henri Reuchlin** (Moderator)

*Coordinator - StiBON Beer education - Netherlands*

**Rodolfo Heitor Vargas Rebelo**

*Owner and Industrial Manager - Malteria Blumenau - Brazil*

**Andrea Stanley**

*Owner/Maltster - Valley Malt - USA*

**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*

**Gil Leclercq**

*R&D manager - Castle Malting - Belgium*

## June 3rd

Gorilla 1 2:00 PM

### **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*

**Stefano Baldan**

*CEO & Founder - Brewrise - Italy*

# RAW MATERIALS

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## 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

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## 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

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## June 4th

Gorilla 1 4:30 PM

### **Why humans like alcohol**

**Andrew Curry**

*Journalist - Freelance*

Gorilla 1 4:50 PM

### **More than a welcome required: how to increase diversity in beer**

**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*

**Thijs Thijssen**

*CEO - La Trappe - Netherlands*

**Cees-Jan Adema**

*Secretary General - Dutch Brewers Association - Netherlands*

# SMALL TO SUCCESS (PART 1)

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## 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*

# SMALL TO SUCCESS (PART 2)

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## 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

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## June 4th

Okapi 3 2:30 PM

### **Tyris Brew - Quality and consistency**

**Gonzalo Abia Diaz**

*Founder - Cerveza TYRIS - Spain*

Okapi 3 2:50 PM

### **Tradition and innovation: the key to successful quality management**

**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 Français de la Brasserie et de la Malterie - France*

Okapi 3 3:30 PM

### **Quality for Growth - Q&A**

**Luc De Raedemaeker** (Moderator)

*Nomic - Becomev*

**Florian Antoine**

*Craft brewers support manager - Institut Français de la Brasserie et de la Malterie - France*

**Gonzalo Abia Diaz**

*Founder - Cerveza TYRIS - Spain*

**Sven Dekleermaeker**

*Brewing Manager - Duvel Moortgat - Belgium*

# ABOUT SUSTAINABILITY IN PACKAGING AND WASTEWATER TREATMENT

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## 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*

**Michael Delle Selve**

*Senior Communications Manager - FEVE – The European Container Glass Federation*

Okapi 2 3:30 PM

### Wastewater reuse within a brewery

**Piet De Langhe**

*CEO - Pantarein - Belgium*

**Jan Adriaensens**

*Director of production - Brewery Westmalle*

**Filip Devolder**

*CEO - Brewery Huyghe*

# EDUCATION

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## 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 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

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## 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*

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 Hospitality Technologies*

Gorilla 1 3:50 PM

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

**Marco van den Ouden**

*Managing Director & Co-owner - Datling BV - Netherlands*

# WHAT TRENDS ARE BREWING?

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## June 4th

Okapi 3 4:30 PM

**Non-alco beer - from negative choice for drivers to natural non-alcoholic refreshment**

**Roman Trzaskalik**

*Marketing Director - Plzensky Prazdroj - Czech Republic*

Okapi 3 5:00 PM

**The vanguards of the low-abv space**

**Rob Fink**

*Founder - Big Drop Brewing Co - United Kingdom*

Okapi 3 5:30 PM

**The growing segment of NABLAB – driven by consumer trends and opportunity to provide portfolio choice**

**Julie Yufe**

*VP Marketing EU - AB InBev Europe*