



SIMEI 2009

Afternoon Workshops

**Marketing and Technology Insights for
the Beverage and Liquid Food Industry**

Thursday 26 November 2009, 1 pm

Fiera Milano

Forum Room SimeI Enovitis, Pavilion 11

English/Italian programme topics :

- **Italian and Global Market Developments**
- **Convenience and Packaging Solutions**
- **Brand Protection Services**

Presenting companies :

canadean



HARTNESS
INTERNATIONAL



MWV MEADWESTVACO

Workshops Program

Thursday, 26th November 2009, 1 - 6 pm



13h00 **Welcome and introduction**
Jean F. Schrurs, Managing Director
Cape Decision (Belgium)

Market Developments

13h10 **Recent developments in the global and italian beverage markets (E)**
Keynote Speaker : Dominic Cakebread, Director of Packaging Services for
Canadean Limited (United Kingdom)

13h40 **Innovations in the plastic beer sector ; current streams & future trends (E)**
Roland Folz, Head of Strategic projects and Consultancy at
Versuchs- und Lehranstalt für Brauerei in Berlin (Germany)

Convenience and Packaging Solutions

14h10 **PTI Europe - how digital technology can accelerate time to market (E)**
Vincent Le Guen, Director for **PTI Europe** (Switzerland)

14h40 **Decorative sleeves technology for tomorrow's liquid food and beverage markets (E)**
Yves Botte, Commercial Director at **Express Printing Business** (Belgium)

15h10 **Growing through Innovation (E)**
Phil Johnson, Managing Director of **Hartness Europe GmbH** (Germany)

15h40 **What's next in beverage packaging solutions ? (E)**
Michel Giusano, Operations Director for **MeadWestVaco** (Italy)

Brand Protection Services

16h10 **Pulsed light decontamination for packaging and cold pasteurization of syrup (E)**
Gérard Gatt, Key Accounts Manager for **Claranor** (France)

16h40 **Strengthening your brand using third party certification (I)**
Laura Cazzola, Sales and Marketing Representative for **NSF International** (Italy)

17h10 **Water resources certification : a value-added element in your positioning (I)**
Massimiliano Imperato, Director, **Centro Europeo di Ricerca Acque Minerali** (Italy)

17h40 **Conclusions**

(I) : proceedings held in Italian, with simultaneous translation into English

(E) : proceedings held in English, with simultaneous translation into Italian.



General Information

Workshops Objective

The objective of the event is to provide business owners and managers with a comprehensive overview of the Italian and international beverage markets, with specific insights into innovation and growth opportunities.

Venue

The workshops will be held in the Forum room of pavilion 11, Exhibition Center Milan Fair in Rho/MI/Italy. For more information about how to reach the venue, please visit www.simeit.it.

Language

The language of the workshops will be English with simultaneous translation in Italian or Italian with simultaneous translation into English.

About SIMEI

SIMEI is the largest international exhibition specialising in equipment for the production, bottling and packaging of wine, beer, mineral water, carbonated soft drinks, juices, spirits, vinegar and cooking oil. Held every two years since 1963, the 23rd SIMEI takes place at Fiera Milano from Tuesday 24 to Saturday 28 November 2009.

In 2007, there were 778 exhibitors and almost 52,000 trade visitors including just under 10,000 from overseas.

For more information about the trade fair, please visit www.simeit.it.

In addition to the afternoon workshops on 26 November, there will be other events : a conference on the oil technology market, and technical discussions on themes relating to glass containers, corks and wine products.

Information about Workshops Content

For any questions related to the workshop, please contact :

Cape Decision



**Beverage
and
Packaging
Experts**

Mr. Jean F. Schrurs

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