



EUROPEAN
SNACKS
ASSOCIATION

SNACKEX

XVI International Savoury Snack
and Nut Conference

Tue / Wed / Thurs

9-10-11 June 2015 Istanbul



Conference Programme

Register online now at www.snackex.com

**Special guest speaker, Dr David Bosshart,
CEO Gottlieb Duttweiler Institute Zurich**

Great speaker line-up includes Tesco Stores
and the Bill & Melinda Gates Foundation



Istanbul
Congress
Center

Welcome Reception networking
dinner kindly sponsored by PepsiCo



PEPSICO

BRIDGING THE WORLD OF SNACKS

SNACKEX is Europe's *only* professional trade event which is 100% dedicated to our industry sector and in 2015 we are delighted to welcome the savoury snacks industry to Istanbul. The city, which has been a bridge between civilizations and continents for over one thousand years, now bridges the world of snacks.

SNACKEX is the pre-eminent meeting place for the savoury snack industry and this biennial event brings together all stages of the supply and demand chain, including exhibitors offering new ideas, products, technologies and services that

snack manufacturers are looking for. SNACKEX provides the perfect platform for participants to discuss issues impacting on the worldwide savoury snack and nuts business. It is a unique networking opportunity for everybody in the business.

Meet in the city where continents meet!

Istanbul has all the right ingredients for successful international business events. A natural trading centre between East and West and voted the world's #1 destination for congresses of more than 500 people, Istanbul is the cultural, economic, and financial heart of Turkey with a population of over 12 million people. Situated on the Bosphorus Strait, this metropolis, a former capital of three empires: Roman, Byzantine, and Ottoman, is the only city in the world that straddles two continents, bridging Europe and Asia.

Now a vibrant modern city, Istanbul is nevertheless dominated by historical monuments from bygone eras adorned with masterpieces of Turkish art, and the great mosques of the Sultans. This unique heritage is set alongside luxury international hotels, legendary nightlife, high class restaurants and a modern transport infrastructure, so it's not surprising that Istanbul is one of the most visited destinations in the world.

It is also one of the most accessible. For SNACKEX attendees we have teamed up with Star Alliance member airlines, to make travelling to Istanbul a breeze from wherever you are in the world, at discounted airfares

that will delight. See the SNACKEX website for more details and how to book.

With a packed agenda that includes lively debates, insightful presentations, round table discussions, workshops, special guest speakers and great entertainment on the final night, SNACKEX delegates will also be able to enjoy some of the many world-class entertainment options Istanbul offers. The location provides excellent opportunities for unusual and memorable additional activities, so why not consider holding a company meeting, or organise a team-building event there, either side of SNACKEX?

Our HQ hotel, the Istanbul Hilton Bosphorus, is just steps away from the SNACKEX venue, the ICC Istanbul Congress Center, which is Istanbul's largest and newest convention centre. Many other hotels in all categories are just a few minutes' walk away. The proximity of the facilities means that SNACKEX conference, exhibition and hotel accommodation come together in a convenient city centre location.

STAR ALLIANCE
THE WAY THE EARTH CONNECTS



Registration

Istanbul is one of the world's most sought after destinations for business meetings, exhibitions and conferences. Hotel rooms are in especially high demand and our HQ hotel - the Hilton Bosphorus - is one of the most popular. We have secured an allocation of rooms there, but we urge you to please book early. You can book directly from the SNACKEX website commencing September 2014, so don't delay!



To register online for the SNACKEX conference, visit www.snackex.com, where you will find additional programme information, locations, maps and links for hotel reservations.

We can't think of a reason why you would not want to attend SNACKEX so book now and experience it for yourself!

www.snackex.com



What you can expect at Snackex 2015

SNACKEX offers top hospitality and social functions where you can mix work with pleasure.



Welcome Reception

09 June from 19:30

1

Day One



SNACKEX kicks-off with the welcome reception business networking dinner on the evening of 09 June. This is the perfect opportunity to meet the industry informally and have some fun too. Held poolside at the Hilton Bosphorus hotel, the event is generously sponsored by our local hosts, PepsiCo Turkey.



Kick-Off Breakfast

10 June from 08:30

2

Day Two



On 10 June, over a breakfast brunch style meal delegates will enjoy a stimulating keynote presentation from our special guest speaker, **Dr David Bosshart**. Much in demand for keynote speeches in Europe, America and Asia, Dr Bosshart is a trend thinker and CEO of the European think tank, the Gottlieb Duttweiler Institute in Zurich. He is sure to intrigue us with his views on the future of food, shopping and consumption.

President's Dinner & Closing Party

11 June from 19:00

3

Day Three



The perfect way to wind down after the event on Thursday 11 June. Join us for top hospitality, sumptuous food and fantastic entertainment in lovely surroundings alongside the Strait of Bosphorus, one of the world's most strategic waterways which links the Black Sea with the Sea of Marmara and Europe with Asia.



Conference Programme

The comprehensive two-day programme of expert speaker sessions is designed to give industry executives the latest insights and business intelligence into what's driving the market.

1 Day One TUESDAY 09 JUNE

13:00 - 19:30

Delegate Registration

Istanbul Congress Centre foyer

19:30 - 22:30

Welcome Reception Industry Networking Dinner
Hilton Bosphorus, Pool Deck

(with thanks to our generous sponsor, PepsiCo Turkey)

2 Day Two WEDNESDAY 10 JUNE

08:30 - 10:00

Kick-Off Breakfast

Istanbul Congress Centre, Emirgan Room

Welcome & Introduction

Philip Myers, President, European Snacks Association

Guest speaker

Dr David Bosshart, CEO, Gottlieb Duttweiler Institute
Zurich

A world-renowned trend thinker and head of a leading European think tank, Dr Bosshart is sure to intrigue us with his views on the future of food, shopping and consumption.

10:00

SNACKEX 2015 EXHIBITION OPENS

11:00 - 12:00

Trends in retail competition

Speaker to be confirmed

A better understanding of major retailer strategies is a key issue for many industry executives. What are the main factors impacting the retailers' environment and how can the savoury snacks industry improve the relationship with strategic retailers?

Assessing the competitive impact of private label vs branded products

Greg Olsen, Partner, EU Competition Law,
Clifford Chance

How should competition between branded and private label products be best assessed? At the retail level, do private label goods constrain branded products and vice versa? Is private label the champion or enemy of product innovation? What is the overall impact of private label on competition in wholesale supply?

WORKSHOP

12:00 - 12:25

Extrusion technology - latest innovations in direct expanded savoury snacks

Anne-Sophie Le Corre-Lechevin, Key Market
Manager, Cletral

12:30 - 13:15

Quo vadis the savoury snacks industry: health halo or fun for you - Is indulgence without guilt the way ahead?

David Jago, Director of Innovation & Insight, MINTEL
Consumers now have more information than ever before about the food they chose. But the plethora of information channels and platforms is also a breeding ground for misconceptions resulting in an increased loss of consumer trust in the food industry. This crumbling trust becomes a leading factor in purchasing decisions alongside considerations of health and the basic buying power.

13:00 - 14:30

BUFFET LUNCH

Workshop

14:00 - 14:25

Saving water whilst maximising potato washing efficiency

Magnus Kalling, Engineering Manager,
Rosenqvists Food Technologies

14:30 - 15:30

Digital marketing - Building long-term loyalty, creating brand ambassadors and using social media to increase sales

Jeremy Shute, Vice-President Marketing,
McCormick Flavour Group

Industry case study - first hand learning and insight into digital communications and social media

Leane Bramhall, Marketing Director,
Burts Potato Chips

Workshop

15:45 - 16:10

Flexi lines and other innovations in savoury snack processing

Joseph Zaleski, President, Reading Bakery Systems

Workshop

16:30 - 17:00

What does the future hold for the Turkish snack nut and dried fruit market - Is Turkey's relationship with the EU driving or stifling growth?

Mehmet Er, Director, Tadim Gida

18:00

EXHIBITION HALL CLOSES

18:00 - 19:30

ESA ASSOCIATE MEMBERS NETWORKING EVENT - ESA PAVILION

Evening free for delegates' own arrangements - Exhibitor hospitality

3 Day Three THURSDAY 11 JUNE

09:00 - 10:00

State of the snacks industry - 2015 - The future of savoury snacks: impulse, innovation and convenience

Pinar Hosafci, Senior Analyst Bakery & Snacks,
Euromonitor International

An examination of recent volume / value sales performance of the key European markets and a look at the latest innovations to highlight which direction the market is heading to and what the future holds for European snack manufacturers.

10:00

SNACKEX 2015 EXHIBITION OPENS

10:30 - 12:00

Winning through the supply chain: challenges and opportunities in snack nuts

Cyrille Filott, Global Strategist (Consumer Foods),
Rabobank International

A focus on particular origins for certain nuts; political uncertainty; climate issues; domestic vs export demand; food safety; and environmental and sustainability pressures are all playing a part in tightening the options for processors. What are the factors affecting the security of the nut supply chain and how can they be managed?

Co-operation and collaboration - solving the challenges through public-private partnerships

Bill & Melinda Gates Foundation

Panel discussion - the speakers will be joined by:

Brijesh Krishnaswamy, Senior Vice-President

(Edible Nuts), Olam International
Arie Endendijk, Managing Director Procurement,
Intersnack Group

to discuss how can the challenges identified be addressed

Workshop

10:30 - 10:55

Using enzymes to reduce acrylamide in savoury snacks

Andy Livingston, Global Application Specialist,
DSM Food Specialities

Workshop

12:00 - 12:25

Tortilla chips made with new masa flours for innovative tastes, textures and colours

Laurent Vuillermet, Commercial Manager for
Snacks, Limagrain Céréales, Ingrédients

12:30 - 13:15

Obesity - bringing back the balance

Dr Franco Sassi, Senior Health Economist, Health
Division, Directorate for Employment, Labour and
Social Affairs, The Organisation for Economic
Co-operation and Development (OECD)

Obesity rates world-wide are on the increase but at a slower pace than before. The economic crisis has likely contributed to its further growth and social disparities in obesity persist. As the cause of obesity is multi-factorial, complex and basically an excess of calories in the diet over calories spent in exercise, there are several ways how it can be tackled. Dr. Sassi will give a comprehensive overview of the effectiveness of governments' initiatives addressing this problem.

13:00 - 14:30

BUFFET LUNCH

Workshop

14:00 - 14:25

Nut pasteurisation solutions that improve food safety and shelf life

Dan Poirier, Director of Process Engineering,
Bühler Group

Maik Schneider, Product Manager, Bühler Group

14:30 - 15:15

How nuts deliver on key drivers that revolutionise snacking

Özden Kilic, Manager Market Analysis,
Innova Market Insights

Consumers increasingly demand delicious, nutritious and satiating snack products. Discover how you can leverage global trends and how nuts specifically deliver on key drivers that revolutionize snacking including appealing textures, natural image, health, convenience, indulgence and taste.

Workshop

14:45 - 15:10

Regulatory developments relating to the reduction of acrylamide in savoury snacks

Andrew Curtis, Scientific & Regulatory Affairs,
European Snacks Association

16:00

EXHIBITION HALL CLOSES

19:00

PRESIDENT'S DINNER & CLOSING PARTY

Buses depart

Note: to expedite the conference speakers may be substituted and subjects may be presented in a different running order or on a different day than shown. Always check with the website or the SNACKEX mobile app for updates.

Why you should attend

SNACKEX is the only 100% snacks focused event in Europe which unites the savoury snack industry in a single-destination conference and tradeshow.

- **Single-destination conference and tradeshow gives attendees the edge they need to improve their success.**
- **The SNACKEX conference programme provides expert insight into what is driving the market and how to leverage future business opportunities.**
- **SNACKEX gathers the industry's leading suppliers of raw materials and ingredients, flavours, snack processing equipment, packaging machinery and consulting services in one convenient place.**
- **Attending SNACKEX and meeting global suppliers face to face is more efficient than travelling from show to show or searching for weeks on the internet and waiting for responses! At SNACKEX attendees can do business with them all, right there and then, in one convenient location.**
- **Enjoy top hospitality and social functions where you can mix work and pleasure!**

Enjoy the full SNACKEX experience!

Arrange your schedule to stay for the whole event in the knowledge that SNACKEX gives you the best possible conference and trade show experience. SNACKEX is designed to give industry executives insight into what's driving the market, together with information on new technologies and the opportunity to make new contacts. That's knowledge you can take back to your business to make an immediate impact... and afterwards be sure to make time to enjoy the magical and mysterious city of Istanbul for yourself.

Knowledge Centre educational workshop sessions

Introduced for the first time in 2013, these highly successful snack production educational workshop sessions are held right on the show floor in the ESA Knowledge Centre lecture theatre and provide information on best practice, new processes, emerging technologies and practical advice for all SNACKEX attendees.

Plan your visit with the new SNACKEX mobile app

The new SNACKEX app for mobile devices including smart phones and tablets will facilitate networking between attendees and help you plan your visit both before and during the event. With the free to download app you will learn more about exhibitors, conference sessions, educational workshops and speakers, as well as the various social events taking place during SNACKEX. You can also plan your after event visit to Istanbul with the city highlights feature.

Set up a meeting

Delegates and visitors will be able to contact exhibitors directly through the SNACKEX website and the mobile app to make an enquiry or arrange to meet at a mutually convenient time during the event.



Why you should purchase the all-inclusive package

Only attendees purchasing the all-inclusive, full conference delegate registration package receive all these exclusive benefits:

WHAT'S INCLUDED IN THE ALL-INCLUSIVE PACKAGE FEE

1 Welcome Reception <i>Tuesday evening 9 June</i>	The must-attend networking dinner which launches the event. Meet everybody who's anybody in the industry.
2 Kick-Off Breakfast <i>Wednesday morning 10 June</i>	Kick the event off in style with a full hot breakfast brunch and a stimulating presentation by Dr David Bosshart, our special guest speaker.
3 Entrance to all conference sessions	You may attend every session in the full two day conference programme.
4 Lunches and coffee breaks <i>Wednesday 10 and Thursday 11 June</i>	Delicious lunches for two days in an exclusive dining area. All coffee breaks.
5 Entrance to trade show <i>Wednesday 10 and Thursday 11 June</i>	Unlimited access to SNACKEX exhibitors, anytime during show open hours.
6 Entrance to Knowledge Centre workshops <i>Wednesday 10 and Thursday 11 June</i>	You may attend every session in the full two day programme.
7 President's closing dinner and party <i>Thursday evening 11 June</i>	A fabulous gala dinner in an Istanbul landmark right on the Bosphorus – great entertainment and dancing into the early hours.
8 Delegate list	See who's attending and get access to the full list for mailing after the event.
9 Documentation	Exclusive access to all the speaker presentations after the event, plus conference documentation presented in a smart conference bag.

Social events... included in your registration fee!

Exhibition

Running in parallel with the SNACKEX conference is Europe's only dedicated exhibition for the savoury snack and nut business, including a major visitor feature and demonstration of snack flavour trends.

The SNACKEX 2015 exhibition is your one-stop show for the savoury snack and snack nut industry. With over 5,000 sq metres of exhibit space and over 2,000 expected attendees, no other trade show in Europe offers you such a comprehensive range of product categories and networking opportunities dedicated to the savoury snack and nut industries.

5,000m²
of exhibit space

2,000
expected attendees



Just some of the companies who have recently exhibited at SNACKEX

AC Horn / Cantrell Intl
Almond Board of California
American Extrusion International
American Peanut Council
American Popcorn Company
Antep Pistachio Promotion Group
Aperitivos Flaper
Atanas Stoychev Trading
Aviko-Rixona
Bach Snacks
Bag Snacks
Baker Perkins Group
Barentz
Best Sorting / TOMRA
Biotrek
Blueprint Automation
Bredabest
Brovind - GBV Impianti
Bühler Group
C Cretors & Co
C Meijer
California Raisins
Camara Argentina del Mani
Casa Herrera
Cerealicola Rossi
Centriair
Chhajer Foods
Clextral Group
Codrico
CPM Wolverine Procter
DACSA (Maicerias Espanolas)
Dallas Group

De Franceschi Monfalcone
EIMA Maschinen und
Forderanlagen
Emsland Group
EMVE i Åstorp
Estrella Maarud
Filtercorp
Flo-Mech
Foodlink Trade
Fromatech Ingredients
Ghiott Dolciaria
Givaudan
Gough (Engineering)
Grupo Cavigliasso
Grupo Industrial Michel
Hastamat Verpackungstechnik
Heat & Control
HT Trade
Hügli Food Industry
Incalfer
Intertaste
Ishida Europe
J C Ford Company
J R Short Milling
Jilin Liaohe Processing Co
Kalizea
Kenray Global Forming Solutions
Kerry Flavours
Key Technology / Visys
Kiremko
Kliklok-Woodman
KMG Systems

Koninklijke Euroma
K-Tron (Switzerland)
Lalesse Extrusion
Land O'Lakes
Le Caselle srl
Liaoning Zhengye Peanut Co
Leng d'Or
Limagrain Céréales Ingrédients
Liven
Maddox Metal Works
MAFIN
Mettler-Toledo Safeline
Molina Peila
NDC Infrared Engineering
Nor-Reg Systems
Novozymes
NP & Company
Olega
PPM Technologies
Palmex Alimentos
Parker Domnick Hunter
Pasta Foods
Pellsnack Products
Planet Dryers / Torbed
Prodeman
Process Sensors (Europe)
Productos Churruca
Qingdao Foodlink Co.
Qingdao Golden Rock Nuts Co.
Qingdao Ruizong Food Co.
Qingdao Topsis Imp. & Exp. Co.
Quality Pellets

Re Pietro
Reading Bakery Systems
Revtech Process Systems
Riley Automation
Rudolph Foods
Samsun Semolina
ScanBest Trade
Satake ESM
Sensortech Systems Europe
Spice Application Systems
Spray Dynamics
Ste Ets. Michel Najjar
Technology Container Corp
TNA Solutions
Tadim Gida
Toximet
Unifine
Urschel Laboratories
UVA Packaging
V.AL.IN
VMF Continental Snacks
Vanmark Equipment
VICAM Corporation
Volta Belting Europe
Wausau Paper
Weidenhammer Packungen
Wintech Taparia
Wirebelt Company
Yamato Scale



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