

SNACKEX 2011

XIV INTERNATIONAL SAVOURY SNACK & NUT CONFERENCE

Fira Barcelona
FIRA GRAN VIA
BARCELONA, SPAIN

CONFERENCE PROGRAMME

SUN/MON/TUES
12-13-14 JUNE 2011

**30%
OFF**

delegate bookings
received by
31 January 2011

**REGISTER
ONLINE
NOW!**

www.snackex.com

Welcome Reception Networking Dinner sponsored by



PEPSICO
INTERNATIONAL

Tomorrow's consumers... are you ready for them?

The consumer is changing faster than ever – economic crisis, new technology, new awareness, new media, new needs.

As the consumer changes how can your business face up to this new reality and innovate, adapt and transform to develop new products and a marketing strategy that meet the expectations of the newly empowered consumer?

The SNACKEX 2011 conference takes a look at some of the current issues facing our sector and how they impact on finding new ways of marketing that put the consumer in front.

*the consumer is
changing faster
than ever*

Some of what you will learn...

- Claims, profiles, labelling, what next? – the information consumers need to make their purchasing decisions and how packaging might look in the future.
- The effect of the EU Pledge on consumer marketing and what other areas of consumer communication are likely to come under question?
- How can the health and nutrition benefits of nut products be used to change consumer perceptions and successfully grow the market?
- How have markets and consumers behaved in a post recessionary environment?
- What environmental action is the industry taking against a background of increasing consumer / retailer interest, and the latest EU legislation and proposals?
- What are the latest developments and commitments in sustainable sourcing and what do they mean for the savoury snacks sector?
- What are the latest consumer trends are and how will these influence the key drivers for future NPD?
- How are retailers reacting to changing consumer behaviour?
- What does the future hold for snack nuts and what are the key issues affecting the industry?

Barcelona... such a beautiful horizon



What can we say about Barcelona that hasn't been said already? Barcelona is the most sophisticated and stylish city in Spain. Art, fashion, sun, sea, food, exciting and fashionable Barcelona is one of the most vibrant and cities in Europe.

Barcelona has a deeply rooted tradition as a city of trade fairs and congresses which has propelled it to an outstanding position on the global stage, where it now occupies a leading position in the international league table of cities making it one of Europe's most sought after locations for business conferences. Where better to achieve business success?

Our venue this time is the Fira Gran Via – one of Europe's most sought after conference locations. Our two headquarters hotels are easy walking distance from our venue, but demand is heavy, so we urge you to book very early to be sure of a room!



Book early!

**Book & pay before
31 JANUARY to SAVE 30%
on the regular delegate rate.
Why wait?... Book your
hotel by this deadline too!**

You can book online quickly and easily at www.snackex.com or use the separate registration form and fax it to ESA.

Why you should attend

By attending the full two-day conference programme you can gain a unique insight into the trends and key issues shaping the European savoury snack and snack nut industries from distinguished speakers, with unrivalled specialist knowledge.

- Learn about the new power of the consumer in a post crisis world and how your business should adapt
- Provides a unique opportunity to network with industry speakers, delegates and exhibitors
- Exchange ideas from an international audience
- Uncover cutting-edge industry insights
- Assess how to reduce the risks in snacks NPD
- Hear from EU leaders shaping future food policy
- Benchmark your organisation's progress on current thinking inside the industry
- Experience top hospitality



*distinguished
speakers, with unrivalled
specialist knowledge*

Special events

...all included in your registration fee!

Welcome Reception Networking Dinner Sunday 12 June from 19:30

The SNACKEX Welcome Reception Networking Dinner on the evening of 12 June is the perfect opportunity to meet the industry informally and to enjoy delicious food and drink.



Kick-Off Breakfast Monday 13 June from 08:30

Kick-off the first day of SNACKEX over a breakfast brunch style meal and enjoy a thought-provoking keynote presentation from our special guest speaker.

President's Dinner & Closing Party Tuesday 14 June from 19:30

The perfect way to wind down after the event. Enjoy top hospitality, sumptuous food and great entertainment. Be sure to arrange your travel plans to be sure that you can attend this gala event.

Who should attend?

Savoury snacks and nut industry professionals seeking a rich exchange of ideas, targeted networking, sharing of proven practices and solutions to new challenges will benefit from attending. SNACKEX presents a varied and flexible programme of sessions to allow delegates to gain information on subjects best suited to their areas of interest while providing ample opportunity to visit the exhibition and to network.

- Snack manufacturers & snack nut industry professionals
- Corporate & general management
- NPD / innovation managers
- Technical managers / engineers
- Marketing managers
- Business development managers
- Nut traders & brokers
- Supply chain managers
- Importers / exporters / retailers
- Operations / production managers
- Policy advisors & senior management in food processing, manufacturing & retailing
- Quality control & quality assurance management in raw materials, food processing, manufacturing, distribution & retail
- Risk analysis personnel in major food industry organisations
- National government & EU food regulatory departments
- Legal & consultancy personnel with food sector clients

Why you should purchase the full package

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

Ticket to Welcome Reception Networking Dinner

Sunday evening June 12

Included – the must-attend networking dinner which launches the event. Meet everybody who's anybody in the industry

Ticket to Kick-Off Breakfast

Monday morning June 13

Included – kick the event off in style with a full hot breakfast brunch and a stirring presentation by our special guest speaker

Entrance to all conference sessions

Included – you may attend every session in the full two day conference programme

Lunches & coffee breaks

Monday and Tuesday

Included – delicious lunches for two days in an exclusive dining area. All coffee breaks

Entrance to trade show

Included – unlimited access to 120+ exhibitors, anytime during show open hours

Ticket to President's closing dinner & party

Tuesday evening June 14

Included – a top gala dinner, followed by great entertainment and dancing into the early hours

Delegate list

Included – see who's attending and get access to the full list for mailing after the event

Documentation

Included – exclusive access to all the speaker presentations after the event, plus conference documentation presented in a smart conference bag



A message from the ESA President

It is with pleasure that I invite you to SNACKEX 2011 which I am happy to say takes place in Barcelona - one of my favourite cities.

SNACKEX continues to grow with more exhibitors, more exhibition space and, more importantly, more visitors from around the world.

This biennial exhibition and conference reflects the confidence that the snack manufacturers and their suppliers have in the dynamic and vibrant savoury snacks industry. It is the major event in the savoury snack world and well worth your time to visit it.

Both financially and politically we are seeing some far reaching changes across the world that have brought and will continue to bring, many challenges to and opportunities for our products and markets.

These changes require us to ensure that we continue to be well placed to meet the growing demands of the consumer and the legislators. These demands cover a wide range of consumer issues from providing healthier, more nutritious, tasty and fun snacks to a host of changes to the labelling, packaging and ingredient regulations by the European Commission and politicians.

Your Association, ESA, is in the forefront of discussions to ensure that proposed legislation is framed pragmatically so that its implementation takes into account the practical difficulties that the industry faces.

SNACKEX is an ideal place to share experiences, to learn about what is happening in our markets and find out about the large numbers of technological developments in machinery, flavours, packaging and ingredients.

As you go around the exhibition, with its 120 plus exhibitors, you will be able to see and taste some great new products. Also, you can discuss with the exhibitors the efforts they are making to help us maintain an industry that truly reflects the needs and demands of our consumers and retailers. We need to keep our competitive edge over all the other snacking alternatives from which the consumer and retailer can choose.

Part of ESA's vision is to ensure that SNACKEX is the most informative and rewarding event for all who are involved with the savoury snack industry. The whole range of snacks based on potatoes, cereals and nuts will be exhibited.

The various conference sessions will provide a wide range of topics covering the main consumer, technical and legislative issues facing our industry; including a session specifically for nuts. I am sure that you will find something of interest which you can take back into your business.

On behalf of the ESA Board I would like to thank our major sponsors - Blueprint Automation, Heat and Control Europe, Ishida Europe, Kerry Snack Flavourings, Mafin and PepsiCo International - all of whom have helped us put together a great exhibition and conference programme.

I look forward to meeting with you in Barcelona in June.



Nick Stuart

 President
European Snacks Association

 Commercial Manager
United Biscuits, UK



SUNDAY 12 JUNE

TIME	FUNCTION	VENUE
12:30-19:30	Conference Registration	Fira Gran Via South Access registration area
19:30-22:00	Welcome Reception Networking Dinner sponsored by PepsiCo International 	Fira Gran Via South Access restaurant Nuclò

MONDAY 13 JUNE

TIME	FUNCTION	VENUE
08:30-10:00	KICK-OFF BREAKFAST - Welcome & Introduction <i>Nick Stuart</i> - President, European Snacks Association Invited Speaker: Winning the New Consumer , <i>Robert Phillips</i> - CEO, Edelman Public Relations UK	Hotel Porta Fira Ballroom
10:15	SNACKEX 2011 EXHIBITION HALL OPEN	
TIME	CONFERENCE SESSION	VENUE
11:00-12:00	Consumer Information Providing consumers with the information they need in order to make informed choices has been a topic of hot debate. How will future packaging look if it is to meet changing consumer needs? <i>Dr Josephine Wills</i> - Director General, EUFIC <i>Speaker from</i> - DG Health and Consumer Protection Unit, European Commission	Fira Gran Via Conference Room 4.1
12:00-12:15	Networking Break / Coffee	
12:15 -13:00	Advertising & the EU Pledge How has self-regulation in the industry changed the advertising landscape for snack makers and consumers? What other areas of consumer communication need to be addressed? <i>Rocco Renaldi</i> - Managing Director, Landmark Europe <i>Sue Davies</i> - Chief Policy Adviser, Consumers Association, speaking on behalf of BEUC	Fira Gran Via Conference Room 4.1
13:00-15:00	Buffet Lunch – Foyer 3	
15:00-15:45	Trends in Snack & Nut NPD Expert analysis of the latest new product trends based on global monitoring of consumer activity and how these may impact the savoury snack and nut industry. <i>David Jago</i> - Director, MINTEL Global New Products Database	Fira Gran Via Conference Room 4.1
15:45-16:00	Networking Break / Coffee	
16:00-17:00	Let's Talk Nuts! Food safety is always high on the political and consumer agendas, but how are EU food safety/ production practices assessed across nut origins which are at varying degrees of development and how are these reflected in current / future legislation? Speaker: Andrew Owen-Griffiths - EU Food and Veterinary Office (FVO) , Panel: Origin speakers from Africa, Argentina, Turkey, USA, Facilitated by: Arie Endendijk - Purchasing Director, Intersnack	Fira Gran Via Conference Room 4.1
18:00	EXHIBITION HALL CLOSED Evening free for delegates own arrangements - Exhibitor hospitality	

TUESDAY 14 JUNE

TIME	CONFERENCE SESSION	VENUE
09:00-10:00	Savoury Snack & Nut Market in Europe A detailed overview of how the European markets are performing in a post recessionary environment data, trends and key drivers. <i>Jean-Jacques Vandenheede</i> - Director Retailer Insights Europe, AC Nielsen	Fira Gran Via Conference Room 4.1
10:00	SNACKEX 2011 EXHIBITION HALL OPEN	
11:30-12:30	Driving Sustainable Production? Sustainability of food consumption and production is rising rapidly up the political and consumer agendas. What are the latest developments and commitments in this area and how is the savoury snacks sector embracing them? <i>Anne Klanke</i> - Corporate Management, Lorenz Snack-World , <i>Louise Nichols</i> - Head of Responsible Sourcing, Marks & Spencer (invited)	Fira Gran Via Conference Room 4.1
12:30-14:30	Buffet Lunch – Foyer 3	
14:30-15:15	Marketing Nut Health Claims The latest developments on health & nutrition legislation and claims. How will these help deliver improved information and choice for consumers, whilst helping drive innovation in the sector? Case study - how the ABC has used the health and nutrition benefits of nut products to change consumer perceptions and successfully grow the market. <i>Nino Binns</i> - Consultant in Nutrition & Regulatory Affairs, NMB Consulting , <i>Julie Adams</i> - Vice President, Almond Board of California	Fira Gran Via Conference Room 4.1
15:15-15:30	Networking Break / Coffee	
15:30-16:15	Towards a Template for Food Safety Do consumers feel more confident about the safety of the food they eat? Can the lessons learnt on the acrylamide issue be used as a template to arrive at a proportionate based solution for handling future safety risks? Would this provide assurance for consumers without unnecessarily affecting manufacturers' performance? <i>Dr Martin Slayne</i> - Director, International Food Safety & Nutrition, PepsiCo International , <i>Dr Kevin Hargin</i> - Head, Environmental & Process Contaminants, Chemical Safety Division, UK Food Standards Agency (invited)	Fira Gran Via Conference Room 4.1
16:00	EXHIBITION HALL CLOSED	
19:30	PRESIDENT'S DINNER & CLOSING PARTY	

Exhibition

Co-located with the SNACKEX conference is Europe's only dedicated exhibition for the savoury snack and peanut businesses, including a major visitor feature and demonstration on snack flavour trends. Around 120 exhibitors will be showcasing their latest products from around the world.

The SNACKEX 2011 expo is your one-stop show for the savoury snack and snack nut industry. With over 5,000 sq metres of exhibit space and an anticipated 2,300 attendees, no other trade show in Europe offers you such a comprehensive range of product categories and networking opportunities dedicated to the snack and nut industries.

A few of the companies who have exhibited at SNACKEX...

AC Horn / Cantrell Intl
Almond Board of California
American Extrusion International
American Peanut Council
Antep Pistachio Promotion Group
Aperitivos Flaper SA
Arcall Plc
Aviko-Rixona BV
Bach Snacks sal
Bag Snacks srl
Baker Perkins Group
Best Sorting NV
Biotrek s.a.c.i.
Blueprint Automation bv
BMA Netherlands bv
Bredabest bv
Brovind - GBV Impianti srl
Bühler Aeroglide Ltd
BVM srl
C Cretors & Co
C Meijer bv
Camara Argentina del Mani
Casa Herrera, Inc.
Cerealicola Rossi srl
Champagne Mais SA
Clextral Group
Codrico bv
CPM Wolverine Procter
DACSA SA (Maicerias Espanolas)
Dallas Group
De Franceschi Spa Monfalcone
Emsland Group
Flo-Mech Ltd
Foodlink bv

Fromatech Ingredients bv
Givaudan SA
Gough (Engineering) Ltd
Grupo Cavigliasso
Grupo Industrial Michel
Hastamat Verpackungstechnik GmbH
Heat & Control Pty Ltd
Incalfer srl
Intertaste bv
Ishida Europe Ltd
J C Ford Company
Jilin Liaohe Processing Co
Key Technology bv
Kiremko BV
Kliklok-Woodman Ltd
KMG Systems Ltd
Koninklijke Euroma bv
K-Tron (Switzerland) AG
Lalesse Extrusion bv
Land O'Lakes, Inc.
Le Caselle srl
Liaoning Zhengye Peanut Co
Leng d'Or SA
Limagrain Céréales Ingredients
Liven SA
Maddox Metal Works
MAFIN SpA
Mettler-Toledo Safeline Ltd
Molina Peila SpA
NDC Infrared Engineering Ltd
Nor-Reg Systems AS
NP & Company, Inc.
Olega SA
PPM Technologies

Palmex Alimentos SA
Parker Domnick Hunter
Pasta Foods Ltd
Pellsnack Products GmbH
Planet Dryers Ltd
Pro De Man SA
Process Sensors (Europe) Ltd
Productos Churruca SA
Qingdao Foodlink Co., Ltd
Qingdao Golden Rock Nuts Co., Ltd
Qingdao Ruizong Food Co., Ltd
Qingdao Topsen Imp. & Exp. Co., Ltd
Quality Pellets a/s
Reading Bakery Systems
Rixona bv
Rudolph Foods
Samsun Semolina AS
Satake ESM
Savoury Flavours Ltd
Sensortech Systems Europe bv
Spice Application Systems Ltd
Spray Dynamics Ltd
TNA Europe Ltd
Unifine bv
UVA Packaging
VALIN srl
VMF Continental Snacks
Vanmark Equipment
VICAM Corporation
Weidenhammer Packungen GmbH
Wintech Taparia Ltd
Wirebelt Company GmbH
Yamato Scale GmbH



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