



SNACKEX 2013

XV INTERNATIONAL SAVOURY SNACK & NUT CONFERENCE

Tues / Wed / Thurs

11-12-13 JUNE 2013



Conference Programme



*Special guest speaker
Magnus Lindkvist*



Swedish Conference
& Exhibition Centre
**GOTHENBURG
SWEDEN**

*Welcome Reception Networking
Dinner sponsored by*



20% OFF
delegate bookings
received by
31 JAN 2013

Register online
www.snackex.com





SNACKEX 2013 connects the whole snacks industry in the...



...friendliest city in Sweden!



SNACKEX is Europe's **only** professional trade event which is 100% dedicated to our industry sector and in 2013 we are delighted to welcome the savoury snacks industry to **Gothenburg** – voted *Sweden's friendliest city!*

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.

The most effective meeting place in Scandinavia

Time and again our participants tell us how important it is to have the convenience and intimacy of an all-under-one-roof venue for SNACKEX. Somewhere where business can be done and discussions can be held in an hospitable and informal environment that is close to everything going on both at SNACKEX and in the city itself.

That venue is the Swedish Exhibition & Conference Centre (Svenska Mässan) in Gothenburg, where all the SNACKEX action takes place. It is one of the very few venues in Europe where conference, exhibition and hotel accommodation come together in a single property, under one roof, in a city centre location.

...all the action, in a convenient, intimate, all-under-one-roof, venue in the city centre!





Gothenburg itself is easily accessible from all major cities in Europe and beyond and has much to offer during and after event hours. With a packed agenda that includes lively debates, insightful presentations, round table discussions, workshops, a special guest speaker and great entertainment on the final night, SNACKEX delegates will still be able to enjoy the many entertainment options just steps away. The location also provides excellent opportunities for unusual and memorable additional activities. Why not consider holding a company meeting, or organise a team-building event either side of SNACKEX?



With the biggest amusement park in Scandinavia on the doorstep, the largest shopping complex in Sweden nearby, and a city recognised as Sweden's gastronomic capital, you could bring the whole family and stay on for a few days after SNACKEX to enjoy it all. Just about everything is within walking distance: all the best restaurants, bars, shopping, entertainment, theatres and other cultural attractions.

Welcome Reception – Tuesday 11 June from 19:30

SNACKEX opens with the welcome reception business networking dinner. This is the perfect opportunity to meet the industry informally and have some fun too. SNACKEX's unique location next to Liseberg, Scandinavia's largest amusement park, allows us to offer our delegates something really special in 2013. Sponsored by Estrella you will delight at the beautiful harbour area where you can eat, drink, mingle and listen to great music, or try our 'ghost bar' for something really different!

Kick-Off Breakfast – Wednesday 12 June from 08:30

Over a breakfast brunch style meal delegates will enjoy a stimulating keynote presentation from our special guest speaker, *Magnus Lindkvist*, one of the world's foremost speakers on trends and future-thinking. Magnus is a graduate of both the Stockholm School of Economics and the UCLA School of Film, Television and Theatre. His combination of relentless curiosity, rock-solid economic knowledge and the energy of a rock star have mesmerized audiences all over the world... Now it's your turn to be enthralled!



President's Dinner & Closing Party – Thursday 13 June from 19:30

The perfect way to wind down after the event. Join us for top hospitality, sumptuous food and great entertainment at Liseberg's Rondo - one of Sweden's best show venues, complete with glitter, glamour, fantastic food, professional service and leading musical artists.

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 to give attendees the edge they need to be successful in today's challenging marketplace.
- 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.



At SNACKEX, it's all about snacks

SNACKEX features a comprehensive two-day programme of expert speaker sessions designed to give industry executives a competitive advantage in today's challenging marketplace.

The extensive conference programme will give industry participants solutions and guidance on the critical issues that will help them more rapidly, efficiently and successfully develop their businesses. The schedule allows plenty of time to visit the show floor and to hold private discussions, all conveniently under the same roof.

Our great speaker line up includes experts from AC Nielsen, Mintel GNPD, PepsiCo International, Rabobank, Euromonitor International, Focus Business Communications, FoodDrinkEurope, Oil World, WWF, and others, who will deliver insightful commentary on the following hot topics and more...

- How manufacturers are responding to the current economic downturn with specific reference to its impact on product development and innovation
- The European market for savoury snacks has performed relatively well during 2012 but will its 'recession proof' tag be more challenging to maintain in the years ahead?
- What are the main drivers for the market, changing consumer behaviour, and developing trends we need to understand?
- The private label dilemma – how retailer own brands are developing across Europe and what manufacturers are doing to try and keep one step ahead
- How the export of peanuts to the European market has been affected by competition from other crops, biofuels, increased domestic demand and the weather. What is the risk to future supplies and how is this being addressed?
- Sustainability and environmental issues continue to rise up the political and consumer agendas. What are the main challenges being faced by industry and how successful are we in addressing these?
- Understanding digital social media and how to use it to grow your customer base, customise your products and as an effective crisis management tool

...a packed agenda of debates, special guest speakers & great entertainment!

What's new at SNACKEX 2013?

Knowledge Centre

Introduced for the first time, delegates and visitors will have the opportunity to attend a programme of snack production workshop sessions held right on the show floor in our new Knowledge Centre lecture theatre. Best practice, practical advice, new processes, and emerging technologies will be just a few of the important topics presented.

Set up a meeting

Also for the first time, delegates and visitors will be able to contact exhibitors direct through the SNACKEX website and ask questions or arrange to meet at a mutually convenient time during the event.

Estrella Snack Factory Tour – Friday 14 June

Market leading Swedish snack producer Estrella is offering SNACKEX 2013 delegates an exclusive opportunity to tour their local manufacturing plant. You will be picked up from the Gothia Towers hotel and taken by coach to see Estrella's potato chip, lower fat and extruded products production lines in their plant in the outskirts of Gothenburg. This opportunity is exclusively for SNACKEX conference delegates*. Numbers are limited and it is offered on a first come, first served basis, so the earlier you register the better the chances of getting a place.

**certain conditions apply*



The Conference Programme...

TUES
11
JUNE

WED
12
JUNE

THURS
13
JUNE









FRI
14
JUNE

TIME	FUNCTION	VENUE
13:00-19:30	Conference Registration	Svenska Mässan Main entrance registration area
19:30-22:00	Welcome Reception Networking Dinner sponsored by 	Liseberg Amusement Park
08:30-10:00	Kick-Off Breakfast Anne Klanke <i>President, European Snacks Association</i> Guest Speaker: Magnus Lindkvist One of the world's foremost speakers on trends and future-thinking and holder of Sweden's Business Speaker of the Year award	Svenska Mässan Congress Hall
10:00	SNACKEX 2013 EXHIBITION HALL OPEN	
11:00-11:45	Shaping the market in 2013-2014 What are the main drivers for market development and growth? How understanding changing consumer behaviour and emerging trends can help us plan for success. David Jago <i>Managing Director, Mintel Global New Product Development</i>	Svenska Mässan Conference Room H1
11:45-12:15	<i>Networking Break / Coffee</i>	
12:15-13:00	Who cares what customers think or say? Brand management in the social media age. Adrian Moss <i>Director, Focus Business Communications</i>	
13:00-14:30	<i>Buffet Lunch</i>	Estrad Restaurant
14:30-15:45	The private label dilemma How retailer own brands are developing across Europe and what manufacturers are doing to try and keep one step ahead Sebastian Schreijen <i>Director Food & Agribusiness Research and Advisory, Rabobank International</i> Lee Linthicum <i>Senior Researcher, Euromonitor International</i> <i>Major European Grocery Retailer (invited)</i>	Svenska Mässan Conference Room H1
18:00	EXHIBITION HALL CLOSED Evening free for exhibitor hospitality / delegates own arrangements to network with industry members.	
09:00-10:00	State of the industry 2013 A detailed overview of how the European markets are performing in a challenging economic environment Jean-Jacques Vandenheede <i>Director Retailer Insights Europe, AC Nielsen</i>	
10:00-10:30	<i>Networking Break / Coffee</i>	
10:00	SNACKEX 2011 EXHIBITION HALL OPEN	
10:30-11:45	Future peanut sourcing for Europe What are the risks to future supplies and how can these be addressed? Thomas Mielke <i>Director and Editor, Oil World</i> Javier Martinetto <i>Vice President, Camara Argentina Del Mani</i>	Svenska Mässan Conference Room H1
11:45-12:15	<i>Networking Break / Coffee</i>	
12:15-13:00	How business can drive transformational change towards a sustainable future What are the key challenges for the food industry and what have we achieved so far? How much faster and further should our commitments go? Richard Perkins <i>Senior Commodities Adviser, WWF (UK)</i> Tove Larsson <i>Director Environmental Affairs, FoodDrinkEurope</i>	
13:00-14:30	<i>Buffet Lunch</i>	Estrad Restaurant
14:30-15:15	How is the economic downturn impacting snack product innovation? Ian Noble <i>Senior R&D Director, Breakthrough Foods Innovation Europe, PepsiCo International</i>	Svenska Mässan Conference Room H1
16:00	EXHIBITION HALL CLOSED	
19:30	President's Dinner & Closing Party	Liseberg Amusement Park
TBC	Estrella Factory Tour* <i>*certain conditions apply</i> 	Leaving from: Hotel Lobby Gothia Towers

Timings and schedule are subject to change. Check website for updates.

Why you should purchase the full package...

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

-  **Welcome Reception**
TUES 11 JUNE
The must-attend networking dinner which launches the event. Meet everybody who's anybody in the industry.
-  **Kick-Off Breakfast**
WED 12 JUNE
Kick the event off in style with a full hot breakfast brunch and a stirring presentation by Magnus Lindkvist, our special guest speaker.
-  **Entrance to all conference sessions**
You may attend every session in the full two day conference programme.
-  **Lunches & coffee breaks**
WED 12 & THURS 13 JUNE
Delicious lunches for two days in an exclusive dining area. All coffee breaks.
-  **Entrance to trade show**
WED 12 & THURS 13 JUNE
Unlimited access to SNACKEX exhibitors, anytime during show open hours.
-  **Entrance to Knowledge Centre workshops**
WED 12 & THURS 13 JUNE
You may attend every session in the full two day programme, first come, first served.
-  **President's Dinner & Closing Party**
THURS 13 JUNE
A fabulous gala dinner, great entertainment & dancing into the early hours.
-  **Estrella Factory Tour***
FRI 14 JUNE
Limited numbers, first come, first served, an opportunity to see inside Estrella's potato chip and extruded snacks plant. **certain conditions apply.*
-  **Delegate list**
See who's attending and get access to the full list for mailing after the event.
-  **Documentation**
Exclusive access to all the speaker presentations after the event, plus conference documentation presented in a smart conference bag.

The 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 2013 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.



Just some of the companies which have 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
Aviko-Rixona
Bach Snacks
Bag Snacks
Baker Perkins Group
Best Sorting
Biotrek
Blueprint Automation
Bredabest
Brovind - GBV Impianti
Bühler Aeroglide
C Cretors & Co
C Meijer
Camara Argentina del Mani
Casa Herrera
Cerealicola Rossi
Clextrel Group
Codrico
CPM Wolverine Procter
DACSA (Maicerias Espanolas)
Dallas Group
De Franceschi Monfalcone
Emsland Group
Estrella Maarud
Flo-Mech
Foodlink Trade
Fromatech Ingredients
Givaudan
Gough (Engineering)
Grupo Cavigliasso
Grupo Industrial Michel
Hastamat Verpackungstechnik
Heat & Control
Hügli Food Industry
Incalfer
Intertaste
Ishida Europe
J C Ford Company
J R Short Milling
Jilin Liaohe Processing Co
Key Technology
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 Topsen Imp. & Exp. Co.
Quality Pellets
Reading Bakery Systems
Revtech Process Systems
Rudolph Foods
Samsun Semolina
Satake ESM
Sensortech Systems Europe
Spice Application Systems
Spray Dynamics
TNA Europe
Unifine
UVA Packaging
V.AL.IN
VMF Continental Snacks
Vanmark Equipment
VICAM Corporation
Volta Belting Europe
Wasau Paper
Weidenhammer Packungen
Wintech Taparia
Wirebelt Company
Yamato Scale



General Information



EUROPEAN SNACKS ASSOCIATION

SNACKEX venue

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SNACKEX organisers

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Book early...

Registration

This year we have reduced delegate fees to give you even better value-for-money. On top of this please don't forget that we offer a very generous early bird discount for registrations received and paid for by 31 January 2013. To register online for the SNACKEX conference **visit www.snackex.com** where you will find the latest programme information, locations, maps and links for hotel reservations...

20% OFF
delegate bookings
received by
31 JAN 2013

SNACKEX supporters



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