



SNACKEX 2022 CONFERENCE DAILY PROGRAMME

6 – 7 July 2022, Hamburg, Germany

Wednesday 6 July 2022

09:00 – 10:00 Welcome & Introduction: Rolf Nilges, *Intersnack*

Keynote, Rik Vera: Connect with many and engage individuals, the magic formula for the day after tomorrow

The world has changed dramatically over the last 20 years due to the digitization of society and customers. Companies that want to be in tune with the fast changes, need to adapt today to still be relevant tomorrow. To do that, they have to focus on the day after tomorrow and develop the right strategy while executing daily business.

Covid-19 has just exposed that the old normal was already slowly dying and the new normal is being born. We are in the “in between” zone, The Twilight Twenties. A zone that may be frightening but also full of opportunities.

What is the next wave of technology that is heading towards us and what does it mean for customers and business in the food sector? What is your North Star?

Find out why smart economies are the business models of the future, but especially how to become one, how to become part of bigger ecosystems or build them and what you can do today on your journey through the thrilling twilight twenties.

11:00 – 12:00 **Global Trends & Innovation in Savoury Snacks**

Javier Sanchez, Global OOH & Usage Manager, Kantar

12:00 – 13:00 **Global trends in Nuts**

Mintel

14:30 – 15:30 **Green supply chain, a business opportunity!**

Panel session featuring:

David Wilkinson, Head of Agricultural Procurement, PepsiCo Europe

Peter Kreijger, Sector Manager Crisps/KAM French Fries, HZPC Holland

Julie Adams, VP Global Technical/Regulatory Affairs, Almond Board of California

Irene Moreno, External Relations and Corporate Social Responsibility Manager, Importaco

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Thursday 7 July 2022

- 09:00 – 10:00 **#From clicking to crunching**
Dr Sophie Hieke, Head of Consumer Science, European Food Information Council (EUFIC)
- 11.00 –12:00 **The retail of tomorrow**
Sebastiaan Schreijen, Senior analyst F&A Nederland, Rabobank
- 12.15 –13:00 **Better connect with consumers: How to navigate the complex advertising and marketing landscape to make your brand succeed?**
The World Federation of Advertisers (WFA)