

# Dairy Innovation Summit 2018

11th – 12th April 2018, Amsterdam

## 2018 Speakers

- Jen Schaps**, Director, **European Commission**  
**Hans Westerbeek**, Development Director Ingredients (Corporate Research & Development),  
**FrieslandCampina**  
**Hanne Søndergaard**, CMO and EVP, Marketing & Innovation, **Arla Foods**  
**Lise Kjaer Kristoffersen**, Category Director, **TINE SA**  
**Antoine de Vaubernier**, Organic Sustainable Operations, **Les Prés Rient Bio – Danone**  
**Hittjo Homan**, Open Innovation Manager, **Yili Innovation Center Europe**  
**Nicolas Peter George Saphir**, Executive Chairman, **Organic Milk Suppliers Co**  
**Pierluigi Christophe Orunesu**, Founder, **Eurolactis**  
**Maeve Henchion**, Head, Dept of Agrifood & Spatial Analysis, **Teagasc**  
**Jason Fewell**, Engineering Director, **Wyke Farm**  
**Wiebe Willig**, Managing Director, **Henri Willig Cheese**  
**Ben Whitney**, Director, Consumer Key Accounts, **GlobalData**  
**Philip Coverdale**, Director of Consulting – Consumer, **GlobalData**  
**Azam Khan**, Senior Product Manager - Barriers & Additives, **ColorMatrix, part of PolyOne**  
**Dr. Kevin Deegan**, Consumer Insights Manager, **Valio**  
**Marcia Correa**, Marketing Director, **KP Films**  
**Emmanuel Armand**, Director Multilayer Barrier Solutions, **Husky Injection Molding Systems**  
**Azam Khan**, Senior Product Manager - Barriers & Additives, **ColorMatrix, part of PolyOne**  
**Dr. Stacy Pyett**, Key Account Manager, **Nizo**  
**Ulrike Sputh**, Global Product Manager - Dairy, **DOEHLER GmbH**  
**Naima Boutro**, Global Packaging Expert - Global Packaging Technical Support, **Sidel**  
**Emiljano Delibashi**, RSA – Business Developer, **Selerant Srl**  
**Dr. Stefan Siebrecht**, Managing Director, **Taiyo**  
**Scott Stamback**, Business Director EU, Thermoplastics, **Penn Color, Inc**  
**Jasper Mol**, Area Sales Manager, **Satron Instruments**  
**Deirdre Smyth**, Director of Innovation, **Kerry Group**  
**Signe Causse**, Strategic Marketing Manager – Dairy, **DuPont**  
**Abby Middleton**, Regional Marketing Manager EMEA, **PureCircle**  
**Emmanuel Armand**, Director Multilayer Barrier Solutions, **Husky Injection Molding Systems**  
**Marie-Laure Susset**, Category Leader, Food & NAB and Marketing Communication Leader, **O.I**  
**Ana Rebuelta**, Marketing Communications, **O.I**

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Tech Innovation in the dairy industry to secure and extend market share

11<sup>th</sup> – 12<sup>th</sup> April 2018

Programme Day One

08:15	Registration and refreshments
08:50	Philip Coverdale's opening remarks
09:00	<p><b>Analyst Insight</b></p> <p><b>Understanding how dairy fits in the 21st century to get a clearer vision for new consumer habits</b></p> <ul style="list-style-type: none"><li>- Following new consumer habits and trends in order to understand adaptive marketing tactics</li><li>- Utilisation of similar or substitute dairy products to interpret consumer behaviour</li><li>- Adapting your marketing strategy to better target a new generation concerned with health and wellbeing</li><li>- Analysing the dairy market economically to get an overview of niche and mass market</li><li>- Identifying opportunities through innovation in formulation, packaging and positioning to quantify 2018 predictions</li></ul> <p><b>Ben Whitney, Director, Consumer Key Accounts, GlobalData</b></p>
9:30	<p><b>A New Approach to Your Dairy Package: PET Bottles and the BARRIER MODEL™</b></p> <ul style="list-style-type: none"><li>- Exploring Penn Color's partnership with HUSKY to delve into the growing PET Dairy bottle business</li><li>- Assessing market trends and its association with growth, solutions for developing an optimized PET bottle for dairy and light sensitive products</li><li>- Illustrating Penn Color's new BARRIER MODEL™ and assessing how it significantly reduces the time to market for new bottle projects</li><li>- The power of the BARRIER MODEL™ will be used to demonstrate the value of HUSKY's multilayer platform</li></ul> <p><b>Scott Stamback, Business Director EU, Thermoplastics, Penn Color, Inc</b> <b>Emmanuel Armand, Director Multilayer Barrier Solutions, Husky Injection Molding Systems</b></p>
10:00	<p><b>Controlling volatility and risk in EU dairy market for a secure and successful business strategy</b></p> <ul style="list-style-type: none"><li>- Dealing with price volatility through innovation in order to be protected from instability</li><li>- Putting in place proactive and reactive communication system during production to avoid a milk crisis</li><li>- Balancing innovation and current regulations to support sustainability</li><li>- Analysing the impact of Brexit to adapt business strategy in a period of uncertainty</li><li>- Managing risk in a volatile dairy market to help reduce level of exposure to market movements</li></ul> <p><b>Jens Schaps, Director, European Union</b></p>
10:30	<p><b>Protective packaging: innovative solutions that go beyond normal label films</b></p> <ul style="list-style-type: none"><li>- Klöckner Pentaplast developed the first shrink label film with built-in light blocking capabilities: eklipse™</li></ul>

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	<ul style="list-style-type: none"><li>- It allowed the light barrier to move from bottle to label, giving the Brand Owners a choice</li><li>- eklipse™ contributes to increase recyclability, presenting itself also as a sustainable packaging solution as it allows containers to be a clear PET or glass</li></ul> <p><b>Marcia Correa, Global Marketing Director Specialties, kp films</b></p>
11:00	Morning break and networking
11:30	<p><b>A proposal for an intervention theme: connecting upstream and downstream to create organic dairy innovation</b></p> <ul style="list-style-type: none"><li>- Co-creating innovative and sustainable upstream development projects with farmers</li><li>- Sharing strong and transparent upstream 'stories' with consumers</li></ul> <p><b>Antoine de Vaubernier, Organic Sustainable Operations, Les Prés Rient Bio – Danone</b></p>
12:00	<p><b>Megatrends push for dairy product innovations</b></p> <ul style="list-style-type: none"><li>- Consumers demand more transparency and sustainability</li><li>- Manufacturers position their products more natural and authentic via technology</li><li>- Lifestyle alternatives grow in popularity: Flexitarian, Vegan, Vegetarian</li><li>- Countertrend Indulgence: long term health competes with short term happiness</li><li>- Calorie &amp; Sugar: still a key challenge for manufacturers</li></ul> <p><b>Ulrike Sputh, Global Product Manager - Dairy, DOEHLER GmbH</b></p>
12:15	<p><b>Challenges and Opportunities of the Chinese Dairy Market</b></p> <ul style="list-style-type: none"><li>- Development of the Chinese dairy market</li><li>- Challenges/opportunities in Chinese culture</li><li>- Yili as the number 1 dairy company in Asia</li><li>- Yili Innovation Center Europe</li></ul> <p><b>Hittjo Homan, Open Innovation Manager, Yili Innovation Centre Europe</b></p>
12:45	<p><b>Uncovering untapped potential within the cheese market</b></p> <ul style="list-style-type: none"><li>- Profiling the traditional cheese category to get up to date market insight</li><li>- Studying variants size, shape and packaging for greater margins</li><li>- Combining innovation, ingredients and technology to strengthen the supply chain</li><li>- Navigating 'snackification' to diversify the cheese portfolio and widen customer base</li></ul> <p><b>Wiebe Willig, Managing Director, Henri Willig Cheese</b></p>
13:15	Lunch and networking
14:15	<p><b>The New Natural</b></p> <ul style="list-style-type: none"><li>- How the consumers' take on Natural is moving</li><li>- Creating value with the next generation</li></ul>

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	<ul style="list-style-type: none"><li>- The importance of purpose and innovation</li><li>- The importance of transparency and trust</li></ul> <p><b>Hanne Søndergaard, CMO and EVP, Marketing &amp; Innovation, Arla Foods</b></p>
14:45	<p><b>DuPont Nutrition &amp; Health presents Ambient Yogurt – an untapped potential</b></p> <ul style="list-style-type: none"><li>- Underpinning EU Market dynamics calling for export strategies</li><li>- Assessing the ambient yogurt category, highlighting benefits and target markets</li><li>- Exploring market examples and concepts</li></ul> <p><b>Signe Causee, Strategic Marketing Manager – Dairy, DuPont</b></p>
15:15	Afternoon break and networking
15:45	<p><b>Developing provocative communication to change perception of dairy products in consumer mentality</b></p> <ul style="list-style-type: none"><li>- Presenting benefits and nutritional ingredients in milk to convince consumers to buy more</li><li>- Developing a communication strategy focusing on a regional dairy product to renew the image of milk and create a food miles strategy</li><li>- Understanding consumer code to create new value added products for the market</li><li>- Innovating your social media platforms to be more impactful in consumer psychology and impact consumer purchasing decisions</li></ul> <p><b>Lise Kjaer Kristoffersen, Category Director, TINE SA</b></p>
16:15	<p><b>Sugar aware consumers and what they are telling us</b></p> <ul style="list-style-type: none"><li>- What are consumers telling us – sharing an overview of exclusive Q4' 2017 European Insights</li><li>- How are Brands reacting, what Innovation trends and what categories are driving change?</li><li>- Naturality in context, what are the key limitations to date, and what does the future look like</li></ul> <p><b>Abby Middleton, Regional Marketing Manager EMEA, PureCircle</b></p>
16:30	<p><b>Functional foods in a consumer landscape</b></p> <ul style="list-style-type: none"><li>- Assessing how dairy companies can adapt and take advantage of future markets through organic production</li><li>- Highlighting new product development opportunities that lead to market growth</li><li>- Evaluating innovation that is in line with social movements and growing markets to analyses effective product diversification</li><li>- Underpinning the relationship between farm, factory, manufacturer and consumer</li></ul> <p><b>Nicolas Peter George Saphir, Executive Chairman, Organic Milk Suppliers Co</b></p>
17:00	<p><b>R&amp;D Trends in Dairy</b></p> <ul style="list-style-type: none"><li>- Highlighting needs within the global dairy industry: how NIZO supports dairy innovation</li><li>- Dairy components for gut health and immune benefits, from lead generation through claim</li></ul>

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	<p>substantiation</p> <ul style="list-style-type: none"> <li>- Optimizing processes efficiency for safe, sustainable, and reproducible dairy ingredient and cheese manufacture</li> </ul> <p><b>Dr. Stacy Pyett, Key Account Manager, Nizo</b></p>
17:15	Chair's summary and close of conference and drinks reception
	<p><b>Dairy Innovation Summit 2018</b>  <b>Tech Innovation in the dairy industry to secure and extend market share</b>  <b>11th – 12th April 2018</b>  <b>Programme Day Two</b></p>
08:15	Registration and refreshments
08:50	Philip Coverdale's opening remarks
09:00	<p><b>Speaker Hosted Roundtables</b>  Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.</p> <p>Each roundtable session lasts for 45 minutes, and delegates may attend up to 2 roundtables</p>
Roundtable 1	<p><b>How to increase impact of innovation in our industry?</b>  <b>Hans Westerbeek, Development Director Ingredients (Corporate Research &amp; Development), FrieslandCampina</b></p>
Roundtable 2	<p><b>Search for transparency combined with pressure on waste and recycling and how they impact the dairy industry</b>  <b>Marie-Laure Susset, Category Leader, Food &amp; NAB and Marketing Communication Leader, O.I</b>  <b>Ana Rebuelta, Marketing Communications, O.I</b></p>
Roundtable 3	<p><b>Considering donkey milk as an alternative</b>  <b>Pierluigi Christophe Orunesu, Founder, Eurolactis</b></p>

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Roundtable 4	<p><b>Is Dairy the new healthy snack? (How do we make it even more convenient and nutritious?)</b></p> <p><b>Deirdre Smith, Director of Innovation, Kerry</b></p>
10:30	<p><b>Saving the planet: How the dairy industry can save water, energy and time whilst enhancing your bottom line</b></p> <ul style="list-style-type: none"> <li>- Outlining the key issues in the cleaning processing in dairy</li> <li>- Sharing case examples from leading dairy companies</li> <li>- Discussing how technology can reduce your carbon footprint now and in the future</li> </ul> <p><b>Jasper Mol, Area Sales Manager, Satron Instruments</b></p>
10:45	<p><b>Morning refreshments and networking</b></p>
11:15	<p><b>Forecasting the 'next big thing' in dairy to prepare for short and long terms market trends</b></p> <ul style="list-style-type: none"> <li>- Exploring the current and future consumer response to functional product options</li> <li>- Using lactose-free trends as an opportunity to be more competitive in the non-dairy market</li> <li>- Non-dairy: a threat or an opportunity</li> <li>- Developing products for intolerances to cover the full spectrum of target customers</li> </ul> <p><b>Dr. Kevin Deegan, Consumer Insights Manager, Valio</b></p>
11:45	<p><b>Fortification of milk with the new ingredient - soluble bean fibre and liposomal Magnesium</b></p> <ul style="list-style-type: none"> <li>- Assessing the fortification of milk with dietary bean fiber and minerals such as magnesium, zinc and iron to explore it's lack of dietary fiber</li> <li>- Evaluating Taiyo's developed new products to enrich milk with a LOW-FODMSAP dietary fiber as a fat replacer, give back mouthfeel and body to low fat milk and also to increase satiety, lower blood sugar levels</li> <li>- Highlighting pre-meal milk drink concepts is present to illustrate mineral formulas that can be used to fortify milk with magnesium, iron or Zinc</li> <li>- Determining the absorption of these new mineral sources to delve into interfering with the mineral absorption of other mineral ions or with the milk calcium</li> <li>- Detailing new minerals and absorption through newly discovered mechanism in the gut (Endocytosis via the M-Cells) that offers new chances for mineral fortification</li> </ul> <p><b>Dr. Stefan Siebrecht, Managing Director, Taiyo</b></p>
12:15	<p><b>PANEL DISCUSSION:</b></p> <p><b>Evaluating consumer insight to underpin top innovation techniques</b></p> <ul style="list-style-type: none"> <li>- Comparing "reduced and added" formulas to create more differentiated products</li> <li>- Weighting up nutritional opportunities with calcium, potassium and protein to navigate the functional product market</li> <li>- Assessing how machine learning techniques and AI, will help you reduce cost and non-compliance risks</li> </ul>

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	<ul style="list-style-type: none"><li>- Integrating complex structured and organized regulatory data into your NPD workflow for doing things once and do it right</li></ul> <p><b>Maeve Henchion, Head, Dept of Agrifood &amp; Spatial Analysis, Teagasc</b> <b>Emiljano Delibashi, RSA – Business Developer, Selerant Srl</b> <b>Angelo Colombo, European Sales Director, Selerant Srl</b></p>
13:00	<p><b>Did you already consider switching your liquid dairy production in PET bottles?</b></p> <ul style="list-style-type: none"><li>- Assessing market movements towards PET over the past decade</li><li>- Exploring PET bottles benefits in terms of marketing and cost-effectiveness</li><li>- Illustrating best performances to ensure product integrity and safety</li><li>- Highlighting how Sidel can support the dairy market to introduce a new product in PET bottles</li></ul> <p><b>Naima Boutro, Global Packaging Expert - Global Packaging Technical Support, Sidel</b></p>
13:30	<p><b>Lunch &amp; Networking</b></p>
14:30	<p><b>Determining the value of product innovation within Donkey Milk to meet changing consumer demand whilst maintaining an growing margin</b></p> <ul style="list-style-type: none"><li>- Underpinning consumer demands and opportunity within Donkey Milk products</li><li>- Capitalising on an integrated internally approach to product development which seamlessly utilises all business functions</li><li>- Investigating how innovation can target new markets and secure profit margins</li><li>- Studying challenges within Donkey dairy production and the long and short term opportunities</li><li>- Ensuring product innovation maintains or increases market share</li></ul> <p><b>Pierluigi Christophe Orunesu, Founder, Eurolactis</b></p>
15:00	<p><b>Fresh thinking for UHT milk packaging</b></p> <ul style="list-style-type: none"><li>- Assessing trends in dairy packaging, brand recognition using packaging shape and new possibilities for UHT milk packaging</li></ul> <p><b>Azam Khan, Senior Product Manager - Barriers &amp; Additives, ColorMatrix, part of PolyOne</b></p>
15:30	<p><b>Afternoon break and networking</b></p>
16:00	<p><b>Dairy vs the rest: market trends and consumer perspectives</b></p> <ul style="list-style-type: none"><li>- Considering the nutritional, environmental and broader sustainability aspects of dairy, relative to other existing and emerging protein sources</li><li>- Looking at plant innovation and trends in vegetarianism to understand different strategies in a competitive market</li><li>- Presenting opportunities for blended formulations incorporating dairy and other protein sources</li></ul> <p><b>Maeve Henchion, Head, Dept of Agrifood &amp; Spatial Analysis, Teagasc</b></p>

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16:30	<p><b>Considering impact of climate change on the industry in order to adapt and adjust milk production – opportunity to tell a green story</b></p> <ul style="list-style-type: none"><li>- Identifying methods to increase production whilst reducing environmental impact</li><li>- Using the phosphate quota regulation to create new technology for innovation and partnerships</li><li>- Producing good quality milk through innovations in water consumption whilst reduce waste</li><li>- Controlling production with Agri technology to reinforce sustainability and limit the impact of climate change</li><li>- Looking at the potential impact of global warming in order to innovate and renovate process production</li><li>- Delivering the message of sustainable efforts to the consumer for better buy-in</li></ul> <p><b>Jason Fewell, Engineering Director, Wyke Farm</b></p>
17:00	Philip Coverdale's summary and close of conference