

[www.foodinnovate.com](http://www.foodinnovate.com)



10th Annual World  
**FOOD TECHNOLOGY &  
INNOVATION Forum 2012**

**29th February - 1st March**  
City West Hotel in Dublin, Ireland

**PROGRAMME**

Researched and Produced by:

**wtg** |  food & beverage

- 07:45 **Registration and refreshments**  
Morning refreshments provided by Moma Foods



- 08:25 **Chairman's introduction**



Ian Noble, Senior R&D Director - Breakthrough Foods Innovation Europe, PepsiCo UK

- 08:30 **Desire for Change**  
Stylus will present two evolving patterns in global consumer behaviour that it has identified:
- How technology has a key role in enabling people to make change and join global communities
  - How offline, people are taking a hands on approach to improve their local communities. The resurgence of traditional techniques and crafts
  - The identified macro trends will be illustrated via practical case-studies from all sectors that will provide inspiration in the development of consumer-focused campaigns, services & environments for the food industry
- Catherine Bedford, Director, Stylus UK

- 09:00 **Better Hunting Strategies - Building Open Innovation Opportunities**  
Stimulating open innovation and accelerating better hunting to capture what's outside and inside the organisation



Unilever

- Prioritising the wants from the organisation and holding summits with various parts of the business
- Successfully scouting for solutions
- Measuring success by the number of ideas integrated into the business
- Growing with outside expertise
- Understanding and implementing the specific requirements for outside innovation - how do you tap into outside expertise to stimulate open innovation?

Roger Leech, Open Innovation Portfolio & Scouting Director, Unilever UK

- 09:30 **3 Ways to Screw up Your Innovation Pipeline – And How to Avoid Them**



- Looking at the root cause of high flop rates
- Innovation is more about what you shouldn't do wrong than what can do right
- Innovation is like a sensitive plant – it needs the right in environment to flourish

Richard Ebenbeck, Director - Consumer and Market Insights, Wrigley Germany

- 10:00 **Pre-scheduled one-to-one meetings**

- 11:45 **Combining Innovation With Sustainability**  
Engaging procurement in the innovation process to achieve end-to-end sustainability



- Connecting R&D and procurement in a co-ordinated approach
- Is sustainable packaging the answer or is the end-to-end approach more effective?
- Looking at the entire supply chain with consumers in mind and improving the field to footprint
- Moving away from sustainability announcements towards real sustainability and fully understanding the total cost of ownership
- Creating a sustainable business model vs. token parochial approaches

Jean-Baptiste Rubens, Procurement Director Innovation, Kraft Foods Belgium

John Kelly, Marketing Innovation, Kraft Foods Switzerland

- 12:25 **Developing an On the Go Health Products**

Creating innovative grab and go breakfasts to cater for time poor, health conscious consumers

- Making healthy food easy to get and creating attractive, portable options
- Ensuring out-on-the-go products taste great and are nutritious
- Creating a sampling programme to get real time product feedback

Tom Mercer, Managing Director, Moma Foods Ltd UK

- Achieving Breakthrough Innovation**

Leveraging inside expertise and the power of internal brands to successfully launch new breakthrough innovations



- Capitalising and leveraging the strength of two power brands in order to launch new breakthrough innovations
- Achieving new product success

John Kelly, Marketing Innovation, Kraft Foods Switzerland

- 13:00 **Networking Lunch**  
Official Lunch Sponsor



- 14:00 **Creating Healthy Convenience**

Delivering nutritious, innovative food solutions through alternative channels

- Devising an innovative food portfolio to cater for modern consumer needs
- Successfully targeting increasingly health conscious consumers
- Using new delivery channels and creating bespoke services
- Truly connecting, understanding and responding to consumers today

Jennifer Irvine, Founder, The Pure Package UK

- Creating a Want, Find, Get, Manage Programme**

Using strategic approaches to innovation



- Moving away from ad-hoc approaches to innovation and towards strategic open innovation programme
- Prioritising what to build in house or externally
- Achieving excellence in partnership selection and investing in long term strategic alliances
- Achieving real results

Wouter Noordman, Manager R&D, Friesland Campina The Netherlands

- 14:35 **Empowering Innovation and Accelerating new Product Development Through CP Kelco's Sensory Tools**

CP Kelco Workshop

- Kemfe™ - A New Flavoring Ingredient to Improve Taste**

Naturex Workshop



- What if you could attract new consumers by developing new textures?
- What if you had access to a tool that predicts mouthfeel and helps optimise formulation cost?
- What if you could design products around key sensory properties?

**Fatima Faraj**, Marketing Director EMEA Food, CP Kelco  
**Lisbeth Knarreborg**, Principal Scientist, CP Kelco



- Understanding the benefits of Kemfe™, the new, diverse ingredient from the NAT taste™ range which provides manufacturers with many benefits
  - Using Kemfe™ for flavoring purposes to improve, and balance a wide variety of taste profiles
  - Masking bitterness thanks to the ingredients unique ability to overcome the perception of off-notes
- Justine Lord**, NAT Taste™ Business Manager, Naturex

**15:15 Pre-scheduled one-to-one meetings**

**16:35 How to Communicate Health Benefits Successfully with or Without Health Claims**

DSM Nutritional Products Workshop



- Does your consumer really care about health claims?
- What is the impact of health claims when it comes to communicating effectively with your brand's target group?
- What are the principles that guide effective communications, with or without a health claim?

**Peter Wennstrom**, Co-founder of the Healthy Marketing Team., In collaboration with DSM Nutritional Products Ltd.

**Formulation Best Practices**

Selerant Workshop: Profitable products, regulatory compliance and IP protection



- PLM and the food and beverage industry
- Key PLM requirements
- Keys to PLM implementation success

**Carlo Colombo**, CEO, Selerant

**17:15 Tactical Approaches to Collaborative Innovation Partnerships**

Using new collaborative partnerships with specialised chefs to bring new artisanal products to market and cater for new consumer demands



- Leveraging outside inspiration to fuel the innovation pipeline with new, highly specialised product ranges
- Moving away from mass produced industrialised cheeses and towards artisanal products
- Launching artisanal cheeses and catering to new consumer demands for highly specialised products
- Using inside expertise in cheese making

**Iain Moore.**, Open Innovation Specialist, Arla Foods Denmark

**17:45 Using Market Pull and Technology Push To Create New Product Innovations**

Using technology road mapping to understand market pull and developing the technology push to deliver new innovations to cater for consumer needs



- Where will the market be in 5 years time and what are the major drivers of consumer choice?
- Developing the required technology to deliver innovation through new packaging or ingredients
- Identifying flavour pairings as a source of new innovation i.e. chilli chocolate, or tomato and turmeric
- Using flavour forecasting as a predictor of long term changes in what people are eating
- Understanding the role of flavour in salt reformulation challenges

**Simon Branch**, Head of R&D, McCormick UK

**18:15 Chairman's closing remarks**

**18:20 Drinks reception in hotel**

**19:00 Coaches leave for drinks reception sponsored by Enterprise Ireland at the Guinness Store House**

08:00 **Morning registration**08:25 **Chairman's introduction**

Joe Healy, *Department Manager Dairy, Functional Foods/Ingredients, Beverages and Food Technology*, Enterprise Ireland Ireland

08:30 **Offering Consumers Choice through Innovation with Regular, No- and Low-Calorie Sweeteners****Successfully innovating and reformulating in response to consumer and regulatory needs**

- Creating successful reformulations with intense sweeteners
- Growing reformulated products as part of a portfolio geared to fit consumer needs
- Achieving subtle reductions to 30% levels
- Incorporating alternative sweeteners

Helen Munday, *Director Scientific and Regulatory Affairs*, Coca-Cola North West Europe and Nordics UK

09:00 **Using Passion and Team Working to Create a Step Change in Innovation Processes****Implementing agile principals and team working - becoming fast and flexible to embrace change**

- Becoming a people coach vs. project manager to successfully motivate highly skilled team members
- Creating multi-disciplinary teams to achieve real results in innovation
- Getting to market faster and launching more innovations with existing resources
- Removing hurdles to achieve on time delivery
- Creating a step change in innovation processes
- Switching suppliers to stabilise quality

Edward Burgers, *R&D Director SLIF, Sara Lee* The Netherlands

09:35 **Creating Innovation Hubs Within the Larger Enterprise to Fully Stimulate NPD****Successfully aping smaller innovative companies within large corporate environments to stimulate new ways of thinking and profitable NPD**

- Forming a new R&D and innovation division focusing solely on innovation and launching new products
- Developing monthly ideas and prototypes for the board
- Focusing directly on innovation and responding to customer requirements from Costco and Walmart to truly discover their commercial wants and needs
- Reacting quickly to customer requirements and making innovative products to test in multiple regions
- Fully understanding what consumers want in 3 major segments: health wellness and indulgence
- Using different channels of distribution i.e. natural and organic, real fruit and multigrain and launching broad and niche products across multiple channels

David Duffy, *Director of R&D and Innovations*, Malto-O-Meal USA

10:10 **Changing the Innovation Mindset Just to Stay on the Shelves****Becoming one brand with one benefit**

- Will the rise of small stores and different consumption patterns kill the tier 2-3 brands?
- What do you need to do stay innovative and competitive?
- Innovating with smaller pack sizing for smaller stores
- Understanding just how much consumers are changing
- Countering the incessant rise of private label competition
- Becoming one brand with one benefit to counter SKU rationalisation

Sam Waterfall, *Senior Consultant, Healthy Marketing Team* UK

10:45 **Morning refreshments**11:05 **Innovating Without Compromise - Innovating in the Face of Growing Cost Pressures and Ever More Demanding Consumers**

At this eye-opening workshop, Tate & Lyle will demonstrate how these conflicting challenges can be resolved with their innovative solutions. You can have your cake and eat it!



- By developing premium products that are economical to manufacture
- By offering indulgence with an improved nutritional profile
- By getting to market faster, with a solid offer that quickly repays investment

Rony Van den Abbeele, *Product Manager High Intensity Sweeteners*, Tate & Lyle

11:45 **How to Compete in the Innovation Race: New Models of Collaboration Between Industry and Academia**

Workshop Enterprise Ireland and Food for Health Ireland



- Global megatrends in the food industry: commoditisation vs. value added innovation
- Value added innovation in the food industry: challenges and potential solutions
- Case study: Food for Health Ireland

Joe Healy, *Department Manager Dairy, Functional Foods/Ingredients, Beverages and Food Technology*, Enterprise Ireland Ireland

Jens Bleiel, *CEO, Food for Health* Ireland

**The Broadening of the White, Non-Dairy Beverage Category - from Soy to Beyond**

Workshop American Soybean Associates



- Recent trends and innovations in Soy in the US, EU, Asia and rest of the world
- Growth in other white non-dairy beverages such as almond, rice, sunflower, coconut and grains
- Is there a bellwether of continuing consumer shift from animal to vegetable protein?
- Health concerns, sustainability issues, globalisation of food offerings
- Outlook: Product and marketing innovations and future opportunities

Peter Golbitz, *Director of International Business Development*, SunOpta Grains & Food Group USA

Gerard Klein Essink, *Managing Director, Bridge2Food* The Netherlands

12:25 **Themed luncheon discussions**14:00 **Protecting the Brand- Proactive Strategies to Differentiate to Retain Consumer Loyalty**

- Repositioning health & wellness products to differentiate from private label
- Differentiating product portfolios to stay competitive
- Successfully using on pack advertising and communication strategies
- Tastes great!

Izaskun Bengoechea, *Research Manager, Euromonitor International* UK

**Offering Consumers Choice through Innovation with Regular, No- and Low-Calorie Sweeteners****Successfully innovating and reformulating in response to consumer and regulatory needs**

- Creating successful reformulations with intense sweeteners
- Growing reformulated products as part of a portfolio geared to fit consumer needs
- Achieving subtle reductions to 30% levels
- Incorporating alternative sweeteners

14:40 **Differentiating the Natural Message to Stay Relevant to Consumers****Differentiating the natural message with a strong brand, clean label and by instilling trust in product credentials**

- If the natural message is tired how do you revitalise the message and truly understand what consumers want to hear?
- Creating a stronger brand and instilling trust and confidence in health conscious consumers

- Understanding that consumers will spend if they believe in what they are buying

**Camilla Barnard**, *Co-Founder and Marketing Director, Rude Health* UK

#### 15:20 **Creating Financially Successful New Product Innovations**

**Considering the entire product lifecycle and ensuring new innovations don't create constraints in the manufacturing cycle**

- Empowering NPD, supply chain and manufacturing to develop new, holistic approaches to innovation
- Using lean and optimisation options with manufacturing before putting new development into the pipeline
- Using holistic approaches to innovation to create financially successful products

**Rui Freire**, *Chief Innovation Officer, Unicer Bebidas, SA* Portugal

**Tiago Brandão**, *VP Innovation and Development, Unicer Bebidas, SA* Portugal

#### 16:00 **Chairman's closing remarks and close of conference**

# DELEGATE REGISTRATION FORM



10th Annual World  
**FOOD TECHNOLOGY &  
INNOVATION Forum 2012**

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Summit Attending: **10th Annual World Food Technology  
and Innovation Forum 2012**  
Venue: **City West Hotel, Dublin, Ireland**  
Date: **29th February - 1st March 2012**  
Package Details: \_\_\_\_\_  
No. Attendees: \_\_\_\_\_  
Fee: **£ 1,795 per person**  
Tax: \_\_\_\_\_  
Total to Pay: **£** \_\_\_\_\_

## SIGNED ON BEHALF OF WORLD TRADE GROUP:

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signed: \_\_\_\_\_

I confirm that I have read and accept the terms and conditions as detailed and agreed to be bound by them

## SIGNED ON BEHALF OF CLIENT:

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signed: \_\_\_\_\_

### ONE-TO-ONE MEETINGS

To ensure that delegates receive the maximum possible value from the one-to-one meeting session, you will be sent a short questionnaire by email which we will require you to complete and return within fourteen days of receipt.

World Trade Group will provide profiles of supplier representatives and other delegates to assist you in selecting who you would like to meet during the session. A date will be specified by which time meeting choices must be submitted.

Registration Fees Include:

- All conference sessions
- All networking lunches and dinners
- Drinks reception

One-to-one meetings is at the discretion of World Trade Group

### PAYMENT TERMS

All fees to be paid in full within 14 DAYS FROM DATE OF INVOICE and before the event

An 10% service charge will be levied to cover event administration costs

### CANCELLATION

Delegate bookings are transferable but can not be cancelled. If you wish to change your booking, you have two options:

Option 1: You may send a replacement delegate from within your company (worldwide). In this case, please forward the amended details to the World Trade Group operations department in writing as soon as possible.

Option 2: You may request a credit voucher once full payment is received. The voucher will be valid for twelve months from date of issue and can be used against payment for the registration fee of any other World Trade Group event. The voucher can be transferred to a colleague within your company (worldwide). It is essential that delegates register through the normal channels for the alternative event. The voucher will then be accepted as full (or part) payment and must be presented at the registration desk.

For any queries please contact the operations department on +44 (0) 20 7202 7500

World Trade Group reserves the right to cancel the event or change dates and/or venue upon written notice to delegates without liability.

### DATA PROTECTION ACT

Personal Data is collected in accordance with the Data Protection Act 1998. Your details may be used to notify you of future events and maybe passed on to other carefully selected companies. If you do not wish your details to be used in this way, please contact the database administrator on +44 (0) 20 7202 7500.

Please complete, sign and fax back on  
**+44 (0) 207 202 7600** to confirm your booking  
or email it back to [michaela.melcher@wtgevents.com](mailto:michaela.melcher@wtgevents.com)

World Trade Group - 90 Union Street, London SE1 0NW, UK  
Tel: +44 (0) 207 202 7690 - Fax: +44 (0) 207 202 7600 - [www.wtgevents.com](http://www.wtgevents.com)

