



8.00 a.m. **Registration, ICM, Room 5**

8.45 a.m. Opening: Evi Brennich, confructa medien GmbH

Welcome Address: Norbert H. Bargmann (Messe München), Jan Hermans (AIJN), Bruno Jud (IFU)

### Markets & Trends

Chair: Klaus Sondhauf

9.00 a.m. **Global Beverage Trends and the Contribution of Fruit Drinks Growth**

Richard Hall, Zenith International, UK

9.25 a.m. **Growth Market Beer-Mix Drinks**

Peter Hahn, Deutscher Brauer-Bund e.V., (Association of the German Brewers)

9.50 a.m. **Haus Rabenhorst –**

**a Juice-Producing Company Perfectly Bridging Past and Present**

Klaus-Jürgen Philipp, Haus Rabenhorst O. Lauffs GmbH & Co. KG

10.15 a.m. Communication break and refreshments

10.45 a.m. **Alicyclobacillus – Best Practice Guidelines for the Fruit Juice Industry**

John Collins, Gerber Juice Company, UK

11.10 a.m. **Turkish Juice Industry Overview & Undiscovered Star: Sour Cherry**

Ebru Akdag, Turkish Fruit Juice Industry Association (MEYED), Turkey

12.00 a.m. Lunch Break

### Product Development

Chair: Peter Hahn

1.15 p.m. **Health Claims in the EU**

Milica Trbojevic, AIJN Brussels, Belgium

1.40 p.m. **“By all that is right” – Health Claims**

Dr Florian Meyer, juravendis

2.05 p.m. **Innovative Commodities for Innovative Beverages**

Ingo Kniepert, Tropextrakt GmbH

2.30 p.m. **Taste and Functionality – Product Innovations from Nature**

Dr Norbert Fischer – Frutarom Switzerland Ltd., Switzerland

2.55 p.m. Communication break and refreshments

### Process Technology

Chair: Thomas Birus

3.15 p.m. **Latest Developments for Label Adhesives**

Dr Hermann Onusseit, Henkel KGaA

3.40 p.m. **Production and Ecological Sustainability**

Ron De Keersmaecker, Tetra Pak Processing Systems, Netherlands

4.05 p.m. **Modern Process Control Engineering with integrated MES Functionality**

**Taking a Blending Plant as an Example**

Dipl.-Ing. Jürgen Wölfl, ProLeit AG

4.30 p.m. **Productivity and Quality –**

**Efficient Production Processes for the Beverage and Fruit Juice Industry**

Dr Klemens van Betteray, CSB System AG

**6.00 p.m.: Get-Together and CONFRUCTA-Award Ceremony at the BuGa-Lounge  
Bus-Shuttle (3 minutes) directly in front of ICM**



R. Hall



P. Hahn



K.-J. Philipp



J. Collins



E. Akdag



M. Trbojevic



Dr F. Meyer



I. Kniepert



Dr N. Fischer



Dr H. Onusseit



R. De Keersmaecker



J. Wölfl



Dr K. v. Betteray

September 16, 2009



# International Fruit World

## „From the Tree to the Bottle“

Subject to modification  
Last update: September 7th, 2009



8.30 a.m. **Registration, ICM, Room 5**

### Packaging

Chair: Michael Ludwig

9.15 a.m. **Sustainable, Economical and Convenient: The Can is Back**

Welf Jung, Rexam Beverage Can

9.40 a.m. **Added Value and Sustainability –**

**how Glass Supports your Product's Core Values**

Matthias Warneke, O-I Europe

10.05 a.m. **The Power of Package Design: New Insights from Consumer Psychology**

Prof Dr Ulrich Orth, Kiel University

10.30 a.m. Communication break and refreshments

10.50 a.m. **Hot-filling in PET Bottles –**

**The Lighter Packaging for High Temperatures**

Laurent de Groote, Artenius PET Packaging

11.15 a.m. **Schlör Fruchtsäfte is Counting on Innovative Returnable Glass**

Dr Frank Einsiedler, Schlör Bodensee Fruchtsaft AG

### Plant Technology

Chair: Thomas Birus

11.40 a.m. **Becopad, Innovative Depth Filtration for the Juice Industry**

Günther Geiger, Begerow GmbH & Co. KG

12.05 a.m. **Waste Water Treatment – Comparison of two Membrane Systems**

Dipl.-Ing. Walter Lamparter, Microdyn Nadir GmbH

12.30 a.m. Lunch Break

### Global Crop Situation 2009

1.30 p.m. **The 2009 Apple Crop in Europe**

Klaus Heitlinger, Association of the German Fruit Juice Industry, VdF

### Sweetening Concepts

Chair: Prof Dr Otto

1.55 p.m. **Stevia – Opening New Vistas for the Global Soft Drinks Industry**

Victoria de la Huerga, WILD Flavors, USA

2.20 p.m. **Sweeteners from Stevia rebaudiana –**

**Can we Trust this Extremely Interesting Sweetener Alternative?**

Dr Udo Kienle, Hohenheim University

2.45 p.m. **Energy Management with Palatinose**

Dr Stephan Hausmanns, BENEOPalatin GmbH

**Sensory-Workshop 3.30 – 5.00 p.m.**

number of participants is limited



**„Evaluating Beverages with All Senses!“**

Dr Alexander Quadt, Döhler Group

**3.15 p.m. Guided tour to [drinktec](#)**



W. Jung



M. Warneke



Prof Dr U. Orth



Dr F. Einsiedler



G. Geiger



W. Lamparter



K. Heitlinger



V. de la Huerga



Dr U. Kienle



Dr S. Hausmanns