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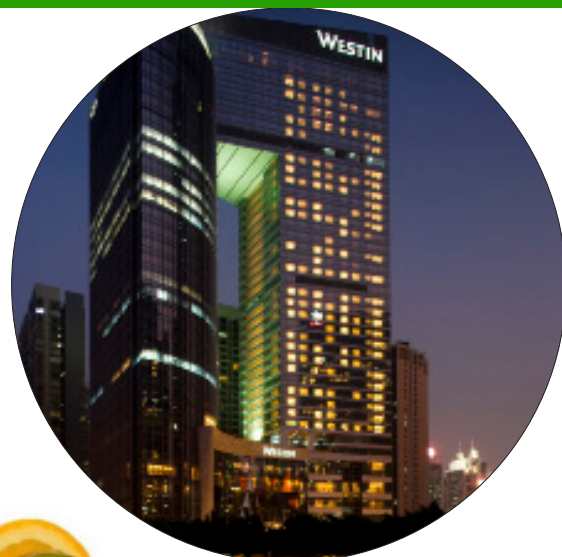
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China Functional Beverage Summit 2014

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28-29 August 2014

THE WESTIN GUANGZHOU China

Exclusive Benefits

Register before 28 July to enjoy
the early bird rates **\$ 520 to save \$ 80!**

1. Buy 3, Get 1 Free- For every four or more delegates from the same company, the fourth person will get a free registration.
2. FREE Hotel Room - for two nights (if two delegates register from the same company and twin share in a quality hotel. (Close to the Venue)
3. Great Meals- Welcome Coffee & Tea , 4 Coffee breaks dessert & 2 Lunches at 5 star Hotel

4. VIP Cocktail Party - networking activities and information exchange are conducted actively among delegates and suppliers in a friendly atmosphere
5. Face to face networking- with key industry contacts- Delivers the latest innovations and best practices in Metalworking and related technologies
6. Lucky Draw - Enjoy exclusive benefit stand a chance to win attractive prizes.



Conference Background:

The demand of nutritious, healthy and hygienical functional beverage continuous to increase because of strengthening nutritious and healthy, as well as hygienical consciousness. Functional beverage has entered a period of accelerated development in China. Instinct of industry development and enterprise profit spur product structure to upgrade in the direction of the diversified development, thus, development prospect of functional beverage is anticipated. There's Only 0.5kg functional beverage consumption per head per year in China in contrast to 7kg in the developed countries. Under this background, the market potential in Greater China is huge.

How to research, development and production the high quality drinks? How to catch the market opportunity? How to improve the company bigger and stronger?

The two consecutive terms of Ringier China Functional Beverage Summit was successfully held in year 2012 and 2013, with sponsor companies like: BASF, TCI and Beckhoff, etc. The 3rd annual China Beverage Summit will be held on 28-29 August 2014 in Guangzhou, China, which will gather domestic beverage industry leader companies, to discuss formulation, technology and develop





Highlights:

★ Latest Market Outlook

★ Multiple Case Studies

★ Panel Discussion & Brainstorm

★ Beverage Tasting Section

★ 200+ industry Elites

★ Cocktail Party & Ice Cream Break

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<http://www.ringierevents.com/2014beverage/index.html>



Agenda

Day One August 28th

- 8:00-9:00 Registration & Coffee Break
- 9:00-9:10 Welcoming Speech
Representative of organizing committee; Conference Chairman
Legislation and Surveillance
- 9:10-9:20 Speech from the Entry-Exit Inspection and Quarantine Bureau
- 9:20-10:00 Overview of Regulations of Functional Beverage
- 10:00- 10:40 Latest Testing Standard
- 10:40-11:00 Beverage Break (opening hours of exhibition for participants)
Market Overview
- 11:00-11:40 Global Trend for Nature Functional Ingredients
Julia Lee, Mintel Food and Drinks Analyst
- 11:40-13:00 Beverage Summit Luncheon
Latest Ingredient & Case Studies
- 13:00-13:40 The latest functional Ingredients and Formulations
- 13:40-14:20 Product Innovation of Functional Beverage
1) Strategic Suggestions on PD,
2) Innovation on fruit-vegetable mixing beverage, 3) Case Studies
Dr. Gao Yanxiang, Professor, China Agricultural University
- 14:20-14:40 Beverage Break (opening hours of exhibition for participants)
- 14:40-15:20 Market Prospect of Anti-Fatigue Drinks
Functional Dairy Drink
- 15:20-16:00 R&D Trend and Market Prospect of Dairy Drink
Guangzhou Yakult
- 16:00-16:40 Case Study for Dairy Drink
Panel Discussion with Beverage Tasting Section
- 16:40-17:20 1) Panel Discussion Topic:
Let's talk about Functional Beverage's Diversity and sustainable Development in China



Day One August 29th

- 8:00-9:00 Registration & Coffee Break
Plant Functional Drink
- 9:00-9:40 Antradiacomphora Functional Drinks Grapeking
- 9:40-10:20 Vegetable Protein Drinks and Technology Updates
- 10:20-10:40 Beverage Break (opening hours of exhibition for participants)
- 10:40-11:20 Active ingredient in Functional Drinks
Dr. Zhu Huilian, chairman of the department of nutrition,
Sun yat-sen university school of public health;
Director of Guangdong Nutrition Society
Safety Management, Manufacturing and Packaging
- 11:20-12:00 Case Study on Security Management during Processing
- 12:00-13:00 Beverage Summit Luncheon
- 13:00- 13:40 Case Study on Beverage Packaging
- 13:40- 14:20 Easy-open end and two-piece can solutions
- 14:20- 15:00 3D Printing for Beverage Packaging Solutions
- 15:00- 15:20 Beverage Break (opening hours of exhibition for participants)
- 15:20- 16:20 Brainstorm

*The program is subject to change without prior notification.

CFDA
Guangdong Entry-Exit Inspection
and Quarantine Bureau
China Beverage Industry
Association
Mintel China
China Agricultural University
Grape King
Yeo's
Red Bull
Danone

JDB
WANT WANT CHINA
Brightdairy
Pepsi China
Wahaha
Nestlé China
Coca-Cola

Part of confirmed
and inviting keynote
speakers from:



About the Organizer

Ringier Events

Connecting industry through information exchange!

Ringier Trade Media Ltd., a leading B2B industrial information company, provides industrial leaders in China, Asia, the Middle East and Africa with the technical information, solutions and applications they need to improve their manufacturing and marketing capability through multiple media platforms that include industry trade journals, an online marketplace (www.industrysourcing.com), events, and PR & marketing, all of which are available on smart phones and devices. The company has been successfully linking buyers and suppliers in China, Asia, the Middle East, Africa and the rest of the world to the mutual benefits of all parties.

<http://www.ringierevents.com/2014beverage/index.html>



Why Should Attend

- To learn the latest information on industry policy and regulatory system
- To understand the weather vane of functional beverage
- Latest state-of-the-art technology and innovation
- Analysis and discussion of consumer demand to leverage on market changes
- Generate new ideas and get guidance
- Seize the opportunity to meet upstream and downstream enterprises to expand commercial network



Who Should Attend

By Industry

Ingredient and additive suppliers;
Processing and production equipment suppliers;
Packaging design/materials/equipment suppliers;
Third-party testing organizations and consulting firms;
Beverage R&D institutes;
Beverage manufacturers (fruit juice, milk drinks, soft drinks, etc.);
Functional beverage research and production industry;
Food and beverage import and export trade organizations;
Large-scale retail chain;
Global Nutrition brand agent;
Scientific research and industry associations and other related departments.

By Position

Beverage business decision-makers, general managers;
Industry scientists, nutritionists, R&D engineers;
Ingredient and equipment purchasing specialist;
Related government departments and association experts.






Part of previous attendees:

China Danone Beverage Company	Hua Xi Freda Biological Pharmaceutical Co., Ltd.
Hongkong hungfooktong Group	Beckhoff
Ten Wow (Fujian) Food Co.,LTD	COFCO
Beijing Hui Yuan Fruit Juice Group	CocaCola Greater China
Shanghai Institute of Quality Inspection	Baoding way chein food industrial co.,ltd
Hangzhou Joyoung Soybean Milk Industry	Infinitus(Chin)Company ltd
Hangzhou Wahaha Group	Zhejiang Wecan Biotechnology Co.,Ltd.
Mintel	ABC cooking studio
AMANO ENZYME CHINA LTD.	summi(fu jian)food co.,ltd
Bayer	SACMI
Toppan Printing Company	Shanghai Gunze New Plastics Film Co.,Ltd
Wantwant Group	Shanghai ziquan beverage co.,ltd
Dow Chemical	Conba group co.,ltd
Shanghai Bocheng Bio-technology Ltd.Co	Hangzhou mingbao food co.,ltd
Jiangsu Aland nutriment Co. Ltd.	Shanghai Standard Foods Co.,Ltd.
Baolingbao biotechnology Limited	DKLI
Infinitus (China) Co., Ltd.	DuPont China Holding Co.,Ltd
The farmer mountain spring Limited	Shanghai longon package machinery co.,Ltd.
Pigeon baby products (Shanghai) Co	Shanghai huiwen biotech co.,Ltd.
Chongqing City Qi Shuang Food Co.,	Roll Food Trading(shanghai)Co.,Ltd
Hunan Yandi Bioengineering Co., Ltd	Chengdu Wagott Pharmaceutical Co.,Ltd.
Hubei Zixin Biological Technology	Hangzhou Cheerock Food Co.,Ltd.
Mettler Toledo (Changzhou) Measurement	Bubble Drama
Ji'n'an blue light mechanical	Want Want
Fresh fruit juice (industrial) Kunshan	Coffee&Tea
Beijing zhifengtang Products Co.,Ltd	Fujian Chef Group
Shanghai Jiage Food Co., Ltd.	Jiang Nan University
Nescafe (China) Co., Ltd. Shanghai	China Packaging Research & Test Center
Sen Mei (Fujian) Food Co., Ltd.	Bright Dairy & Food Co.,Ltd.
Shanghai bichun drinking water Co.Ltd	Shanghai Beverage Association
Shanghai Beverage Industry Association	Starbucks
Fragrant rich coffee factory	Kraft Foods China
Shanghai Ziquan Beverage Co., Ltd	Shanghai University of T.C.M
Lin Lin Group	Hui Yuan
Red Bull Vitamin Drink Co., Ltd.	Metromall
Bright Dairy & Food Co.,Ltd	Bichun
Metro	Eastsignfood
Fook (Shanghai) Detection Technology	BASF
Aptar	
TCI	



Please feel free to contact

-  Ms. Yolanda Xu
-  021-62895533 ext. 368
-  yolandaxu@ringiertrade.com

Register NOW to enjoy the super early bird!

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