

# 13TH GLOBAL BOTTLED WATER CONGRESS

10-12 October 2016, Prague



**Conference: Flowing with purpose**  
**Karlovarské plant tour**  
**International market developments**  
**Natural and aqua plus innovation**  
**Global Bottled Water Awards**

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# Global Bottled Water Awards 2016



Following last year's success, we are repeating our Global Bottled Water Awards for 2016, to be announced at a gala dinner during the Global Bottled Water Congress in Prague on 11th October. Based on feedback from 2015, we are adding 'Best Natural Water' and 'Best Flavoured Water' categories and these will require samples to be sent to our judges to taste.

Entering the awards will cost €195.00 + VAT per category and every fourth category comes free of charge.

Finalists and winners will be selected by an independent industry judging panel.

**CLOSE  
OF ENTRIES  
5 September 2016**

## Categories

- Best Natural Water Taste
- Best Flavoured Water Taste
- Best New Water Concept or Innovation
- Best Functional Water
- Best New Brand or Brand Extension
- Best Packaging
- Best Label
- Best Cap or Closure
- Best Marketing including Social Media
- Best Community Initiative
- Best Sustainability Initiative

## What is the judging panel looking for?

Across the different categories, judges will apply the following criteria as far as relevant:

- Innovative new concepts and products that offer added value and have market impact
- Natural water and flavoured water taste
- Products that are fit for purpose and are able to support any claims made
- Benefits that are clearly communicated from hydration and health to functionality
- Innovation that measurably improves consumer convenience and ease of use
- Packaging that achieves effective stand-out through excellent and original design
- Sustainability initiatives which offer measurable environmental benefits
- Environmental initiatives that make a major contribution to a company's CSR reporting
- Original marketing campaigns that entertain, inform and educate consumers

For full details of category criteria, visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events)

## How to enter

Visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events). Follow instructions on the Global Bottled Water Awards 2016 section and you will be able to download full guidelines here. If you have any questions, please email Emilie Odin [eodin@zenithinternational.com](mailto:eodin@zenithinternational.com) or call +44 1225 327943.



**Closing date for entries is 5 September 2016**

Interested in **sponsoring** a category and attending the Global Bottled Water Congress? A discounted package is available that includes both. Email Nick Crossland [ncrossland@zenithinternational.com](mailto:ncrossland@zenithinternational.com) or call +44 1225 327941.

# 13TH GLOBAL BOTTLED WATER CONGRESS

## ABOUT THE EVENT

Zenith's Global Bottled Water Congress is now in its 13th year, having become one of the best sources for international market updates and networking in the industry. Designed for industry leaders, suppliers, customers and analysts to gain a complete overview of the latest market trends, the Congress provides key insights across all continents from leading companies in each region and extensive time for informal discussion.

Consumers are ever more intently looking for healthier hydration alternatives to other drinks. As a result, bottled water is gaining share of the global beverage market and been energised by innovation, with the category expanding to include new design, sparkle, flavour and functionality. This year's event provides a very timely occasion to look at how the market is shifting, what the opportunities are for further growth and what impact this will have on strategic priorities.

The Congress includes a tour of a major bottling plant, two days of conference sessions and a gala awards dinner. Delegates will hear from leading international and regional manufacturers on market and strategic developments, as well as from newer innovators and entrepreneurs creating new concepts and products, helping shape the market of the future.

Highlights include:

- Conference presentations by a range of leading producers and innovators
- Extensive networking time with key industry figures
- Market insights and updates
- Gala industry dinner with presentation of 2016 Global Bottled Water Awards
- Plant tour hosted by leading national producer Karlovarské Minerální Vody

Companies already confirmed to speak



## MONDAY 10 OCTOBER

### KARLOVARSKÉ MINERÁLNÍ VODY BOTTLING PLANT TOUR

10.30 / Coach leaves Corinthia Hotel for 130km journey to Karlovy Vary, also known as Carlsbad

Hotel foyer

13.00 / Arrive, snack lunch, bottling plant tour

The Karlovarské Minerální Vody bottling plant is the biggest for bottled water in the Czech Republic. Its six production lines fill 200 million bottles a year.

4 lines are for PET, 1 is for glass and 1 is aseptic. These are used for still, sparkling and flavoured water, fruit juice and fruit drinks. The main brands are Mattoni natural mineral water, Aquila spring water, Granini fruit juice and Fruttimo juice drinks.

The site also has blow moulding facilities. Pre-forms are moulded from granules nearby.

15.00 / Coach departs for return journey to Prague

17.30 / Coach reaches Corinthia Hotel

18.30- / **WELCOME RECEPTION**

Cocktail lounge

19.30



# CONFERENCE: FLOWING WITH PURPOSE

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## TUESDAY 11 OCTOBER

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### REGIONAL MARKET PERSPECTIVES

- 09.00 / **Welcome and Czech Republic market overview** Bellevue  
*Overview of national and regional perspectives, recent market developments including international influences plus importance of innovation and strong distribution in successful brand building.*  
Alessandro Pasquale, Chief Executive Officer of **Karlovarské Minerální Vody**, Czech Republic
- 09.20 / **The value of broadening a portfolio**  
*Perspectives on the challenges and opportunities of introducing enhanced waters in a fragmented and competitive market as consumers gravitate increasingly towards healthy choice and added value.*  
Marian Sefcovic, General Manager of **Radenska**, Slovenia
- 09.30 / **Catering for a wide consumer base**  
*The largest producer of natural mineral water in the Baltics and CIS region, with products in 30 countries, shares its perspectives on identifying new target markets and driving forward export success.*  
George Pavlov, Chief Financial Officer of **IDS Borjomi International**, Ukraine
- 09.45 / Questions and discussion
- 10.15 / Hydration break and networking

### GLOBAL MARKET OUTLOOK

- 11.00 / **Global beverage market trends and developments**  
*Detailed insights on global drinks consumption; key growth markets and regions; challenges, opportunities and market outlook.*  
Richard Hall, Chairman of **Zenith International Ltd**
- 11.15 / **Taking the lead on water stewardship**  
*World market leader on protecting sources, safeguarding sustainability and responding to environmental concerns.*  
Diego Antonello, Head of Operations for **Nestlé Waters Europe**
- 11.35 / **Ensuring successful international expansion**  
*Germany's leading exported bottled water brand on the importance of brand proposition and portfolio in ensuring success on the international bottled water market*  
Dietmar Spille, Executive Vice President International for **Gerolsteiner Brunnen GmbH & Co KG**, Germany
- 11.55 / **Keynote address: Broadening the appeal of water**  
*World leader in aqua drinks on current success and future potential through positioning, flavour, lifestyle and functionality.*  
Francisco Camacho, Executive Vice President of **Danone Waters**, France
- 12.15 / Questions and discussion
- 12.35 / **Aptar** sponsor presentation, details to be confirmed
- 12.50 / **Bericap** sponsor presentation, details to be confirmed
- 13.00 / Lunch Let's Eat Restaurant

### INTERNATIONAL GROWTH MARKETS

- 14.15 / **Key markets to watch** Bellevue  
- World's fastest growing bottled water markets  
- Changing consumer perceptions of healthy hydration  
- Trading up to bottled water from carbonated soft drinks  
- Spotting market opportunities and taking market share  
Hans Pronk, Director - Beverages at **Rabobank International**, Netherlands
- 14.30 / **Export: seeking success in a crowded market**  
*Importance of differentiation and adapting products to maximise export opportunities in competitive emerging markets.*  
Henry Heng, Managing Director of **The Refresh Group**, Australia
- 14.45 / **North Africa: bottled water growth – challenges and opportunities**  
• Building a strong distribution network in a fragmented market  
• Balance between locally produced and imported brands  
• Latest innovation in brands and packaging  
• Growth in on the go consumption.  
Speaker to be confirmed from **Ifri**, Algeria

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## TUESDAY 11 OCTOBER

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15.00 / Questions and discussion

15.30 / Refreshments and networking

16.00 / **PERSPECTIVES ON COMMUNICATING WATER BENEFITS**

*Presenting the facts, responding effectively to negative press around bottled water and helping consumers make healthier choices.*

Patricia Fosselard, Secretary General of **European Federation of Bottled Waters**, France

Dietmar Spille, Executive Vice President International for **Gerolsteiner Brunnen GmbH & Co KG**, Germany

Joe Doss, President and Chief Executive Officer of **International Bottled Water Association**, United States

Alessandro Pasquale, Chief Executive Officer of **Karlovarské Minerální Vody**, Czech Republic

17.00 / Close

### GLOBAL BOTTLED WATER AWARDS

19.00 / **Drinks reception**

Cocktail lounge

19.30 / **Gala Industry Dinner**

Bellevue

21.30 / **Global Bottled Water Awards presentation**

## WEDNESDAY 12 OCTOBER

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### NATURAL WATER INNOVATION

09.00 / **Changes to watch in bottled water**

Bellevue

*Focus on innovation in bottled water, including kids' drinks, enhanced water products and premium offerings.*

Esther Renfrew, Market Intelligence Director of **Zenith International Ltd**

09.20 / **Thinking creatively across the beverage portfolio**

*The choices offered by high volume bottled water sales to maximise distribution opportunity and improve profitability with sustainability.*

Veysel Hasanhocaoglu, Export and Business Development Manager for **Pinar Waters**, Turkey

09.40 / **Premium positioning through innovation in packaging**

*The importance of packaging design and innovation in building a successful premium brand.*

Jesús Núñez, Managing Director Water and Soft Drinks Unit for **Mahou San Miguel**, Spain

10.00 / Questions and discussion

10.30 / Hydration break and networking

### AQUA PLUS INNOVATION

11.00 / **Flavours to favour**

*Extending the appeal of an iconic premium brand with new flavour variants and a sparkling format.*

Ken Gilbert, Group Chief Marketing Officer of **Voss USA Inc**, United States

11.15 / **Disrupting the bottled water market**

*Black water with fulvic acid to develop a natural detox sector, what impact to expect and how widely it is developing.*

CJ Comu, Founder, Chairman and Chief Executive Officer of **EarthWater Plc**, United States

11.30 / **Arctic+: taking a broad look at functional appeal**

*How far do consumers influence the creation of new functional products; and how far do companies influence consumer buying patterns?*

Jiří Vlasák, Chief Executive Officer of **Hoop Polska Sp zoo**, part of Kofola Group, Poland

11.45 / **Tree water trends and outlook**

*Perspectives on the increase in plant-based waters, where they sit in the wider beverage category and what are the future prospects for the sector.*

Paul Lederer, Founder of **Tápped**, United Kingdom

12.00 / Questions and discussion

12.30 / Lunch

Let's Eat Restaurant

# CONFERENCE: FLOWING WITH PURPOSE

## WEDNESDAY 12 OCTOBER

### BREAKTHROUGH NEW BUSINESS

- 13.45 / **The changing investment landscape for beverage start-ups** Bellevue  
*With the bottled water category broadening out and health and wellness now a key strategic focus, investment in new products and concepts is at an all-time high. This session will provide advice and guidance on how to attract the right level of investment and strategic support to succeed in a changing and very competitive market.*  
William Anderson, Founder and Chief Executive Officer of **First Beverage Group**, United States
- Entrepreneur shoot out**  
*Speakers will make a 10 minute presentation followed by 10 minutes of feedback from the panel.*
- 14.00 / **Perkii: Probiotics in water**  
*Pushing functional water into new probiotic territory, delivering on taste and flavour, promoting a broader health and wellness message.*  
Randolph Milne, Chief Executive Officer of **Perkii Probiotics**, Australia
- 14.20 / **Making water appealing to the younger consumer**  
*Case study in developing bottled water for kids and how to maximise further growth and innovation in this niche sector.*  
Heather McDowell, Founder of **Tickle Water**, United States
- 14.40 / **Pure protein refreshment**  
*A study on the opportunity for bottled water to deliver low calorie high protein refreshment pre and post workout, including consumer response and the potential for further innovation and expansion*  
Alex Brooks, Managing Director of **For Goodness Shakes**, United Kingdom
- Expert panel**  
*Panel will comment on innovator presentations, brand building, financing future expansion and gaining distribution.*  
William Anderson, Founder and Chief Executive Officer of **First Beverage Group**, United States  
Dietmar Spille, Executive Vice President International for **Gerolsteiner Brunnen GmbH & Co KG**, Germany  
Ken Gilbert, Chief Marketing Officer of **Voss USA Inc**, United States
- 15.00 / Chairman's closing remarks
- 15.15 / Close

*Programme correct as at 8 August 2016*

## ABOUT BOOKING

**Congress package** includes plant tour, reception, awards dinner, conference sessions and documentation. Excludes accommodation.

Details	Payment by 29 July SUPER SAVER <i>Limited availability</i>	Inc VAT	Payment by 2 September SAVER	Inc VAT	Payment after 2 September STANDARD	Inc VAT
<b>Full congress</b>						
One delegate rate	€1290.00	€1560.90	€1490.00	€1802.90	€1690.00	€2044.90
Two delegate rate (per person)	€1190.00	€1439.90	€1390.00	€1681.90	€1590.00	€1923.90
Three delegate rate (per person)	€1090.00	€1318.90	€1290.00	€1560.90	€1490.00	€1802.90
<b>Separate elements</b>						
10 Oct plant tour, reception	€200.00	€242.00	€250.00	€302.50	€300.00	€363.00
11 Oct Conference	€700.00	€847.00	€800.00	€968.00	€900.00	€1089.00
11 Oct Awards dinner	€150.00	€181.50	€170.00	€205.70	€190.00	€229.90
12 Oct Conference	€550.00	€665.50	€600.00	€726.00	€650.00	€786.50

\*Participation in plant tour should be confirmed by 30 September, otherwise availability cannot be guaranteed.

To qualify for multiple delegate discounts, bookings must be made together. Substitutions will be accepted at any time. Cancellations will be subject to a €130 plus VAT administration charge and cannot be made after 2 September. Bookings are subject to Zenith events terms and conditions, see [www.zenithinternational.com/events](http://www.zenithinternational.com/events). All delegates must pay Czech Republic VAT at prevailing rate, currently 21%. Rate may be subject to change. VAT reclaim information is available on request.

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## ABOUT THE LOCATION

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Located on the Vltava River, **Prague** is the largest city and capital of the Czech Republic. It has played a key political, cultural and economic role in Central Europe and in 1992 the historic centre of the city was named a UNESCO World Heritage Site. Welcoming around 6.5 million visitors every year, famous attractions include Prague Castle and the Old Town Square.

The Congress will be held at the **Corinthia Hotel Prague**, which is located a short metro ride from the city's most famous landmarks and enjoys breathtaking views across the city. Facilities include a choice of restaurants, a café and jazz bar, a luxury day spa including pool, gym and sauna. The hotel is 20km from Vaclav Havel Airport.

An **allocation of rooms** is available at negotiated rates for delegates attending the Congress. For more information and to book, please visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events)

Corinthia Hotel Prague, Kongresova 1, Prague 4, 140 69, Czech Republic **t** +420 261 191 111 **f** + 420 261 225 011 **e** [prague@corinthia.com](mailto:prague@corinthia.com)

**Congress registration:** Please book online at [www.zenithinternational.com/events](http://www.zenithinternational.com/events) or call the Events Department on +44 1225 327900 for information. Visas may be required from some countries. Zenith will be happy to help with visa support documentation where possible.



## ABOUT ZENITH INTERNATIONAL

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Recognised since the 1990s as Europe's leading drinks consultancy, Zenith International has over 1,000 clients across more than 50 countries.

These include:

- world leading as well as local and newly formed food and drink manufacturers
- equipment, ingredient and packaging suppliers
- financial institutions, agencies and other consultancies
- trade associations and public authorities.

The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services and event organisation. With over 40 staff based in the World Heritage City of Bath, Zenith also has regional representation in numerous other countries, including offices in Dubai and New York.



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