



10-11 MAY 2011
PLAZA ATHENEE BANGKOK

THAILAND'S BEVERAGE INNOVATION FORUM 2011



The **ONLY Conference in Thailand** Examining the Latest Industry and Business Trends, High-Level of Penetrating Contents, Caliber Guest Speakers and Real Professional Networking

***All presentations will be in English.**

- ✓ Super save rate applied until 4 April 2011
- ✓ Group promo and super save registration are available

THE FORUM HIGHLIGHTS:

DAY 1: INDUSTRY & BUSINESS TRENDS

- FDA Updates: Critical regulatory issues for the beverage industry in Thailand
- Mapping the growth of functional beverages in global & regional levels
- Development trends & key opportunities for the Thai beverage market
- The new consumer behavior and trends influencing the functional drinks sector
- Global trends and regional reflections in nutritional and functional ingredients
- Nutraceutical soft drink markets: Sport & energy beverages focused
- Functional herbal beverages and new product development
- Beauty drinks ongoing up rise: Opportunity in Cosmeceutical beverages
- New trends and market potentials for functional water

DAY 2: PRODUCT INNOVATIONS & MARKETING COMMUNICATIONS

- 10 Secrets for successful beverage product innovations
- Next generation beverages – Innovations based on health benefits
- Asia's ready to drink (RTD) juice & functional juice drinks: Latest trends and innovations
- Mega-trends and innovations toward heart health
- Growing trends & dynamic innovation strategies in the soy milk market
- World beverage packaging trends and innovations
- Successfully launching new beverage products in the competitive Thai market: Challenges faced
- Communications strategies and advertising campaigns to successfully promote functional drink product in Thailand
- Effectively positioning & marketing your brand by utilizing the Social Media Phenomenal

Join the Forum to Keep Abreast of the Latest of Industry & Business Trends: The only beverage innovation forum where the industry people can connect and collaborate on the very upcoming trends and latest product innovations.

Grasp Sponsorship Opportunity: Worth spending to elevate your brand image to the industry. There are various sponsorship packages designed especially to suit your valuable marketing investment which highly in returns.

Book Exhibit Space NOW for Maximize Your Marketing Budgets: Beverage manufacturers are always keen to explore this area to find out ways to improve their productivity and competitiveness.

Featuring High-Profile Professionals From:



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INDUSTRY & BUSINESS TRENDS

DAY ONE

TUESDAY, 10 MAY 2011

8:00-08:45 Delegates Registration

8:45-9:00 Welcome Address & Introducing the Chairperson of the Forum



Joy Smithangura
Director
EQUIRNOX RESEARCH

Joy Smithangura has over 10 years' experience in market research, focusing on Qualitative Research. She currently runs Equinox, a specialized Qualitative agency catering to international clients and large local organizations. Joy has been constantly engaged in numerous studies within the beverage market spanning various types of drink for leading companies, in Thailand and across Asia Pacific.

SPECIAL ADDRESS

9:00-9:30

FDA UPDATES: CRITICAL REGULATORY ISSUES FOR THE BEVERAGE INDUSTRY IN THAILAND

- ★ Key regulatory updates and requirements
- ★ Safety and quality requirements
- ★ How does government policy affect various beverage segment
- ★ Prospects for the development of legislation



Malee Jirawongsy
Head of Pre-marketing Control Section
Food Control Division
FOOD & DRUG ADMINISTRATION (FDA)
MINISTRY OF PUBLIC HEALTH

Started her career as Food Technologist for Manufacturing Plant Control Section, at Thai FDA. Recipient of the government of Germany training scholarship: Advanced Food Technology Certificate. Worked at the Registration Section as Food Technologist, Senior Food Technologist for Beverage and Weight Control & moved to Dietary Supplement and Food for Special Dietary Use Sub-Section, Pre-Market Section. She was Head of Dietary Supplement Sub-Section and Food for Special Dietary Use Sub-Section. She was assigned to the current title 2 years ago.

09:30-10:15

OPPORTUNITIES FOR NUTRITIONAL BEVERAGES; A GLOBAL PERSPECTIVE

- ★ Recent new launches in the US and Europe
- ★ Trends in preservation solutions for beverages
- ★ Formula development; how to optimize the speed to market; new tools
- ★ New developments in calcium fortified beverages



Wouter Moormann
Market Unit Manager Food
PURAC ASIA PACIFIC

Per January 2011 Wouter Moormann started as Market Unit Manager Food for Purac Asia Pacific Pte. Ltd. Based at the Asia head quarters in Singapore he will be over seeing the Market Unit Food for the Asia Pacific region including China, India, South East Asia, Australia and New Zealand. Previously Wouter Moormann held senior Marketing and Sales Positions in both Europe and the United States. In his new role his primary focus will be to further grow the food business for Purac in the Asia Pacific region. He will be coordinating food communication for the region as well as he will align activities at Purac's regional food application facility in Singapore.

10:15-10:45 Morning Networking Refreshments

10:45-11:30

DEVELOPMENT TRENDS AND KEY OPPORTUNITIES FOR THE THAI BEVERAGE MARKET

- ★ Market overview for 2011 and beyond
- ★ Examining trends in different functional beverages segments:
 - Energy drinks
 - Sports drinks
 - Herbal drinks
 - Beauty & wellness drinks
 - Functional dairy
 - Weight management beverage
- ★ Future trends and opportunities to capitalize on expanding sectors



Dr. Pisuth Lertvilai
President
HEALTH FOOD AND SUPPLEMENTS ASSOCIATION (HFSA)

Dr. Pisuth works for Rovithai Ltd. as Consultant. He is also lecturer in public and private universities, Director of Food Science and Technology Association of Thailand (FoSTAT), President of Health Food and Supplements Association (HFSA) and Executive Committee of the Asian Alliance of Health Supplement Associations (AAHSA).

11:30-12:30

UNDERSTANDING THE NEW CONSUMER BEHAVIOR & TRENDS INFLUENCING THE FUNCTIONAL DRINK SECTOR

- ★ Keeping abreast on consumer behavior in the functional drink sector
- ★ Consumer lifestyles: Latest key findings
- ★ Potential functional beverage segmentation and innovation influenced by needs and consumer lifestyles
- ★ Implication process: Strategically translating consumer insights into compelling products & promotions



Dr. Arpat Boonrod
Research Director
INSIGHT ASIA MARKET RESEARCH CO LTD

Head of Insight Asia Market Research Group, Thailand office. Dr. Arpat has extensive experiences in researches in diverse categories i.e. FMCG, IT, Finance & Banking, Real Estate, Pharmaceutical and automobile. She is also Special Lecturer & Speaker at local & international events for marketing, market research and consumer behaviors.

12:30-13:30 Business Lunch

13:30-14:15

GLOBAL TRENDS & REGIONAL REFLECTIONS IN NUTRITIONAL AND FUNCTIONAL INGREDIENTS

- ★ New developments of nutritional & functional ingredients on beverages in the global sphere
- ★ Differentiating & innovating with new functional ingredients
- ★ Benchmarking of functional Ingredients
- ★ Market opportunities & future trends
- ★ Catching up on Globalisation



Krithika Tyagarajan, Research Director
Chemicals, Materials and Food - Asia Pacific
FROST & SULLIVAN, SINGAPORE

Over 15 years experience in market research, strategy, business research and consulting. At Frost & Sullivan, she has been involved in managing several global scale research studies & consulting projects in the chemical industry. She was based in the US as Research Globalization Head for the CMF practice worldwide & actively involved in driving initiatives towards globalization of chemicals practice.

14:15-15:00

NUTRACEUTICAL SOFT DRINK MARKETS: SPORTS AND ENERGY BEVERAGES FOCUSED

- ★ Reviewing the current regional scenario in sports and energy soft drinks
- ★ Analyzing the changing consumer preferences and consumption patterns
- ★ Recent product innovations i.e. low/no calories sports drinks, energy drinks targeted at the female market, anti-stress energy drinks, fat burning drinks
- ★ Recommendations for driving future growth for the Thai market



Felicia Tiaras
Technical Sales Manager
BENEO ASIA PACIFIC

Felicia is the Technical Sales Manager in BENE group and is currently managing the Indonesia and Thailand market. She has several years of research background in Food & Nutrition as well as Agrifood. She has a Bachelor degree (Hons) in Food Science & Technology from National University of Singapore

15:00-15:15 Afternoon Networking Refreshments

15:15-16:00

TRENDS OF FUNCTIONAL HERBAL BEVERAGES AND NEW PRODUCT DEVELOPMENT

- ★ Functional herbal beverage trends in Asia
- ★ Trend and situation of functional herbal beverages in Thailand
- ★ Latest product innovations of Thai functional herbal beverages
- ★ Future trends of Thai functional herbal beverages
- ★ Business directions: How you can gain these optimum benefits



Dr. Wicharn Girdwichai
Director
CHAO PHYA ABHAIBHUBEJHR HOSPITAL

Dr. Wicharn was a Neurosurgeon at Saraburi Hospital for 7 years. He became Director of government hospital since 1994 at Betong Hospital in Yala, Sena Hospital in Ayudhya, Samutprakam Hospital and Chaophya Abhaibhubejhr Hospital in Prachinburi respectively. At Prachinburi, he was also President of Chaophya Abhaibhubejhr Hospital Foundation, which produced and sold herbal products including medicines, cosmetics and herbal beverage.

16:00-16:45

BEAUTY DRINKS ONGOING UP RISE: GROWTH AND OPPORTUNITY IN COSMECEUTICAL BEVERAGES

- ★ Growth potentials of beauty drinks in the region
- ★ New innovative ingredients and dietary approaches for weight control
- ★ Beauty ingredients for Cosmeceutical beverages
- ★ Product innovation strategies for beauty-lovers
- ★ Consumer communication: Winning consumer acceptance for beauty drinks
- ★ Success never come easily: Key success factors



Philippe Chan
Asia Regional Manager
CANADEAN ASIA

Philippe has over 16 years of consulting and research experience. He joined Canadean in 2000 and is currently their Asia Regional Manager based in HK. Philippe oversees all client management and business development in the region. He has managed and worked on a wide range of strategic innovation / investment projects for clients in the region and provides market updates regularly in the press and trade media. Prior to joining Canadean he was with HSBC Asset Management specialising in economic research. He holds a degree in Business Management and MBA in Marketing Management.

16:45-17:30

NEW TRENDS AND MARKET OPPORTUNITIES FOR FUNCTIONAL WATER AS A NATURAL ALTERNATIVE FOR HEALTHY & BEAUTY DRINK

- ★ The rapidly expanding functional water market: How to capitalize the market and meet today's consumer demands
- ★ Natural ingredient trends for functional water
- ★ Inside-out beauty trends for functional water
- ★ New product developments, future trends and potential applications for Thailand



Preechaya Taweewat
Sales & Marketing Manager
AJETHAI CO LTD

Preechaya was firstly involved in the beverage industry in 1995 at Foremost Dairies (Bangkok) Limited and moved to Thai Pure Drinks Limited (or Thai Namthip Ltd. at present) in 1999, as Sales Manager-Food Service, Sales Manager-Immediate Consumption. She was sales & Marketing Manager for ItalThai Industrial before joining Ajethai Co., Ltd.

17:30 End of Conference Day One

PRODUCT INNOVATIONS & MARKETING COMMUNICATIONS

WEDNESDAY, 11 MAY 2011

DAY TWO

8:00-08:45 Delegates Registration

8:45-9:00 Welcome Address & Introducing the Chairperson of the Forum

 **Jesse Ting**
Consulting Director
VIVALDI PUBLIC RELATIONS

Jesse has recently spearheaded the marketing consultancy division within Vivaldi Group to provide consultancy services in brand strategy, marketing & communications designs. Jesse has international brand marketing experience, having worked with global agencies such as Ogilvy, Enterprise IG and George P Johnson in both Asia and Europe.

9:00-9:45

10 SECRETS FOR SUCCESSFUL BEVERAGE PRODUCT INNOVATIONS

This session will highlight the key success factors for product development and innovations, particularly focused on the beverage industry. Various examples will be shown as to why some product innovations are successful while others are not.

 **Trassa Lertjeraprasert**
Research Director
IPSOS (THAILAND) LTD

With 12 years of experience in the market research industry, Trassahas worked in leading market research firms in the US, Canada, and now in Thailand. She has 7 years of experience in Customer Relationship Management (CRM) and 5 years in Simulated Test Marketing (STM). Trassa manages the sales forecasting business unit at Ipsos and works with top multi-national companies in a variety of industry. She also lectures in the market research course at Thammasat University for their MBA and Executive MBA programs.

9:45-10:30

NEXT GENERATION BEVERAGES - INNOVATIONS BASED ON HEALTH BENEFITS FOR FUNCTIONAL BEVERAGES (PART I)

 **Rohit Tipnis**
Regional Marketing Manager
Beverage Segment
DSM NUTRITIONAL PRODUCTS ASIA PACIFIC

Rohit Tipnis has over 14 years' experience in the area of Human Nutrition Ingredients with DSM Nutritional Products (Vitamins & fine chemicals division formerly also known as Roche Vitamins) catering to Food and Pharmaceutical Industry. He is working in his current capacity for the last two year. He has been the Business Manager for the Human Nutrition Business for the South Asia Region for the last 12 years. In his new role he has also moved to Thailand overseeing the Beverage Segment Business for the entire Asia Pacific Region.

10:30-10:45 Morning Networking Refreshments

10:45-11:30

MEGA-TRENDS & INNOVATIONS TOWARD HEART HEALTH (PART II)

 **Rohit Tipnis**
Regional Marketing Manager
Beverage Segment
DSM NUTRITIONAL PRODUCTS ASIA PACIFIC

11:30-12:15

ASIA'S READY TO DRINK (RTD) JUICE & FUNCTIONAL JUICE DRINKS: LATEST TRENDS AND INNOVATIONS

 **Philippe Chan**
Asia Regional Manager
CANADEAN ASIA

12:15-13:15 Business Lunch

13:15-14:00

GROWING TRENDS AND DYNAMIC INNOVATION STRATEGIES IN THE SOY MILK MARKET

- ★ Soy milk market overview in 2011
- ★ Growth story of imported soy milk
- ★ Borderless regional competition after AFTA's free trade
- ★ Undefined product innovation on consumer's behavior changing
- ★ Warning trend of invading house brand


 **Ouychai Rangchaikul**
Vice President - Marketing
UNIVERSAL FOOD PCL

Ouychai is a hands-on corporate marketer who has long expertise in food & beverage and FMCG. Prior to joining Universal Food Pcl. (UFC), he worked at Green Spot (Thailand) Ltd., King Power International Co.,Ltd., Tipco Food Pcl. and Colgate-Palmolive (Thailand) Ltd.

14:00-14:45

WORLD BEVERAGE PACKAGING TRENDS & INNOVATIONS

- ★ Exploring global & regional trends of beverage packaging
- ★ Key drivers and success factors for today's beverage packaging innovations
- ★ Identifying packaging strategy for business success and exploring how to meet your consumer needs
- ★ Beverage packaging examples as a key driver for a successful branding and marketing


 **Gannrapee Chatchaidamrong**
Marketing Manager Thailand and Indonesia
SIG COMBIBLOC

Gannrapee's current position at SIG Combibloc, one of the world's leading system suppliers of carton packaging and filling machines for beverages and food, is Marketing Manager for both Thailand and Indonesia Market. She starts her career with SIG Combibloc since 2007 and has involved intensively in promoting company's beverage packaging innovation as well as acts as environmental coordinator for Asia Pacific South market.

14:45-15:45

SUCCESSFULLY LAUNCHING NEW PRODUCTS IN THE COMPETITIVE THAI BEVERAGE MARKETS: CHALLENGES FACED

- ★ Identifying new product launching strategy
- ★ Developing effective launch campaign and activities
- ★ Integrating brand building with your product launching and how to turn your product to be a powerful brand
- ★ Tools and techniques in connecting a brand with the consumer
- ★ Post-launch review and measurement
- ★ Winning strategies for the Thai market

 **Pongsak Sanitwongse Na Ayudhaya**
Executive Vice President
SHURIKEN BY DENTSU PLUS CO LTD

Over 18 years in Thailand's top advertising agencies; Publicis Thailand, SC Matchbox, TBWA, DY&R and FCB. A guest lecturer and guest speaker in several prestigious universities and leading conference organizers. Achievement: Boonrawd Brewery, Coca Cola, Leo Beer, Mitweida, Singha, Dutch Mill, Katingdeang, Nestle, Pernod Ricard, etc.

15:45-16:00 Afternoon Networking Refreshments

16:00-16:45

SUCCESSFULLY POSITIONING AND MARKETING YOUR BRAND BY UTILIZING THE SOCIAL MEDIA PHENOMENAL

- ★ Revising your brand positioning strategy for today's beverage business and exploring how to make it outstanding
- ★ Social drinking: How Social Media is revolutionizing the way beverages are marketed
- ★ Case samples - How to use Social Media to market your brand, things should Do and Don't, how to get it established and grow?
- ★ Recommendations

 **Tiwa York**
Director Platforms
OMNICOM MEDIA GROUP

Tiwa has over 10 years of marketing, sales, technology, product marketing and consulting experience in the digital industry. He was previously Managing Director at Admax Network Co., Ltd. where he was instrumental in leading the business to triple digit year on year growth. Before his post with Admax, he was Executive Director at Syndacast helping the company establish itself as a leading Social Media Marketing firm in Southeast Asia.

16:45-17:30

EFFECTIVE COMMUNICATIONS STRATEGIES & ADVERTISING CAMPAIGNS TO PROMOTE FUNCTIONAL DRINK PRODUCTS IN THAILAND

- ★ Impactful advertising campaigns for today's audiences
- ★ Effective communications strategies for promoting functional drink products in Thailand
- ★ Utilizing IMC strategies for optimal market penetration
- ★ Selecting the right media to reach your target consumers
- ★ Successful showcases

 **Oliver Kittipong Veerataecha, Vice President**
Director of Idea Strategy & Brand Consultant
YOUNG & RUBICAM (Y&R THAILAND)

10 years of work & academic collaboration in the discipline of marketing communications & management. Currently the Head of ENERGY - A Division of WPP's YOUNG & RUBICAM BRANDS, Strategic Brand Consultant Unit, looking after strategic brand planning & research functions. Accumulated experiences in market research at TNS, Knowledge based digital media management at Nation Multimedia Group (PLC). Pioneering team to launch www.thailand.com

17:30 End of Conference

DEAR DELEGATE,

The Thai beverage industry continues to expand its dynamic and promising trends, while competition is becoming more intense through the synergized results of many driving factors: product development and innovation, key & new players' entrance and movement, changing consumers' lifestyles and attitudes towards healthiness & wellbeing, for example.

In order to survive and thrive in the industry, players have to make use of all their innovative and creative resources. Crucially, they need to have the right strategies and know how to effectively and efficiently implement them.

To assist you and your key team members in your constant efforts to maintain and increase market share in your industry, **Business & Manufacturing Network Media (BMN)** is proudly to organize **the No.1 Event for "THAILAND'S BEVERAGE INNOVATION FORUM 2011"**. This two-day conference aims to be the single meeting platform providing the latest updates in the Thai beverage markets which concern key market developments, regulatory updates, including key marketing and communications strategies for your successful investment. In addition, various corporate showcases are the conference highlights!

WHO SHOULD ATTEND

Whom are you going to associate with? If you are involved in the fields listed below, there is a definite value for you to join us:

- Presidents • CEOs • MDs • GMs • Regional Directors/Managers
- Country Heads • Directors/Managers in Business Development
- Marketing • Research • Sales • Distribution • R&D
- Commercial, Merchandising & Category
- Logistics & Supply Chain • Advertising & PR
- Market Research & Strategic Planning

Plus! All those committed to driving growth in the promising beverage industry within these organizations: • Producers • Bottlers • Distributors • Retailers • Beverage Packaging Suppliers • Beverage Ingredient • Suppliers • Logistics & Supply Chain Providers • Advertising & PR Agencies • Market Research/Consumer Research Providers.

DON'T MISS!!

This opportunity to meet and network with beverage and functional ingredients experts from across the whole industry and gain an in-depth analysis of the rapidly expanding functional beverage market. Without doubt, some of the best known and respected names in the Asia & Thai Functional Beverage market will assemble here for two days of exhilarating conversation, debate and intelligent exchange surrounding this year's theme:

- DAY 1 "INDUSTRY & BUSINESS TRENDS"
- DAY 2 "PRODUCT INNOVATIONS & MARKETING COMMUNICATIONS"

CONFERENCE REGISTRATION FORM

Please register the following delegate (s) for

THAILAND'S BEVERAGE INNOVATION FORUM 2011

10 - 11 May 2011

@ Plaza Athenee Bangkok, A Royal Meridien Hotel

4 Easy Ways to Register

-  E-mail: admin@bmn.co.th
-  Tel: +66 (0) 2 716 1726 Ext. 800
-  Fax: +66 (0) 2 716 1726 Ext. 810, 716 1723
-  Mail: Business & Manufacturing Network Media Co.,Ltd.
2034/73 Italthai Tower, 16th Floor, New Petchaburi Rd.,
Bangkapi, Huay-Kwang, Bangkok 10310

The organizer reserves the right to amend programs without prior notice

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| Company Detail : | | CODE 2228/PK |
| 1) Name : | 2) Name : | |
| Position : | Position : | |
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| Nature of Business : | | |
| Contact Person : | Tel : | Business E-mail : |

(Please photocopy for more delegates. Kindly fill in the registration form in English)

| REGISTRATION INFORMATION (Please check as appropriated) | | | |
|--|---|--|--|
| Fee for one delegate <small>(Fee includes lunch, refreshments and full conference documentation)</small> | <input type="checkbox"/> Super Save (Thai Baht) <small>(payment before April 4, 2011)</small> | <input type="checkbox"/> Standard (Thai Baht) <small>(payment after April 4, 2011)</small> | <input type="checkbox"/> Group Promo (Thai Baht) <small>(a group of minimum 3 registrations)</small> |
| Registration Fee | 35,100.00 | 39,000.00 | 31,500.00 |
| +7% VAT | 2,457.00 | 2,730.00 | 2,205.00 |
| -3% Withholding Tax <small>**Withholding Tax deduction is applied for corporate only, not individual</small> | 1,053.00 | 1,170.00 | 945.00 |
| TOTAL PAID | 36,504.00 | 40,560.00 | 32,760.00 |

| METHODS OF PAYMENT (OUR TAX ID. 30 30 77 5115) |
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| <input type="checkbox"/> Cross cheque or bank draft made payable to Business & Manufacturing Network Media Co., Ltd. |
| <input type="checkbox"/> Pay in "Business & Manufacturing Network Media Co., Ltd." Account No. 003-1-182204, Current Account, Kasikorn Bank, Sukhumvit 33 Branch <small>(Kindly fax pay - in slip & a copy of withholding tax certificate to +66 (0) 2 716 1726 # 810)</small> |
| <ul style="list-style-type: none"> • Payment is required with your registration. Walk-in delegates with payment will be admitted subject to space availability. • In order to avoid any inconvenient circumstances to delegates at the conference, payment should reach us 7 days prior to the conference date. |
| Please use the below address for official issuing the Withholding Tax Certificate: |
| Business & Manufacturing Network Media Co.,Ltd. 58/2 Soi Promsri, Sukhumvit Road, Klongton Nua, Wattana, Bangkok 10110 |

| CANCELLATION & TRANSFER |
|---|
| <ul style="list-style-type: none"> • If you are unable to attend, delegate substitution is welcomed at no extra charge. Please provide substitution delegate's name & position in advance. • No refund can be made for any cancellation after 20 April 2011, a complete set of documentation will be sent to you after the conference. |

| INCORRECT MAILING INFORMATION |
|---|
| <p>It is possible that you will receive multiple mailings of this event or incorrect company details on the labels, for which we apologize. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it.</p> |

BMN

BUSINESS & MANUFACTURING NETWORK MEDIA CO., LTD.

For more information please contact :
Business & Manufacturing Network Media Co., Ltd.

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Super Save rate applied until **4 April 2011**

| CONFERENCE VENUE : |
|--|
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