

www.asiadrinkconference.com

AsiaDrink Conference

15TH JUNE 2018
BITEC, BANGKOK, THAILAND



SPECIAL
IoT
EDITION

DIGITALISATION: BE PART OF THE CHANGE

THE CONFERENCE

The Asia Drink Conference is a premium event catered to senior managers of the beverage manufacturing industry. Over the past five years, it has seen an attendance of over 100 participants from Asia for each edition, and the coming 6th edition is expected to be as successful.

The format for the conference will follow previous years, running a common morning programme and featuring two parallel tracks in the afternoon addressing business strategies and technological advances.

The key difference this year will be the overarching theme of Internet of Things (IoT) and digitalisation, so attendees can be sure to gain insights on what IoT solutions are available for the beverage industry, how these will benefit their operations, and how to capitalise on opportunities with such solutions in place. The conference will therefore provide a unique and valuable platform for knowledge transfer, promotional opportunities and networking with executives from top drink manufacturers such as Coca-Cola, Tipco, ThaiNamthip, Green Spot, San Miguel, F&N, Dole, Sermsuk, and many others.

Join us this year as we continue to fuel business exchanges and offer exclusive insights from a line-up of accomplished speakers.

THE ORGANISERS

The event is co-organised by Eastern Trade Media (ETM) and UBM Bangkok Exhibition Services (UBM BES). ETM publishes Asia Pacific Food Industry, a leading trade magazine covering all areas of food and drink manufacturing and processing, and the publication of choice for over 35,000 professionals in the Asia Pacific region. UBM BES is the organiser of ProPak Asia, Asia's number one processing and packaging trade event which will run its 26th edition this year.

To enquire, please contact us.



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Myanmar Food Processors & Exporters Association



SPONSORSHIP BENEFITS

We have organised the sponsorship opportunities in a way that allows you to focus on the initiatives your company wishes to be associated with.

- ✓ Chance to nominate a speaker for the event and enhance your company's position as a market leader by sharing expert knowledge of the industry
- ✓ Interact freely with qualified participants, including business and production managers and industry professionals at the event
- ✓ Create brand awareness
- ✓ Showcase latest product offerings at dedicated information counters at the event



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	PLATINUM SPONSORSHIP US\$8,500	GOLD SPONSORSHIP US\$7,000	OTHER SPONSORSHIP OPPORTUNITIES
EXCLUSIVE BENEFITS	Premium positioning of company banner outside conference room Dedicated Email News Announcement to over 80,000 industry contacts announcing Platinum Sponsorship		LUNCH HOST (1 AVAILABLE) US\$5,000 Delegates always appreciate a hearty lunch and the sponsors who provide them. Lunch sponsorship includes recognition on the menu, logo placement at each table, and an opportunity to provide a short lunch address during the break.
BENEFITS	Recognition as Platinum/Gold Sponsor in all Pre-Conference and Conference publicity materials including: Conference Book, Onsite Conference Backdrops and Banners and Pre-Conference Marketing Materials Company logo and 150-word description in conference book Company logo and hyperlink on conference web page Inclusion of company brochure in the conference delegate pack Table Top presentation in prime location outside conference room 1 x Full page colour advertisement in ProPak Asia Show Directory 1 x Full page back cover colour advertisement in conference book Opportunity to deliver 1 x 30min presentation in the morning session 5 complimentary delegate registrations	1 x Half page colour advertisement in conference book Opportunity to deliver 1 x 30min presentation in the afternoon session 3 complimentary delegate registrations	

For enquiries on sponsorship opportunities and multiple-delegate pass bundle deals, please contact: **Peh Sue Ann** sueann@epi.com.sg

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PROGRAM HIGHLIGHTS

9.30-10.00	Registration/Networking Coffee	
10.00-10.10	Welcome Address	
10.10-10.40	A Guide To Integrating IoT Into Your Business An introduction to IoT and how it affects the beverage manufacturing industry.	
10.40-11.10	IoT In Beverage Processing: Basic Components You Need To Thrive What components help you achieve your business goals--from sensors and robotics to data analysis softwares, data network and beyond.	
11.10-11.40	What's Hot And What's Not: Regional Beverage Trends An analysis of changing consumer behaviour and how manufacturers can cater to / pre-empt these changes.	
11.40-12.10	Let's Talk Innovation: Smart Packaging For Beverages What types of smart packaging are available in the market? Creating practical improvements to packaging to meet consumer convenience and reduce overheads.	
12.10-14.00	Lunch	
	TECHNOLOGY TRACK	BUSINESS & MARKETING TRACK
14.00-14.30	Get The Scoop On The Latest In Liquid Filling We review the latest trends with liquid filling and what has changed over the years.	Millennial Consumers And How To Engage Them - Mass customisation of products - Eco-friendly packaging - Organic sources / non-GMO / less sugar - Transparent health messaging
14.30-15.00	Digitising the Factory: Getting Started - Smart machines / Green Processes / Increased connectivity across the floor - Complete line solutions	Health Labelling On Beverages - Highlighting the need for greater transparency for discerning consumers.
15.00-15.15	Coffee Break	
15.15-15.45	High Pressure Processing: Maintaining Safety And Nutrition What applications can it be used for and what are its advantages?	Innovation The Right Way In The Beverage Market - New Ingredients: Green coffee / green tea / chia seeds / antioxidants - Snack drinks: A new way to 'eat' - Plant water trends: coconut, maple, birch, cactus - Plant Milk: alternatives from animal sources
15.45-16.15	IoT Solutions For Traceability: Tracing Beverages From Factory to Shelf - Tracing manufacture date, expiry date - Ensuring no counterfeit / fraud products - Helps control inventory - Mitigate product recalls / easy recall process - Easy storage of data	How ERP Software Can Help Your Business Thrive - 360-degree view of your supply chain and production logistics - Reduce downtime - Regulatory compliance
16.15-16.45	Does IoT Work? First-hand Success Stories What goals does IoT help reach? How can business owners learn from these examples for their businesses?	Judge A Book By Its Cover: Packaging For Convenience With less time on their hands, consumers are looking for more options to consume on-the-go options to carry around with ease. How can a business create such convenient packaging and have strong branding for it at the same time?
16.45-18.00	<p style="text-align: center;">DRINKTECHASIA The 17th International Beverage and Brewing Processing and Packaging Technology Exhibition</p> <p style="text-align: center;">VISIT</p> <p style="text-align: center;">PROPAK ASIA The 26th International Processing and Packaging Technology Event for Asia</p>	