13TH GLOBAL BOTTLED WATER CONGRESS

10-12 October 2016, Prague

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

Market trends, new ideas, networking
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.

### 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

### How to enter
Visit 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 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 or call +44 1225 327941.
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

### 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
REGIONAL MARKET PERSPECTIVES

09.00 / Welcome and Czech Republic market overview
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
- 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

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
19.30 / Gala Industry Dinner
21.30 / Global Bottled Water Awards presentation

WEDNESDAY 12 OCTOBER

NATURAL WATER INNOVATION

09.00 / Changes to watch in bottled water
   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 Hasanhacagüloğlu, Export and Business Development Manager for Pınar 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 z o.o., 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 Tapped, United Kingdom
12.00 / Questions and discussion
12.30 / Lunch

Let’s Eat Restaurant
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.

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| Separate elements              |                   |         |                         |         |                           |         |
| 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. 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.
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 Vaclave 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

**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**

**Congress registration:** Please book online at 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.