

The 11th Arab
Beverages
Conference



THE BEVERAGE INDUSTRY
WELCOME TO THE
FUTURE
ABCE 2023

18-19 October

Double Tree Hotel by Hilton - Riyadh

Organizer



Arab Beverages Association

Organizer & Event Consultant





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ABCE 2023



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WELCOME MESSAGE



On behalf of the Arab Beverages Association and all its members, I have the honor to welcome you to the 11th Arab Beverages Conference ABCE 2023, held in Riyadh, under the theme "Welcome to the Future".

The conference is part of the ABA's continuous efforts to address all the challenges facing the beverage industry in all its segments: Dairy, Juices, Soft Drinks and bottled water. Some of these Challenges are:

- New regulations and Sustainability issues
- Government taxes
- New trends and customer behavior
- Political and economic situation in the Arab region affecting the beverage industry.



In this opportunity, we need to combine our efforts to overcome the difficulties and ensure a sustainable future for the industry.

The conference is a platform to allow the exchange of information, experiences and the latest technologies related to the beverage industry, as well as to understand the Saudi Government's 2030 Vision for the industry at large and the beverage industry specifically.

We hope the participants will have the opportunity to benefit from the papers that will be presented by specialists in the beverage industry, that cover consumer trends, raw materials availability and the latest in technology, safety, health, and social issues. In addition, a number of students will be showcasing their research reports that revolve around the subject matter.

I would finally like to extend my sincere thanks and gratitude to all the companies sponsoring ABCE 2023 and to all the speakers, attendees and to the organizers of the conference.

Arab Beverages Association
Chairman
Monther T. Al Harthi

Conference Theme: Welcome to the Future!

Wednesday - Oct 18th, 2023

08:30 – 09:30

Registration

09:30 – 09:45

Opening Session:

Mr. Monther Al Harthi, Chairman of ABA

09:45 – 11:30

Session One: The Beverage Industry: Welcome to the Future

- **Eng. Majed Al Rasheed** – Senior Manager Food Processing, National Industrial Development Center – Kingdom of Saudi Arabia
The vision of the Kingdom of Saudi Arabia in developing the industry, especially the beverage industry."
- **Mr. Marcelo Piva** – Regional Sustainability Manager, Greater Middle East & Africa, Tetra Pak
Circularity in the Arab Area – Tetra Pak experience
- **Mr. Abdullah Alaujan** – Executive Chairman, Aujan Group
The Beverage Industry: Insights for tomorrow
- **Mr. Andre Pawelka** – Head of Global Pre-Sales & Sales MEA, Doehler Group
Global Market Trends & Insights in Beverages
- **Mr. Alexander Van 't Riet** – Managing Director, LE NOBLE management consultancy
How DNA of the Water Business Will Shape the Future

11:30 – 12:00

Coffee Break

12:00 – 13:00

Session Two: Moving towards an innovative and sustainable future

- **Dr. Imad Farhat** – Global VP Taste – Firmenich, UAE
Ingredient Technologies for Sustainable Food & Beverage
- **Mr. Bechara Nassar** – Sales Manager, Technica International – Lebanon
Smart Factories of the Future

13:15 – 14:30

Lunch

14:30 – 15:30

Session two: Moving towards an innovative and sustainable future

- **Dr. Mohamad Abiad** – Associate Professor – American University of Beirut, Lebanon
"From Sip to Sustainability: Shaping the Future of the Beverage Industry"
- **Mr. Johan Cavalli** - Chairman of the Board of Lagafors - Sweden
The Relentless Reduction Way to Sustainability

15:30 – 17:00

Session Three: the Future of Health and Nutrition"

- **Ms. Angela Simondi** – Customer Experience Manager - Tetra Pak
How to reshape the Juice industry engaging more with consumer needs
- **Mr. Fredrik Hjelmqvist**- Senior Vice President Business Unit Beverages, Firmenich - Switzerland
The future of Taste, Texture & Health in Sports Nutrition
- **Dr. Maha Hijazi** – Professor- Food and Nutrition Department, King Abdulaziz University, Jeddah
Moving towards Healthy Products: Matcha Drink (case study)

17:00

Closing of Day One

Conference Theme: **Welcome to the Future!**

Thursday- October 19th, 2023

09:00 – 09:30

Coffee

09:30 – 11:30

Session One: Global Market, Economy and Governments initiatives

- **Mr. Pavlos Pavlou** – Executive Director Retail Intelligence, Nielsen IQ - UAE
Technology of the Future
- **Mrs. Christel Morival** – CEO – La Marq, UAE
Branding and Sustainable Packaging Trends
- **Eng. Asaad Kazkaz** – CEO of Development & Projects Group, HDTC Training Center - Dubai
Sustainability in Beverages Sector and its Positive Influence on Economy

11:30 – 12:00

Coffee

12:00 – 13:15

Session Two: Panel discussion "What does the future bring into the Beverage Industry
Moderator: Mr. Monther Al Harthi – Chairman, Arab Beverages Association

- **Dr. Oday Hatem** – Director of the Standards Department, GSO
- **Mr. Bassem Sabra** – CEO, Al Rabie Saudi Foods
- **Mr. Niels Hougaard** - Managing Director, Tetra Pak
- **Mr. Alexander van 't Riet** - Managing Director, Le NOBLE management consultancy
- **Mr. Ahmed Bayoumi** – CEO, Berain Water

13:15 – 13:30

Conference Declaration and Closing

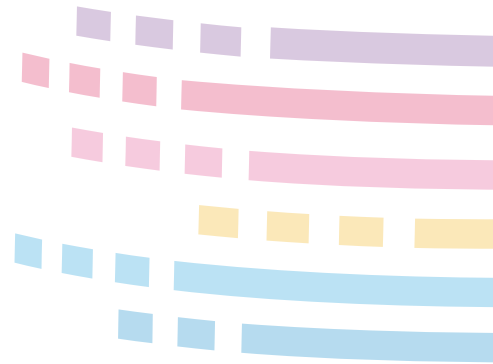
**Sustainability
at Tetra Pak**
Sustainability
gives a deeper
meaning to our
guiding principle,
that is, a "package
should save more
than it costs."





THE BEVERAGE INDUSTRY
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الربيع سوّى قهوة



MODERATORS



THE BEVERAGE INDUSTRY
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M. Antoine Haddad

Tony Haddad graduated from AUB in 1975, with a bachelor degree of electrical engineering.

He started his career as a maintenance engineer at Unipack - Indevco group, then as a project engineer.

In 1982, he pursued an MBA degree at AUB also, and left Indevco group to follow his dream of building conveyors and automation equipment in Lebanon and sell them to the world.

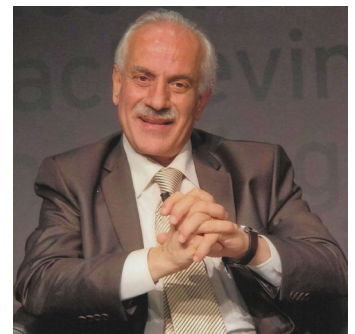
For this, he formed Technica International in 1982 as a family owned business and started his journey with a team of 4 engineers and technicians in a workshop area of 80m².

40 years later, Technica International staffs 200 engineers and technicians, with factories in Bikfaya /Lebanon, Warsaw /Poland, and operation in Montreal/Canada.

Technica presently designs and supplies innovative automation solutions for over 300 customers in 42 countries and is an approved vendor to most multinational companies.

Tony Haddad is one of the founders of the Arab Beverages association and is presently the vice chairman since its foundation.

Tony Haddad is also a member of the marketing commission of the IFU (International Fruit Juice Association).



Mr. Ahmad M. Shmoury

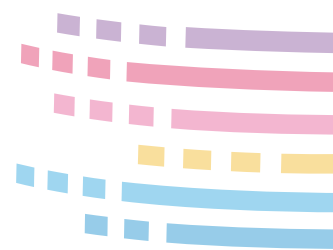
B.Sc. in Food Science

M.Sc. in Quality Management Systems

Working 12 years in Food Industries as Quality, R&D, Production and Operations. Fields are Dairy, Canning, Frozen Food, Tomato Paste, Jams, Snacks, French Fries, Pickles, Further Processing Meat and other process lines such as Tahina, Ready to Serve Meals and Salads - Conserves Modernes Chtaura, Tanmia Poultry and Al-Marj Dairy (Lebanon), and ASTRA Food Processing Co. (KSA).

Currently and since 15 years working in REZA Hygiene as Business Development Manager and then an F&B Division Manager; it's mainly providing solutions on Food Safety, Sanitation and Hygiene in:

- i. Hygiene Audit
- ii. Food Safety Audits
- iii. Consultation on FS Systems such as GMP's, HACCP & ISO 22000
- iv. Building up Cleaning & Sanitation Manuals and Master Cleaning Schedules
- v. Providing Detergents, Disinfectants, Hygiene Tools, Hygiene Equipment, Hygiene Systems, and relevant solutions
- vi. Applying training on Hygiene, HACCP, ISO 22000, IPM, and Food Safety related topics.



BIOS SPEAKERS



H.E. Mr. Monther Al Harthi

Chairman of Arab Beverages Association

Obtained the bachelor's degree in Business Administration from Portland State University – Portland, Oregon, U.S.A. in 1980 and Masters Degree in International Business from South Western University – Washington D.C., U.S.A. in 1983.

Joined Al-Rabie Saudi Foods Co. Ltd. In 1984, and since 1997 working as Chief Executive Officer (CEO) of the company.

Also carrying the following positions:

- Executive Member - IFU (International Federation of Fruit Juice Producers)
- Chairman - Arab Beverages Association
- Board Member - Advisory Council (American University of Beirut)
- Board Member - Sela Company
- Board Member - Al Rabie Saudi Foods Co



Eng. Majed Al Rasheed

Senior Manager, Food Processing, National Industrial Development Center.

MSc in engineering management from Nottingham Trent University, UK.

Worked previously in Saudi Industrial Development Fund as a Consultant in Food Sector.



BIOS SPEAKERS



Mr. Marcelo Piva

Sustainability Director - Middle East & Africa

Marcelo is the Regional Sustainability Director for Greater Middle East and Africa regions with over 10 years of service in Tetra Pak. He is responsible for driving the sustainability agenda for Tetra Pak and secure recycling solutions for post-consumer beverage cartons through partnerships with leading recycling companies across the region.

He has more than 15 years of experience which started in Environment Management and then continued in Circular Economy & Recycling Initiatives.

Marcelo has been in senior leadership positions at multinational companies with regional and global responsibilities in Central & South Americas, Middle East & Africa regions.

Marcelo holds a bachelor's degree in Environmental Engineering and MSc degree in Chemical Engineering.

Marcelo has been actively instrumental in the establishment of industry coalitions and associations in the region and has been deeply involved in the development and implementation of Extended Producer Responsibility (EPR) schemes in collaboration with public and private sectors.



Mr. Abdullah Alaujan

Abdullah Alaujan is the Executive Chairman of Aujan Group Holding, a diversified holding company active in a wide range of industries including manufacturing and distribution of juices/soft drinks, packaging materials, oil and gas, hospitality, real estate and financial investment.

Prior to his current position, Abdullah joined Aujan Industries in 2006 and took on various operational roles in Manufacturing, Supply Chain, Logistics and Sales. In 2011, Abdullah joined Aujan Group Holding as Director of Business Development responsible for the long-term development of the Group with a focus on strategy, investment priorities, organizational development, staffing and governance.

Abdullah became the Executive Chairman of Aujan Group Holding in 2018 and currently chairs Aujan Coca-Cola Beverages Company amongst other entities within the AGH portfolio.

Abdullah also chairs the family's philanthropic entities in Mozambique and Zimbabwe which focus on wildlife conservation and human/wildlife conflict.

Abdullah holds a Business degree from Richmond, The American International University in London, United Kingdom





Mr. Andre Pawelka

André Pawelka, being Head of Sales and Global Head of Sales MEA I am looking after the Döhler portfolio, our customers and strongly building relationships to grow our partners.

I have been working with Döhler for almost 9 years now with previous positions being Head of Marketing for MEA and Senior Sales Manager in Europe based in the Headquarter in Darmstadt, Germany.

Pretty much my whole life I have spent in the Food and Beverage industry, as I have been even growing up in my father fresh fruit wholesale company. I have been working in the B2C world but the last 14 years I have spent my valuable time in the B2B food and beverage industry mainly in Europe, Middle East and Africa.



Mr. Alexander van 't Riet

Alexander van 't Riet - Partner Lenoble Consultancy - (ex-CEO - Mai Dubai LLC)

Alexander has over 30 years of experience in operations, sales, marketing, strategic consulting and general management. His international business experience spans business-to-business (B2B) and business-to-consumer (B2C) sectors across Asian, European and American markets. Before moving to the UAE, he worked in multinationals like Air Products, Gemini Consulting and Avery Dennison. He was an executive board member of the equity owned Innovia Films (in the UK), and the Executive Vice President of the labels division of Constantia Flexibles (based out of Vienna, Austria), leading a global organization which operated 22 factories worldwide.

Alexander van 't Riet was the CEO of Mai Dubai LLC, the fastest growing bottled water company in the GCC till 31st of December 2022. He joined Mai Dubai in February 2017 as the Director of Commercial Operations before taking on the role of CEO in March 2019. As the CEO of the company, he spearheaded growth, doubling revenue during his tenure by launching new and premium products, and driving customer penetration while nurturing a safe, efficient and happy workplace. In parallel, he advocated an active social and environmental agenda. Historically familiar with plastic film production through Innovia, and working in the flexible packaging domain (Cellophane), as well as for Constantia Flexibles, Alexander got a solid background in plastic materials, laminates and lifecycle analysis and recycling. Understanding the importance of industry involvement he was a founding member of the Gulf Bottled Water Association, and was active member in the Food & Beverages group in Dubai.

Alexander earned BBA from Oglethorpe University and completed an MBA from the Rotterdam School of Management. He has lived in 7 European countries, as well as the Middle East and the USA. He is the author of the book: "In Pursuit of Chocolate, a Journey of Discovery" capturing his family's one-year backpack travel expedition around the world.



BIOS SPEAKERS



Dr. Imad Farhat

Senior Vice President Taste, South Asia, Middle East and Africa Taste Texture & Health Business Unit

Imad joined Firmenich in Jan 2006 and held positions of increasing responsibility in Product & Technology Management and Technical Business Development in Europe, North America, and Asia.

He subsequently led the Sugar Reduction Incubator of Firmenich which propelled Firmenich to a leadership position in the field. Imad currently heads the DSM - Firmenich Taste business in the highly dynamic region of South Asia, Middle East, and Africa where the company has made several strategic investments.

Prior to joining Firmenich, Imad was Associate-Professor of Food Physical Chemistry at the University of Nottingham, UK where he authored more than 70 scientific publications in areas of food science and served on several international academic committees and editorial boards of scientific journals. He also held a Visiting Professorship at the Department of Food Science of the University of Copenhagen in Denmark.



Mr. Bechara Nassar

- Mechanical engineer graduated from Lebanese University in 2006
- EMBA graduate from ESA/ESCP business school in 2022
- Working in technica since 2005 as design engineer, project manager, sales support manager and currently sales manager since 2019.



Dr. Mohamad Abiad

Professor/Director
Laboratories for the Environment, Agriculture, & Food (LEAF)
Faculty of Agricultural and Food Sciences
American University of Beirut

Dr. Mohamad Abiad is a Professor of Food Processing and Packaging at the Department of Nutrition & Food Sciences and the Director of the Laboratories for the Environment, Agriculture, & Food (LEAF) at the Faculty of Agricultural and Food Sciences, American University of Beirut. He also holds an adjunct faculty position at the School of Packaging, Michigan State University, USA.



Dr. Abiad is also the Senior Advisor for the Minister of Environment and a member of several Ministerial committees, including the National Committee for the Central Public Health Laboratory and the National Committee on Food Safety at the Ministry of Public Health, Chair of the Scientific Committee Assessing Grains at Beirut Seaport following the explosion of August 4, 2020, and a member of several National Committees for Lebanese Standards at the Ministry of Industry's LIBNOR.

Dr. Abiad holds a Bachelor of Engineering, an MBA, a Master of Science in Engineering, and a Ph.D. in Food Process Engineering. Dr. Abiad is a Lifetime Certified Packaging Professional (CPP-L) from the Institute of Packaging Professionals and a Certified Environmental Sampler (CES). He is Certified by the Better Process Control School on Canned Foods, Principles of Thermal Process Control, Acidification and Container Closure Evaluation, and PCQI Certified by the Food Safety Preventive Controls Alliance.

Dr. Abiad is a member of several professional organizations, including the Institute of Packaging Professionals; the Institute of Food Technologists; the International Society of Food Engineering; the Food Safety Alliance for Packaging; the Registry of International Environmental Samplers, as well as the Order of Engineers and Architects.

Dr. Abiad's research focuses on sustainability and recycling as it relates to the agro-food sector, mainly working on food waste mitigation and conversion into added-value products. He also investigates food waste recycling, packaging design, innovation, and product development. Dr. Abiad is well-published, with more than 60 publications in international high-tier peer-reviewed journals, book chapters, and reports.

Dr. Abiad has more than 20 years of consulting experience in the agro-food industry, working with private companies in Lebanon, the Middle East, & the North African region. He has also worked with several funding programs, including the European Union, PRIMA Horizon 2020, USAID, FAO, UNDP, and ESCWA. He has organized over a dozen capacity-building workshops on various topics related to the food industry, food waste and food loss, and participated in various international conferences presenting his research.



Mr. Johan Cavalli

Johan is modern and innovative leader with strong entrepreneurial and operational skills. He is recognized for his communication, coaching and interpersonal abilities. Experience gained in corporate as well as start-up leadership and management functions with extensive business development acumen, primarily in the food industry, branded consumer goods and recently also in the animal dentistry field.

After graduating from Gothenburg Business School Johan left Sweden 1983 for an international career that spanned 29 years and included working in senior management positions in 8 countries on 4 continents. In addition to his entrepreneurial experiences and Senior Advisory Roles, he held commercial positions with the Swedish Company Tetra Pak for 17 years. Nine of which he was a member of the global top management team. In the late 1980-ies he was responsible for Tetra Pak in Iraq, Kuwait, Bahrain, Qatar, The Emirates and Oman. He was also the CEO of branded consumer goods group Orrefors Kosta Boda.

Presently Johan devotes his time to the acquisition of Lagafors AB that he made in 2004, www.lagafors.se. Lagafors was founded in 1961 and has since single-mindedly focused on food safety and hygiene.



Ms. Angela Simondi

Angela Simondi, as the Customer Experience Manager, Greater Middle East & Africa at Tetra Pak, is responsible from innovation and marketing services activities. She is leading Tetra Pak Customer Innovation Center in Dubai, where consumer-led innovations are showcased to customers to inspire new products.

Angela Simondi holds a BA degree from Bocconi University, Milan. She started her career in the consumer research field in Italy where she held different roles for 10 years, before starting to work for Tetra Pak.

After joining Tetra Pak in 2010, Angela was responsible for consumer intelligence activities at a global level. Then she moved to Dubai in 2016 and she has been holding several Marketing Services roles including her current role since 2021.



Mr. Fredrik Hjelmqvist

Senior Vice President Business Unit Beverages & More – Kaiseraugst, Switzerland

Fredrik has an educational background in MSc Chemical Engineering and MSc Business administration. He has over 20 years of international B2B business experience within dsm-firmenich where Fredrik has been running regional and global businesses and he has been based out of Sweden, China, the USA, the Netherlands and now most recently in Switzerland the last 5 years. Fredrik has extensive cross industrial experience in material science and in life science during his career.



Dr. Maha Hijazi

Dr. Maha Ahmed Hijazi, a Saudi national, working as a professor at King Abdul Aziz University's Department of Food and Nutrition. She had taught several courses at the Master's and Bachelor's levels and supervised many Master's theses.

Dr. Hijazi has worked as head of the Food and Nutrition Department for four years and published a number of scientific papers in referred and classified journals. She has judged a number of scientific promotions in addition to arbitrating academic programs.

Her research interests focus on food science, food technology, and food safety. She has experience in obtaining academic accreditation for educational programs and in managing quality programs such as ISO 9001. Dr. Hijazi participated in many international conferences and chaired the first Saudi International Conference on Rehabilitation, and she offers consultancy in food technology and food safety.



BIOS SPEAKERS



Mr. Pavlos Pavlou

Pavlos presently holds the position of Saudi Market Leader at NielsenIQ. His journey to this role has seen him serve as the Executive Director of Retail Intelligence based in Dubai, the Managing Director of GfK in Saudi Arabia, and also as the General Manager of MEMRB, Saudi and Yemen. Pavlos boasts an extensive background, having resided in Saudi Arabia for more than 17 years, which has endowed him with priceless insights and a deep-rooted understanding of the client and retailer dynamics in the region.



Ms. Christel Morival

LAMARQ INTERNATIONAL CEO

She moved to Dubai from Singapore 17 years ago. While she was International Managing Director for Dragon Rouge (one of the top leading international Branding Agency), on top she was given the role of the Director General of the French Chamber of Commerce for Dubai and The Northern Emirates. She has extensive management and international marketing experience spanning 25 years and 5 continents. She has a strong international background in advertising and retail Marketing, working as

- General Manager for an International Marketing Group (OMG Holding) across 8 different Asian countries,
- Client Director for international advertising agencies such as Ad Store New York and TBWA Paris while dealing with many major accounts for Sony Music, Universal, BBC, Alitalia, Swatch International, Unilever, P&G, Nestle and L'Oreal.

Christel has founded LA MARQ International, a Branding and Packaging Agency more than 12 years ago. LAMARQ has presence across all GCC and MENA countries and has been awarded multiple times as Best Branding and Packaging in the Middle East Region.

Christel has strong management skills and has been very engaging towards the Arab FMCG companies. She delivers relevant Brand strategy and one of a kind creative Design. She has strong understanding of regional market and consumer insights. Part of LAMARQ credentials, are the leading local, regional and international Brands.

Christel has an incredible positive spirit and she has been committed to create successful brand that really match her vision to give a positive view to the Arab World.



BIOS SPEAKERS



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Eng. Asaad Kazkaz

CEO of the Development and project Group since 2013.

Experience in establishing and managing small and medium-sized companies.

Recognizing in the importance of education, The first edition of the education Oscar was launched in 2021 and achieved success across the Arab world.

Additionally, the world's first global conference on preserving and sustaining blessings was launched, expanding the concept beyond the conventional to encompass the sustainability of blessings in terms of food, clothing, energy, environment, agriculture, and technology.



Dr. Oday Al Buhamad

Dr Oday Al-Buhamad, boasts more than 30 years of professional experience at Aluminium manufacturing industries, quality assurance, and product development, and chemical engineering research & academic expertise at University of Bahrain.

Commenced his role at the GSO in 2018 as a Director of Standards & Metrology, and has spearheaded the promotion of industries, products, and services that support the Gulf economy.

He studied in Saudi Arabia, the UK, and Australia, achieving a master's degree in Metallurgy, and PhD in Materials Engineering. These qualifications, alongside his previous roles at industrial giants such as Midal Cables, GARMCO and ALBA, have helped his endeavor at GSO to render innovations in standards development and standardization activities.

In 2023 he was awarded Global Prestige Award "Safety Innovator-2022/2023" by Corporate LiveWire, UK, in addition to many other Excellence Award Keynotes & Panelist with USDA (US Department of Agriculture), UAE Ministry of Industry & Advanced Technology (MOAIT) and GPCA (Gulf Petrochemical & Chemical Association) to name a few.

In 2022, Dr. Al-Buhamad innovative visionary and think-tank capabilities landed him as an appointed board member for the energy and carbon advisory council of the International Code Council (ICC) of the USA.

He was instrumental in the evolution of GSO food and agriculture sector through co-creating the GCC connection-hub with the Global Food Regulatory Science Society (GForSS) with related projects and activities including the linkage with the Arab-Codex initiative.





Mr. Bassem Sabra

Bassem Sabra, CEO of Al Rabie Saudi Foods Co. Ltd since January 2022, is a highly accomplished leader in the food and beverage industry having extensive Commercial experience in Middle East countries coming from more than 24 years with PepsiCo and Nestle corporation. he has a proven track record of driving growth and innovation.

Bassem's leadership has yielded impressive results, from reversing negative revenue trends to expanding market share, making him a prominent figure in the industry. His commitment to excellence and empowering people continues to shape the success of Al Rabie Saudi Foods Co. Ltd, positioning it as a thriving player in the Middle East and North Africa region.

Bassem holds an Executive MBA from the American University of Beirut and a Bachelor of Science degree in Nutrition & Dietetics from the same institution. He has also pursued further education, including a Business Essentials program from Wharton University in Pennsylvania and a Management Course from the Cambridge Institute for Global Leadership.



Mr. Niels Hougaard

- Chairman of Board: Tetra Pak Export – Tetra Pak Lebanon – Tetra Pak Yemen
- Chairman of Board: Tetra Pak Manufacturing Ltd. - Saudi Arabia
- Experience:
 - Managing Director Tetra Pak Arabia Area and Tetra Pak Export – Nov 2021 to present
 - Managing Director Tetra Pak Arabia Area & Cluster Leader Sales Management GMEA – July 2016-Nov 2021
 - Managing Director Tetra Pak Arabia Area – July 2014-July 2016
 - Managing Director Tetra Pak Nordics – January to June 2014
 - Director Strategic Account Management Switzerland – September 2010 to December 2013
 - Senior Key Account Manager / Sales Director – September 2003- September 2010
 - Varies roles at Tetra Pak Denmark – April 1996- September 2003
- Education:
 - IMD – Tetra Pak Transformational Leadership Program – 2020-2021
 - IMD – Tetra Pak Academy Courses 2012-2014 & 2000-2017
 - Columbia Business School – Certificate in Business Excellence 2012
 - University of St. Gallen – Global Account Management – 2012
 - Copenhagen Business School - Executive MBA – 2000-2002
 - Royal Veterinary and Agricultural University of Copenhagen – MSc Dairy Science – 1990-1996



Mr. Ahmed Bayoumi

Ahmed Bayoumi is the CEO of Berain Water, a highly successful bottled water company established in 2015 with two plants in Riyadh and Jeddah and 22 distribution centres around the Kingdom. Ahmed is an experienced leader and is focused on leading his company to become the leading bottled water brand in Saudi Arabia.

Prior to joining Berain, Ahmed enjoyed a three-decade-long professional career where he held key senior leadership positions in global firms such as PepsiCo, Mars Inc and Americana Group. Previously Ahmed was the Market Director for Mars Inc in Saudi Arabia and General Manager of GCC & Sub-Saharan Africa for Mars Inc. He was also a Regional CEO in Americana food division, as well as Chief FMCG Officer & Acting Chief Investment Officer in Aseer Investment Corporation.

Over the last three decades Ahmed has developed a deep understanding of the FMCG industry in the MENA region including all aspects of the business environment, such as consumer, customer, and government regulations. He has gained extensive experience in building effective teams capable of transforming a business and achieving profitable growth while contributing positively to their host communities.

Ahmed holds a bachelor's degree in economics from the American University in Cairo and a master's degree in economics from the University of Gothenburg in Sweden. He is Also an Alumni of Harvard Business School. He is passionate about education, professional development and health and wellbeing. Ahmed is currently an advisor to the Board member of the Food and Beverage Manufacturing Group in the UAE and the FMCG Sector lead in the Harvard Business School GCC Club.



SPONSORS



Tetrapak

Tetra Pak Arabia Area

Global knowledge, local presence



Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com

SPONSORS



Al Rabie Saudi Foods Co.



Al Rabie Saudi Foods Co. was founded in 1980 and became one of the leading manufacturers of dairy and juices products in the Kingdom of Saudi Arabia. Since its foundation, the company achieved an increase of sales volume under Al Rabie brand, which is recognized as one of the most reputed brands in the Middle East.

Al Rabie's headquarters and factory are based in Riyadh where Al Rabie is a Saudi company with 100% Saudi capital, run by a team comprising young Saudi nationals who have been thoroughly trained over the years; the key investments in developing human resources and adoption of the latest technologies to help Al Rabie in providing high quality products that cater to diverse consumer needs.

Al Rabie is based on core principles; the company believes in the commitment to achieve the highest quality standards - a key to its success over the years. These pillars include ensuring quality in production, customer service, staff performance, sourcing the best raw materials, packing materials, equipments and machines.

Al Rabie is proud of its prominent status as one of the largest juice manufacturers in the Middle East, offering a wide range of products that meet diverse tastes and needs of consumers.

Moreover, in line with their motto "Health for All" and their philosophy focused on permanent commitment to the highest international standards and specifications, Al Rabie Saudi Foods Co. introduced one of its latest innovations, "Awal Qatfa" ready-to-eat food products, using the most advanced packing methods of the global company Tetra Pak. These products are packed using the 'Tetra Recart' technology, which is the world's first retortable carton-based processing and packaging system. Tetra Recart is highly suitable for products such as fava beans (different recipes), kidney beans, peas, corn, tomato paste, as it ensures that the contents are sterilized inside the carton. Al Rabie's products have entered new markets outside KSA, both in the Middle East and Europe, witnessing excellent growth and success.

Orana



Fruit Based Raw Materials

Orana is one of the largest Danish suppliers of fruit based raw materials and natural extracts, with a worldwide network. With more than 80 years of experience, Orana has excelled in recreating the Nordic tastes in products, in a way that reminds Nordic customers of the days when housewives made their own fruit juices at home.

At the same time, Orana takes pride in developing techniques and flavors, in order to compete in a very international oriented market.

With subsidiaries in Vietnam, India and Egypt, including sales office and production site, Orana has transferred the great knowledge of tastes to the markets in The Middle East, Asia and Africa. In addition, Orana has sales offices in Canada, Malaysia, Kenya, Hong Kong and Dubai. By placing experts in every corner of the world, Orana is able to create authentic fruit-based products from all local markets.

You can find Orana ingredients in many global and local leading brands of beverages, dairy and bakery products around the world, and the Orana team goes a long way to secure the quality products that our customers ask for. At Orana, we are open to listening to your ideas for new products. Our experts are happy to create new products in close cooperation with you, and all tasks are being treated equally important.

The new Orana filling line at the Denmark production site provides the opportunity to take your product all the way from idea to final product, without having to involve a third party. The line can fill glass bottles and PET bottles from 250ml – 1000ml. For smaller bottles, Orana also has established a new shot filler line for glass bottles from 50ml – 150ml.

Food Service

Food Service products are sold under the brand name Østerberg. We can also offer private brand solutions. Østerberg products are supplied to numerous cafés, bakeries, hotels and supermarkets in a growing number of countries in The Middle East, Asia, Africa and Europe. With production of sterberg products in Vietnam, India and Egypt, distribution can be done easily to most countries.

Østerberg Ice Cream

The Østerberg Ice Cream company, including three ice cream shops; 2 shops in Denmark and 1 shop in Vietnam, is a part of the Orana Group. The local know-how of exciting fruit tastes from Orana is used for creating delicious ice cream with tastes from all around the world. Østerberg Ice Cream provides an opportunity to taste the world through ice cream.

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As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life™ every day, everywhere, for billions of people.

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