



# the **Brewers** of Europe **Forum**

BEER AND BEYOND



## Programme at a glance

work in progress (update 18-02-28)

# Agenda

## PLENARY

---

- June 7**
- 9:30 AM** | **Welcome & official opening**  
**Pavlos Photiades**  
*President of The Brewers of Europe & Managing Director - Photos Photiades Breweries*
- 10:00 AM** | **Increasing the value of beer**  
**Mikkel Borg Bjergsø**  
*Founder and CEO - Mikkeller*
- 10:20 AM** | **The craft beer revolution is going global**  
**Steve Hindy**  
*Co-founder & Chairman - Brooklyn Brewery*
- 10:40 AM** | **Growing your brewery: how to remain authentic and keep quality high?**  
**Frank Boon**  
*CEO - Brewery Boon*  
**Katharina Kurz**  
*CEO - BRLO Beer*  
**Jasper Cuppaidge**  
*Founder and CEO - Camden Town Brewery*
- 3:40 PM** | **Keynote**  
**Michel Ordeman**  
*Head of Church - Jopenkerk Brewery*
- 4:00 PM** | **Key dynamics in the beer sector: the impact of international and new brewers**  
**Alexandros Kouris**  
*Owner and CEO - Cyclades Microbrewery*
- June 8**
- 11:00 AM** | **Keynote**  
**Tim Webb**  
*Executive member, European Beer Consumers Union (EBCU) & Author, The World Atlas of Beer*
- 11:30 AM** | **The future of beer**  
**Michel Moortgat**  
*CEO - Duvel Moortgat*  
**Mathieu Duyck**  
*CEO - Brasserie Duyck*  
**Cees 't Hart**  
*CEO - Carlsberg*  
**Tim Webb (Moderator)**  
*Executive member, European Beer Consumers Union (EBCU) & Author, The World Atlas of Beer*

# Agenda

## BREWING & BEER QUALITY

---

- |        |          |  |
|--------|----------|--|
| June 7 | 1:20 PM  | <b>Yeast research &amp; developments that will change brewing in the next 20 years</b><br><b>Kevin Verstrepen</b><br><i>Professor VIB - KU Leuven for Microbiology and Director Leuven Institute for Beer Research</i> |
|        | 2:00 PM  | <b>Hops - facts, figures and flavours of the green gold</b><br><b>Christina Schönberger</b><br><i>Technical Manager - Barth-Haas Hops Academy</i>  |
|        | 2:25 PM  | <b>Yeast solutions today &amp; practical brewing tips</b><br><b>Stefan Meulemans</b><br><i>General Manager - Fermentis</i>   |
| June 8 | 9:00 AM  | <b>Trappist Beer</b>   |
|        | 9:40 AM  | <b>Brewing techniques for craft brewers: Malt</b>  |
|        | 10:05 PM | <b>Brewing techniques for craft brewers: brew house equipment</b>  |
|        | 2:40 PM  | <b>The craftsmanship of brewing ale &amp; lager</b><br><b>Stefan Hanke</b><br><i>Chief Brewmaster Pilot Brewery - Bitburger</i><br><b>Roger Ryman</b><br><i>Brewing Director - St. Austell Brewery</i>                 |

# Agenda

## MARKETS & INNOVATION

---

- June 7**
- 1:20 PM** | **Small Breweries: How to grow and stay small**  
**Sam Holloway**  
*President - Crafting A Strategy*
- 1:40 PM** | **Beeronomics**  
**Johan Swinnen**  
*Professor Economics KULeuven and President Beeronomics Society*
- 2:00 PM** | **Growth and value creation in the beer business**  
**Johan Swinnen (Moderator)**  
*Professor Economics KULeuven and President Beeronomics Society*  
**Nicolas Billard**  
*Founder - Vadia Brewery & Brew Pub*  
**Leonardo Di Vincenzo**  
*Brewmaster - Birra del Borgo*  
**Richard Fuller**  
*Corporate Affairs Director - Fuller's*
- 2:00 PM** | **Crowd funding your brewery**
- June 8**
- 9:00 AM** | **What's your strategy for authenticity?**  
**Susanne Hecht**  
*Beersommelière and Sales Director National and International - Schneider Brauerei*  
**Johan Van Dyck**  
*Founder - Antwerp Brewing Company*
- 9:40 AM** | **Beer & money: investors and bankers in the beer business**
- 9:40 AM** | **Brand & Products - Stories & Styles**
- 2:00 PM** | **Start local, go global**  
**Krishan Maudgal**  
*Managing Director - Maudgal International*
- 2:40 PM** | **Growing your beer business in the digital world**  
**Hugo Hanselmann (Moderator)**  
*Founder & CEO - HuHeHa*

# Agenda

## BREW PUB & FOOD PAIRING

---

- June 7**
- 1:20 PM** | **Making Sense of Taste**  
**Peter Klosse**  
*Founder - Academy for Gastronomy*
- 2:00 PM** | **New Culinary delights made with brewery products**  
**Selma Seddik**  
*Co-founder - Instock*  
**Luc De Raedemaeker (Moderator)**  
*Director Brussels Beer Challenge - Chief editor Bier Grand Cru - International Bier Sommelier - Co-author Belgian Beer Book*  
**David Claeys**  
*Co-founder - OTOMA Heavenly Pizza*  
**Karl Zuser Junior**  
*Beer Sommelier - Biergasthof Riedberg*
- June 8**
- 9:00 AM** | **Building a brewpub**
- 2:00 PM** | **Going crazy for beer - beyond the brewery**  
**André Thix**  
*Group Sales Manager - Micro Matic*
- 2:40 PM** | **Beer & Food Pairing**  
**Pat Fahey (Moderator)**  
*Content Director - Cicerone*  
**Marco Philipsen**  
*General Manager - Mitra Retail*  
**Daiane Colla**  
*Beer Sommelier - Comer, Beber, Harmonizar*  
**Fernanda Meyboom**  
*Beer Sommelier/Professor - Escola Superior de Cerveja e Malte*

# Agenda

## CHANGING CONSUMER & SOCIETAL NEEDS

---

- June 8**    **9:00 AM**    |    **Showing the natural beauty of beer: how labelling and packaging can help you do it**  
**Sara Gysen** (Moderator)  
*Business Manager Public Services - GfK Belgium*  
**Lene Bech**  
*Senior Laboratory and Regulatory Manager - Carlsberg*
- 9:40 AM**    |    **Beer's untapped potential: the growing consumer appetite for environmentally-friendly products**  
**Gabriela Maria Straka**  
*Head of PR & CSR - Beer Sommelier - Austrian Brewers Association*  
**Peter Johannes Wutte**  
*Energy and Project Manager - Austrian Brewers Association*  
**Eskild Andersen**  
*Group Environmental Manager - Carlsberg*  
**Jan van der Kaaij** (Moderator)  
*Co-Founder and Managing Director - Finch & Beak*
- 2:00 PM**    |    **Time to team up: stop reinventing the wheel**  
**Ana Perdomo-Spinola**  
*CEO - Cervecera Casasola*  
**David Castro**  
*President - AECAI (Asociación Española de Cerveceros Artesanos Independientes)*  
**Mike Benner**  
*President - Small and Independent Brewers Association*  
**Cees-Jan Adema**  
*General Manager - Dutch Brewers Association*
- 2:40 PM**    |    **Making beer the number one choice**  
**David Cunningham**  
*Programme Director - "There's a beer for that"*  
**Floor van Aerde**  
*Communications Manager - Dutch Brewers Association*  
**Jeroen Welten**  
*Founder - Van Bieren*  
**Kathryn D'Arcy**  
*Corporate Affairs Director - Heineken Ireland*

# Agenda

## EBC SYMPOSIUM: FILTRATION

---

- June 7**    1:20 PM    |    **Welcome and introduction**  
**Tiago Brandao**  
*President - European Brewery Convention*
- 1:25 PM    |    **Experiences of filtration at major brewer's level**
- 2:00 PM    |    **Cross-flow filtration: future developments and current solutions**  
**Rod White**  
*Assistant Professor - University of Nottingham - School of Biosciences*  
**Wolf-Dietrich Herberg**  
*Head of filtration - GEA*  
**Carsten Zufall (Moderator)**  
*Corporate Head of Technology & Innovation - Cerveceria Polar*
- June 8**    9:00 AM    |    **Important factors in precoat filtration with alternative filter aids**  
**Jörg Zacharias**  
*Technical Expert Process - Technology Corporate R&D - Kronos*
- 9:40 AM    |    **Filtration and traditional beers**  
**Roger Ryman**  
*Brewing Director - St. Austell Brewery*  
**Sturlaugur Jón Björnsson**  
*Brewmaster - Olgerdin*
- 2:00 PM    |    **The use of sheet filtration**  
**Jürgen Ebert**  
*Docent - University of Zurich*
- 2:40 PM    |    **The future of filtration**  
**Reiner Gaub**  
*Business Manager Beer Emerging Countries - Pall Life Sciences*  
**Carsten Zufall (Moderator)**  
*Corporate Head of Technology & Innovation - Cerveceria Polar*
- 3:20 PM    |    **Closing & conclusions**  
**Tiago Brandao**  
*President - European Brewery Convention*