

Dubai to host 8th ABCE 2018 on Nov 4-5

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The 8th Arab Beverages Conference (ABCE 2018) will take place in Dubai on November 4-5 at the InterContinental Convention Center, Festival City from 9 a.m. to 5 p.m. Offering a series of talks and panel discussions, the event is set to welcome 200 participants from around the world representing the non-alcoholic beverages industry as well as its supporting industries. Returning to Dubai for 2nd year consecutively, following on from editions in Beirut, Dubai, Jeddah, Cairo and Amman, the conference reflects on the rapid development of the non-alcoholic beverage industry across the last 30 years. The beverage industry caters to over 300 million consumers in the Arab region as well as many more around the world and with a production volume of over 10 billion liters per year; the beverage industry continues to play a vital role in the Arab countries economies. Developing and supporting the Argo-industries, providing job opportunities for thousands of workers and through growth potential of this industry in the Arab market attracting a growing number of investors locally and internationally. Organized by the Arab Beverages Association (ABA), Chairman of the ABA and CEO of Al Rabie Saudi Food Co. Ltd. Monther Al Harthi, the event will be held in Dubai consecutively for two years. From the latest market trends, to strategies and best practices from industry leaders, mediated sessions will cover five key topics of interest including: Dairy, Juice (Nectar & Soft Carbonated Drinks, Bottled Water and Hot Beverages. Along with governmental institutions including the chambers of commerce, industrial and agricultural organizations, manufacturers, suppliers, retailers, and academic researchers, some of the biggest names in the non-alcoholic beverage industry will also be in attendance including the yearly platinum sponsor, Tetra Pak. The Swedish mega player who laid the groundworks for innovative packaging of liquid foods, now supplies complete systems of processing and distribution, and creates sustainability campaigns around the world. Furthermore our Gold sponsor, Al Rabie Saudi Food Co. Ltd, one of the largest juice manufacturing companies in the Middle East, just celebrated 30 years in the business. Bronze sponsor, Orana, experienced in developing fruit based taste for over 75 years, will discuss the latest trends in beverages and SADAFCO (the Saudi Dairy and Foodstuff Company), our Bronze sponsor, a leader in food manufacturing, selling and distributing, will also be there to support during the conference. “The Arab Beverages Conference returns to the UAE following a great success last year, the conference offers networking opportunities and promotes discussion among hundreds of participants from the beverage industry and its supporting industries from all around the world. The Arab non-alcoholic beverages industry is now one of the fastest growing industries in the Arab world, playing a vital role in the Arab countries economies, catering to over 300 million consumers in the Arab region alone, with a production volume of over 10 billion liters per year” stated the Chairman of the Arab Beverage Association Monther Al Harthi. The two days event will begin with the first session on November 4th. “The Beverage Industry: The impact of Changes on Sustainability, Supply Chain & Trends” will cover “Water Sustainability across the Middle East in Changing Times” and look into global market trends with a local perspective. The second session will introduce attendees to product and packaging innovation with a focus on Millennialism and Smart Technology and explore the waves of change when it comes to consumer needs. The third session will explore Health and Wellness, discussing “Controlled Measures on imported Food & Beverages”, and The SFDA’s Health Food Strategy. On Nov.5, the fourth session will cover the Beverage Industry Experience, including the good and bad things said about juices, quality assurance in the modern world and environmental microbiological monitoring in the food Industry and its benefits. The fifth and last session will discuss “The Global Economy”, highlight successful marketing campaigns and the power of good packaging. Benefiting not only the non-alcoholic beverages industry, the ABCE 2018 has also proven useful to entrepreneurs as well as the catering, hospitality industries as key objectives are to spread awareness, educate and encourage potential business investments



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