



SEA Brew 2018 - Conference Programme

Day 1 | Thursday 21 June

0830 - 0900	REGISTRATION DAY 1 (Conference Foyer)			
0900 - 0915	<p>Welcome Address Jun Flores President, Craft Beer Association of the Philippines</p>			
	Presenter		Topic	
0915 - 1000	<p>Mikkel Borg Bjergsø Founder, <i>Mikkeller</i></p>		Keynote: Increasing the Value of Beer	
1000 - 1045	<p>Felix Berburg Head of Sales Plants & Components SE Asia/ China - <i>Krones AG</i></p>		Keynote: Brewnomic - The Brewery of the Future	
1045 - 1115	Morning Coffee			
	Barth-Haas Hall		Joe White Maltings Hall	
	Presenter	Topic	Presenter	Topic
1115 - 1200	<p>Paul Holgate Founder, <i>Holgate Brewery</i></p>	The Holgate Kettle Souring Programme & Quality Assurance	<p>Christopher Roberts VP International Sales, <i>Constellation Brands / Ballast Point</i></p>	Creating an Export Strategy
1200 - 1245	<p>David Cryer Founder, <i>Cryer Malt</i></p>	The Basics of Malting	<p>Stephen Rannekleiv Global Strategist - Beverages, <i>Rabobank</i></p>	The Global Craft Beer Market - Going Small, Going Global
1245 - 1345	Lunch			
1345 - 1430	<p>John Palmer Founder, <i>Palmer Brewing Solutions Inc.</i></p>	Putting Brewing Water In Perspective: The Why, When, and How of adjusting water to make your brewing more consistent and your beers taste better	<p>Thomas Hutschenreuter Key Account Manager <i>Micro Matic</i></p>	FlexiDraft Beer Dispensing System Workshop
1430 - 1515			<p>Raoul Masangcay Founder & Brewer, <i>Elias Wicked Ales</i></p>	Quality Matters - The Relevance & Application of Cicerone & BJCP Qualifications
1515 - 1545	Afternoon Tea			
1545 - 1630	<p>Eric Borremans Regional Sales Manager Brewery Systems NE & SE Asia, <i>AlfaLaval</i></p>	Increasing Shelf Life, Remaining Craft	<p>Neil Balonado Partner, <i>Benitez Salem Baldonado Law</i></p>	Trademark Basics for the Beer Industry
1630 - 1715	<p>Georg Drexler Technical Manager, <i>Barth-Haas Group</i></p>	Hopsessed - Specialty Hop Varieties & Products For Special Beers	<p>Carl Setzer Founder, <i>Great Leap Brewing</i></p>	The Cost of Craft Beer
1715 - 1800	<p>Conference Brew Sensory Session ~ Barth-Haas Group, Fermentis, Gladfield Malt ~</p>		<p>Asian Craft Beer Associations Forum Crafting Progress - Is There A Roll For Associations In The Asian Craft Beer Market?</p>	
1800	Day 1 Ends			

*Programme subject to confirmation

TRADE FAIR

BREAKOUT SESSIONS

DAY 1	Time	Speaker	Topic	Room
Session 1	1200 - 1245	Panel Discussion Moderator: Jim Lambert, <i>YCH Hops</i>	YCH Hops Collaboration Forum	Breakout
Session 2	1545 - 1630	Chris McEwan Group Business Development Dir., <i>Petainer</i>	petainerKeg™ Launch & Demo	Breakout
Session 3	1630 - 1715	Olesya Doronina Asia Pacific Sales Manager, <i>NPM Group</i>	Pegas CRAFTAP filling system	Breakout

Day 2 | Friday 22 June

0830 - 0900	REGISTRATION DAY 2 (Conference Foyer)			
0900 - 0915	<p>Welcome Address Charles Guerrier Conference Director</p>			
	Presenter		Topic	
0915 - 1000	<p>John Palmer Founder, <i>Palmer Brewing Solutions Inc.</i></p>		Keynote: Shared Experiences - We Are Brewers	
1000 - 1045	<p>Rohit Dugar Founder, <i>Young Master Brewery</i></p>		Keynote: Genuine Craft and it's Development in Asia	
1045 - 1115	Morning Coffee			
	Barth-Haas Hall		Joe White Maltings Hall	
	Presenter	Topic	Presenter	Topic
1115 - 1200	<p>Christian von der Heide CEO & President, <i>Siebel Institute of Technology</i></p>	Continuous Brewing Education - The DNA of the Successful Brewer	<p>Mikkel Borg Bjergsø Founder, <i>Mikkeller</i></p>	Gypsy Brewing - Brewing Locally
1200 - 1245	<p>Kevin Lane (<i>Fermentis</i>) Jaime Fanlo (<i>Pedro Brewcrafters</i>), Josh Karton (<i>Engkanto</i>), Alex Lietz (<i>Juan Brew</i>)</p>	Fermentis Craft Beer Fermentation Workshop Showcasing Collaborations with Local Brewers	<p>Severin Thomandl Sales Manager APAC & China, <i>Krones AG</i></p>	Automation & Standardization – The key to successful growth in the craft brewing business
1245 - 1345	Lunch			
1345 - 1430	<p>Nick Zeigler Technical Solutions Director, <i>YCH Hops</i></p>	American Hops - From Soil to Serve	Conference Round Table Session	
1430 - 1515	<p>Youichi Kiuchi Founder & President, <i>Hitachino Nest Beer</i></p>	What I have thought and done in these last 25 years	<p>Gerhard Schaeffer Sales Representative Asia, <i>BrauKon GmbH</i></p>	Hops Technology from Late Hopping to Cold Hopping
1515 - 1545	Afternoon Tea			
1545 - 1645	<p>Experts Panel Paul Holgate, John Palmer, Mikkel Borg Bjergsø, Rohit Dugar, Christian von der Heide, Youichi Kiuchi</p>			
1645 - 1730	Networking at Trade Fair			
1730	End of Conference			

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TRADE FAIR

BREAKOUT SESSIONS

DAY 2	Time	Speaker	Topic	Room
Session 1	1115 - 1200	Michael Rittenauer Product Manager, <i>BÜHLER Germany</i>	Modern Milling Solutions for Craft and Industrial Breweries	Breakout