



SEA Brew 2018 - Conference Programme

Day 1 | Thursday 21 June

0830 - 0900	REGISTRATION DAY 1 (Conference Foyer)			
0900 - 0915	Welcome Address Jun Flores <i>President, Craft Beer Association of the Philippines</i>			
	Presenter		Topic	
0915 - 1000	Mikkel Borg Bjergsø <i>Founder, Mikkeller</i>		Keynote: Increasing the Value of Beer	
1000 - 1045	Felix Berburg <i>Head of Sales Plants & Components SE Asia/China - Kronos AG</i>		Keynote: Brewnomic - The Brewery of the Future	
1045 - 1115	Morning Coffee			
	Barth-Haas Hall		Joe White Maltings Hall	
	Presenter	Topic	Presenter	Topic
1115 - 1200	Paul Holgate <i>Founder, Holgate Brewery</i>	The Holgate Kettle Souring Programme & Quality Assurance	Christopher Roberts <i>VP International Sales, Constellation Brands / Ballast Point</i>	Creating an Export Strategy
1200 - 1245	David Cryer <i>Founder, Cryer Malt</i>	The Basics of Malting	Stephen Rannekleiv <i>Global Strategist - Beverages, Rabobank</i>	The Global Craft Beer Market - Going Small, Going Global
1245 - 1345	Lunch			
1345 - 1430	John Palmer <i>Founder, Palmer Brewing Solutions Inc.</i>	Putting Brewing Water In Perspective: The Why, When, and How of adjusting water to make your brewing more consistent and your beers taste better	Thomas Hutschenreuter <i>Key Account Manager Micro Matic</i>	FlexiDraft Beer Dispensing System Workshop
1430 - 1515			Raoul Masangcay <i>Founder & Brewer, Elias Wicked Ales</i>	Quality Matters - The Relevance & Application of Cicerone & BJCP Qualifications
1515 - 1545	Afternoon Tea			
1545 - 1630	Eric Borremans <i>Regional Sales Manager Brewery Systems NE & SE Asia, AlfaLaval</i>	Increasing Shelf Life, Remaining Craft	Neil Balonado <i>Partner, Benitez Salem Baldonado Law</i>	Trademark Basics for the Beer Industry
1630 - 1715	Georg Drexler <i>Technical Manager, Barth-Haas Group</i>	Hopsessed - Specialty Hop Varieties & Products For Special Beers	Carl Setzer <i>Founder, Great Leap Brewing</i>	The Cost of Craft Beer
1715 - 1800	Conference Brew Sensory Session ~ Barth-Haas Group, Fermentis, Gladfield Malt ~		Asian Craft Beer Associations Forum Crafting Progress - Is There A Roll For Associations In The Asian Craft Beer Market?	
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, YCH Hops	YCH Hops Collaboration Forum	Breakout
Session 2	1545 - 1630	Chris McEwan Group Business Development Dir., Petainer	petainerKeg™ Launch & Demo	Breakout
Session 3	1630 - 1715	Olesya Doronina Asia Pacific Sales Manager, NPM Group	Pegas CRAFTAP filling system	Breakout

Day 2 | Friday 22 June

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