

PRESS ARTICLE

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KNOWLEDGESHARE 2014 VISITS CHINA



Following the success of the first ever KNOWLEDGESHARE event for the beverage industry in Frankfurt in November last year, a second will take place from 27-28 March 2014, this time in China.

Staged at the Renaissance Sanya Resort & Spa on Hainan Island, the event will take a similar format to the inaugural European venture, which saw more than 120 participants discuss many of the big issues facing those responsible for delivering the liquid packaging solutions of today and, importantly, of tomorrow.

More than 200 are expected to attend KNOWLEDGESHARE 2014 China, building on the success of the Frankfurt event, with the content developed and presented in association with Sidel, global provider of liquid packaging solutions. Over two days, speakers and delegates will discuss the challenges that the Chinese beverage market faces, from energy prices and rising raw material costs to rapidly changing consumer demands and the increased regulation faced by the companies seeking to meet those demands. This is all against a backdrop of the global megatrends that also affect the industry, such as the significant growth in global population and the increasing importance of emerging markets to the global economy, factors which will provide the framework within which the discussions will take place.

With representatives drawn from many areas of the beverage supply chain, participants will be encouraged to enter into dialogue, to share their knowledge and ideas to collectively address the

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trends, challenges and opportunities that the competitive Chinese market represents. The format of the event is specifically tailored to foster this discussion-based, collaborative approach, with much of the content expected to be generated by interaction between the participants.

President and CEO of Sidel Group, Mart Tiismann explains: “As a global provider, we’re in contact with customers all over the world. Over the past few years, we’ve realised that many of our customers are facing similar challenges and issues. Many of these issues are too great to be dealt with as individual companies. That’s why there’s a pressing need to bring together senior professionals from all parts of the industry in a collaborative forum so we can work on them together.”

The main presentations in the auditorium will be followed by break-out sessions on specific topics, all presented in Chinese with simultaneous translation into English.

You can join in the discussions and find out more via the dedicated KNOWLEDGEshare website at www.knowledgeshare.com.





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About Sidel

Sidel is the leading global provider of PET solutions for liquid packaging. We are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry.

Headquartered in Switzerland, we have production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 5,500 employees worldwide, we provide optimal PET packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.

We aim to create value for our customers by giving them A Better Match. This is the tailored solution that caters for their needs exactly. We do this by offering flexible and reliable production systems that are easily adaptable to market developments and future technology, supported by value-added services.

We are Sidel. We are **A Better Match**.

Find out more at www.sidel.com

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