

PRESS ARTICLE

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KNOWLEDGESHARE LIVE IN DUBAI – INTERNATIONAL FORUM TO ADDRESS GLOBAL BEVERAGE CHALLENGES



KNOWLEDGEshare is a beverage industry forum comprising a digital community of senior industry players and thought leaders. In association with Sidel, KNOWLEDGEshare Live takes these discussions from online to the stage and will take place in Dubai, 10 - 11 February, 2015, providing a neutral setting to discuss where the beverage industry is heading and how it will handle the challenges and opportunities, both today and tomorrow.

Forum to address global beverage challenges

Beverage producers from all over the world serve the markets of different countries, often under quite different circumstances. Still, there is a degree of similarity in many of the issues that they face. Product safety, national and international standards, advances in technology, sustainability and changing consumer demand are among the challenges common to beverage producers and bottlers.

KNOWLEDGEshare Live 2015 in Dubai will be the third staging of this growing and successful event intended to encourage dialogue within the industry. The aim of this dialogue is to pool the knowledge, experience, opinions and ideas on how the beverage industry tackles its common challenges. As the host, Sidel believes that addressing these challenges with a collaborative, industry-wide approach will prove much more effective than trying to do so in isolation. Participants will benefit from the collective knowledge of the event's high-level speakers, industry experts and fellow invitees.

The established format is a departure from the more conventional approach of conferences and exhibitions where delegates tend to listen to appointed speakers in a largely one-way communication. The objective is to provide a forum of mutual cooperation, in which the real issues that the industry is facing can be openly and frankly discussed.

Interactivity is key

The two days in Dubai, at the centrally located Conrad Hotel, will feature keynote presentations, thought-provoking panel discussions, as well as, most importantly, the opportunity for all delegates to get involved and make an active contribution to the dialogue. Before and after the event in Dubai, the experts will share their knowledge and opinions online at blog.knowledgeshare.com where everyone is welcome to join in the discussions. This blog is a platform that provides opportunities to continue the ongoing discussions between the KNOWLEDGEshare Live events.

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The Dubai event will build on the success of previous KNOWLEDGEshare Live events, staged in Frankfurt, Germany, and Sanya, China, in 2013 and 2014, respectively. Attendance over the two-day forum is again by invitation only and will bring together decision-makers and influencers from all parts of the supply chain to discuss the common issues that they are all facing.

President and CEO of the Sidel Group, Mart Tiismann, says: “In the Greater Middle East and Africa producers are facing some core challenges shared by those in many other parts of the world. These issues are too important to be tackled anywhere on an individual or local basis. That is why it is vital that the whole industry has a way of getting together to discuss the pressing issues of the day in a collaborative forum. KNOWLEDGEshare Live in Dubai 2015, the latest in this series of events, will provide that forum.”

Ongoing debate online

More details about KNOWLEDGEshare Live in Dubai, along with wide-ranging information regarding beverage industry issues, is available at blog.knowledgeshare.com. Topics recently discussed on the blog include: the Hazard Analysis Critical Control Point system (HACCP); the absence of variation in beverage manufacturing; the global water market and the coming of “lights out” electronic bottling plants.



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About Sidel

Our purpose is to help brands protect the product inside, preserve the planet outside and touch the lives of millions of people every day.

We do so by offering complete and modular PET packaging solutions, including people, services and equipment.

Sidel has over 160 years of industrial experience. With 30,000 machines installed in more than 190 nations, we have been helping producers fill beverage bottles for over 80 years, blow them for more than 50 and label them for more than 35. We have 40 years of aseptic packaging expertise, and were one of the first companies to introduce PET bottles to the beverage industry over 30 years ago.

Part of the Tetra Laval group and headquartered in Switzerland, Sidel has over 50 office locations, 13 production sites and 7 training centres worldwide. Each of our more than 3,400 employees, spread over five continents, is committed to creating the optimum liquid-packaging solution.

We call it **A Better Match** - for our world, our customers and ourselves.

Find out more at www.sidel.com and connect with us



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