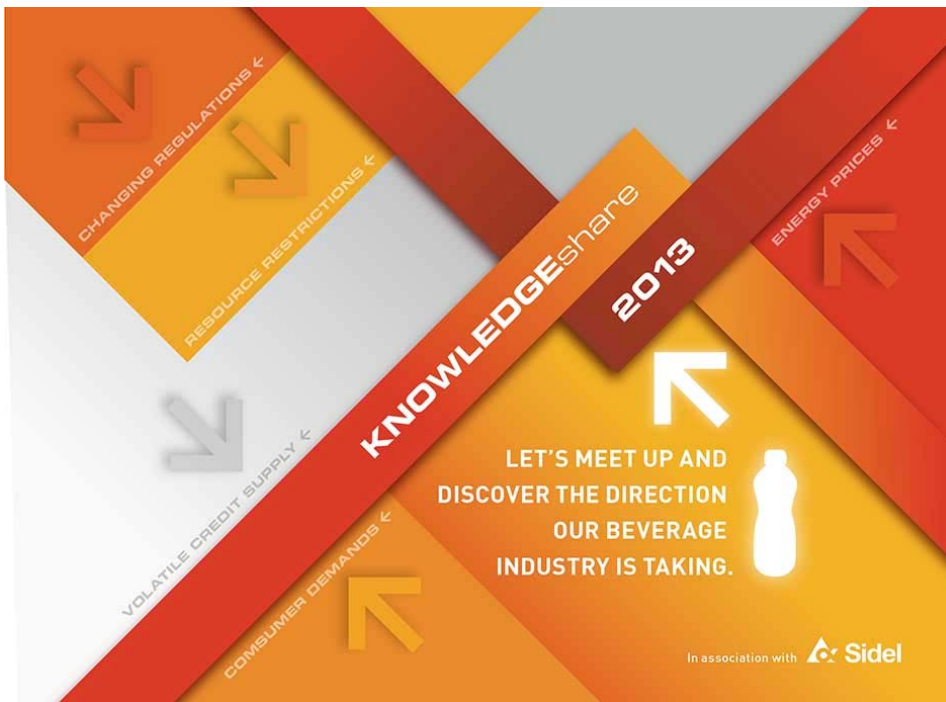


## PRESS ARTICLE

06/11/2013

### **Introducing KNOWLEDGEshare: A unique, collaborative event for the beverage industry, taking place in Frankfurt in November**



**KNOWLEDGEshare is a new kind of event for the beverage industry. Taking place in Frankfurt, Germany in November of this year, it provides a neutral forum for leading figures within the industry to discuss their common issues.**

The 'by-invitation-only' event will bring together decision-makers and influencers from all parts of the supply chain to tackle current problems and to determine the direction that the industry is headed. Organised in association with Sidel, the leading global supplier of liquid packaging solutions for water, carbonated soft drinks, alcoholic drinks, juices and sensitive products, the event will facilitate knowledge sharing and networking between attendees.

Intended to be the first of many similar events, KNOWLEDGEshare 2013 will be taking place on 25th and 26th of November at the impressive, award-winning Hilton Frankfurt Airport Hotel just 15 minutes from downtown Frankfurt am Main.

Despite working in different markets and different countries throughout the world, many producers within the beverage industry face similar issues - product safety, national and international regulations, technological advancements, sustainability and growing consumer demand.

**Contact:**

Group Communication

Public Relations

Tel: +41 41 785 23 60

[group.communication@sidel.com](mailto:group.communication@sidel.com)

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KNOWLEDGEshare is designed to encourage people to enter into dialogue in order to share their knowledge and ideas in tackling these common challenges. The first event will be for professionals at senior management level. This will include management from global and regional producers, bottlers preform manufacturers, regulators and consumer groups. Attendees will be varied and will include: CEOs, CFOs, plant owners, marketing and supply chain executives, engineering and technology experts, scientists and recyclers.

Over two days the KNOWLEDGEshare event will feature panel discussions and keynote presentations. It will include numerous opportunities for all delegates to get involved with the thought-provoking discussions and to make an active contribution. There will be various sessions including those covering: global megatrends and their causal effect on developments taking place within the industry; the value of PET and its contribution to lightweighting, reduced energy and resource consumption, and better branding opportunities; and production and the need for greater speed to market, reduced maintenance and training and increased efficiency.

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."

Already plans are being put in place to follow up this original event with similar subsequent forums, most probably in other parts of the world. As the themes and issues affect the industry as a whole so widely, information from the first KNOWLEDGEshare event - along with the opportunity for continuing any ongoing discussions - will be made available on a dedicated website at [www.knowledgeshare.com](http://www.knowledgeshare.com).



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**Contact:**  
Group Communication  
Public Relations  
Tel: +41 41 785 23 60  
[group.communication@sidel.com](mailto:group.communication@sidel.com)



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For editorial and advertising enquiries, please contact:  
Shaw & Underwood PR  
Chris Twigger, Director  
Tel: +44 121 622 6868/ Cell: +44 7795 423796  
christwigger@shawandunderwood.co.uk

### **About Sidel**

Sidel is the leading global provider of PET solutions for liquid packaging. We are also a driving force for glass and can solutions. 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, glass and can 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 to 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](http://www.sidel.com)

**Contact:**  
Group Communication  
Public Relations  
Tel: +41 41 785 23 60  
group.communication@sidel.com