

The Most Influential Dairy Event in China

Dairy

Global Dairy Congress China 2016

全球乳制品峰会中国聚焦

Sept 21-23, Radisson Blu Hotel Pudong Century Park, Shanghai

9月21-23日, 中国上海证大丽笙酒店

6+ Sessions 20+ Exhibitors 25+ Speeches

50+ Dairy Processors 60+ Medias 300+ Attendees



1 Workshops + 5 Sessions

- China Dairy Market' Economics and Policies Overview:
Challenges and Opportunities
总观中国乳制品市场经济和政策：机遇与挑战
- Solution To the Milk Source : Farm Investment and Mordenization
奶源解决方案：牧场投资与现代化
- Dairy Products Development Trend and Innovations
乳制品发展趋势和创新
- Consumer Perspectives and Market Trends Analysis
消费者和市场趋势分析
- China Dairy Sector Integration and Cooperation
乳制品行业的整合与合作



Endorser



Presentation Sponsors



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Organizer



Supporting Letter from AFMA 亚太农业和食品市场营销协会支持信



AGRICULTURAL AND FOOD MARKETING ASSOCIATION FOR ASIA AND THE PACIFIC

A F M A

Secretariat

202/1 Larn Luang Road, Klong Mahanak Sub-district
Pomprabsattruphai District, Bangkok 10100, Thailand

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4 May 2016

Dear Participants,

We at the Agricultural and Food Marketing Association for Asia and the Pacific (AFMA) are pleased to lend our support to the upcoming Global Dairy Congress China 2016 to be held in Shanghai, China.

Our organization was formed in response to the issues surrounding food supplies in the Asia Pacific region during the 1980s. By opening lines of communication and disseminating valuable information, we hoped to help improve a whole range of agri-business development activities such as storage and warehousing, grading and standardization, transportation, processing and conversion and preservation.

Our goals at present are to encourage cooperation between food marketers in the Asia Pacific region as well as to establish a form for the exchange of information and experiences regarding various aspects of food marketing.

We believe that Global Dairy Congress China 2016 reflects these objectives and so we pledge our unwavering support for it. We are confident that this congress will help to stimulate economic and technical cooperation among those operating in dairy industries across the Asia Pacific region as well as creating a great opportunity to exchange information and experiences regarding various aspects of the industry.

We therefore welcome you all to the congress and trust that you will leave it with a greater understanding of the current trends and development taking place in the dairy industry today and that you forge many new and productive business contacts.

Yours sincerely,



Thirach Rungruangkanokkul
Executive Director



Register Online

Web: www.szwgroup.com/global-dairy-congress-china-2016

Tel: +86 21 5830 0710 Fax: +86 21 5831 1668 Email: info@szwgroup.com

Dear Colleagues,

It is my pleasure to welcome you to attend the Global Dairy Congress China 2016 event, which will be held on September 21-23th, 2016, Shanghai, China.

China will overtake the United States to become the world's largest dairy market by 2017, and also to be the third largest dairy producer, and the major dairy importer in the world. Due to the burgeoning middle class, westernisation of diets and increasing population in china, the market will double in size to USD 70bn (Euro 55m) by 2019.

However, regional industry stakeholders are facing challenges like newly policy, economic slowdown, shortage of safety and quality milk source, low milk price, increasing production cost, market confusion and uncertain consumer demands.

Global Dairy Congress China 2016 aims to be the most influential Dairy event in China for 300+ industry chain stakeholders to offer the solutions to the challenges via grasping consumer perspectives, R&D trends, processing technologies, market prospects and development opportunities, together with global good practice sharing to accelerate industry restructuring, upgrading and integration.

I look forward to your participation in Global Dairy Congress China 2016.

Best Regards,
Organizing Committee of Global Dairy Congress China 2016



	AM	PM
Day One Sept.21	Session 1: China Dairy Market' Economics and Policies Overview: Challenges and Opportunities 总观中国乳制品市场经济和政策：机遇与挑战	Session 2: Solution To the Milk Source : Farm Investment and Mordenization 奶源解决方案：牧场投资与现代化
Day Two Sept.22	Session 3: Dairy Products Development Trend and Technology Innovations 乳制品发展趋势和技术创新	Session 4: Consumer Perspectives and Market Trends Analysis 消费者和市场趋势分析 Session 5: China Dairy Sector Integration and Cooperation 乳制品行业的整合与合作
Day Three Sept.23	Workshop: Roadmap to a Safer and High Quality Dairy Product Supply 安全高品质乳制品供应指导方案	Site Tour 牧场参观

Part of Our VIPs

Gov. & Association:

- Ministry of Agriculture 农业部
- China Dairy Industry Association 中国乳制品工业协会
- China Food and Drug Administration 中国食品药品监管总局
- Import and Export Food Safety Bureau 进出口食品安全局
- Agricultural and Food Marketing Association for Asia and the Pacific(AFMA) 亚太农业和食品市场营销协会
- National Milk Board, DSN 国家牛奶委员会, DSN
- Dairy Companies Association of New Zealand(DCANZ) 新西兰乳业公司协会
- International Dairy Foods Association(IDFA) 国际乳制品协会

Global Dairy Processor:

- Fonterra 恒天然
- Dairy Farmers of America 美国奶农公司
- Nestle 雀巢
- Lactalis 兰特黎斯集团
- Royal Friesland Campina 荷兰皇家菲仕兰坎皮纳
- Mead Johnson Nutrition (Asia-Pacific) Pte Ltd 美赞臣营养(亚太)公司
- Arla 爱氏晨曦
- Beingmate 贝因美
- Danone 达能集团
- Abbott 雅培

China Local Processor :

- Yili 伊利
- Mengniu 蒙牛
- Bright Dairy & Food Co., Ltd 光明乳业股份有限公司
- CHG
- Feihe International, Inc. 飞鹤国际有限公司
- Longdan 黑龙江龙丹乳业科技股份有限公司
- Sanyuan Foods Co., Ltd 三元食品
- Want Want 旺旺
- Synutra 圣元国际集团
- Wissun International Group 明一国际集团
- Wondersun 完达山乳业股份有限公司
- YASHILI 雅士利
- YinQiao Dairy 银桥乳业

Who should attend?

By Industry:

- Government / Association / NGO
- Dairy Farmers / Cooperatives
- Dairy Processors / Producers
- Dairy Ingredients Supplier
- Dairy Packaging Equipment and Material Provider
- Dairy Processing Equipment and Control System Provider
- Animal Breeding / Feeding / Health Service Provider
- Exporters / Importers / Retailers / E-commerce
- Financial / Testing / Consulting / Cold Chain Transportation Service Provider
- ...

By Job Title:

- President / CEO / Managing Director
- R&D / Laboratory/Technical Director/Manager
- Production and Quality Director/Manager
- Regulatory Affair Director/Manager
- Milk Source Director/Manager
- Purchasing Director/Manager
- Supply Chain Director/Manager
- Logistic and Packaging Director/Manager
- Product /Brand Manager
- Marketing and Sales Director/Manager
- BD and Commercial Director/Manager
- Import and Export Manager
- ...



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0800 Registration & Morning Tea
0850 Opening and Chairman's Welcoming Address

Session 1 China Dairy Market's Economics and Policies

Overview: Challenges and Opportunities

总观中国乳制品市场经济和政策：机遇与挑战

- 0900** **China Dairy Industry Outlook in the "The New Normality"**
乳制品行业在“新常态”下的发展前景
- Overview of Current Dairy Market: Economic Status, Global Milk Price, Consumption, Emerging Markets
 - China's 13th Five-Year Plan of the Dairy Industry
 - The Opportunity for the Two Child Policy
 - Challenges to "Low Carbon Management" of Dairy Industry
 - "High Quality Milk Project" to Improve the Competitiveness of China's Milk

Ministry of Agriculture

农业部

- 0930** **Realizing Standardization Management via the Administrative Measures on the Registration of Formulas for Infant Formula Products**
《婴幼儿配方乳粉产品配方注册管理办法》实现行业标准化管理
- Illustration of New Policy
 - Regulation Methods for the New Policy
 - Guidance for the Dairy Company and Channel Venders

China Food and Drug Administration

中国食品药品监管总局

- 1000** **Insight into China Dairy Trade Policy and Regulation Updates**
洞悉中国乳制品贸易最新政策与监管
- What Opportunity Will "China and Australia Free Trade Agreement" Bring?
 - Latest Trends of Management Measures for the Imported Infant Formula Milk Powder
 - New Regulations Interpretation - "The Implementation List for Registration of Foreign Enterprises Producing Imported Food"

Import and Export Food Safety Bureau

进出口食品安全局

- 1030** **Milk Powder Industry Development Trend Analysis Under New Infant Formula Powder Policy**
婴幼儿配方奶粉新政策后奶粉产业发展趋势分析
- 1100** **Songliang 宋亮, Dairy Industry Expert** 乳制品行业专家
Tea Break



Session 2 Solution To the Milk Source : Farm Investment and Modernization

奶源解决方案：牧场投资与现代化

- 1130** **China Investment Program in Dairy Farming and Overseas Sourcing Strategy**
中国牧场投资项目和海外采购策略
- Government Subsidy Policy for Dairy Farming Development
 - Public Policies and Possible Private Sector Investments
 - Global and Regional Financial Supporting Programs
 - Farm Projects in China
 - Layout of High-Quality Milk Source Overseas
- Chunlin Han 韩春林/Vice President** 副总裁/**Modern Dairy** 现代牧业

- 1200** **Strategies for Transformation and Upgrading of China Dairy Farm**
中国牧场转型升级策略
- Released China's Raw Milk Quality and safety of the white paper
 - Introduce Modern Scientific Processing Methods for Milk Cattle Waste
 - Milk Cattle "SPA"
 - Changing from Milk Cattle Fodder into Grain
 - Upgrading Dairy-Breeding Plot
 - Milk Source Digitalization

Mengniu

蒙牛

- 1230** **Luncheon** 午餐

- 1330** **Innovations in Animal Breeding, Feeding, Health and Welfare Management to Realize Organic Farm**

动物繁殖、喂养、健康和福利管理创新实现有机牧场

- Genomic Innovations for Dairy Herd
- Feeding Technologies to Double the Herd's Production
- Herd Health Program and Control of Dairy Cattle Diseases
- Global Experience on Animal Welfare Management

Zheng Zhang 张征/General Manager 总经理/**Nestle** 雀巢

- 1400** **Intellectualization of Modern Dairy Farm in China**
中国牧场智能化

- The Trend of industry intelligent in Dairy Industry
- Practice and Achievement of the Application of Intelligent Robot Application in Organic Dairy Farm

Delaval

利拉伐

Session 3 Dairy Products Development Trend and Technology

乳制品发展趋势和技术创新

- 1430** **Quality and Safety Control for Infant Milk Powder and Oil Pollution Control**
婴幼儿奶粉质量安全与油脂污染物控制
- Yihai Kerry 益海嘉里**



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1500	New Aseptic Packaging Solutions to Improve Dairy Products' Quality, Security and Branding 提升乳制品的品质, 安全和品牌效应的新无菌包装解决方案 <ul style="list-style-type: none"> Emerging Dairy Processing Technologies and Solutions for China Dairy Sector Innovative Packaging Solutions with Renewable Materials How Dairy Packaging Technologies could Help Ensure Quality and Security of Dairy Products Packaging Refreshing to Deliver Nutrition and Health to Consumers Customerized Innovation Traceability Jerry Xu/Sales Director, North Asia 销售总监, 北亚/ Klöckner Pentaplast 科佩
1530	Tea Break 茶歇
1600	Infant Formula Milk Powder Special 婴儿配方奶粉专题 <ul style="list-style-type: none"> Status Quo of Infant Milk Powder in China Challenges for Low Price Strategy Updated Nutrition Science for Infant Formula Innovation: "Accurate Simulation of Breast Milk" Ingredient Innovations to Satisfy Chinese Consumer's Diversity Demands Patrice Malard/ R&D Director 研发总监/ Biostime 合生元

1630	The Trend of Liquid Milk in China's Market 中国液态奶市场趋势 <ul style="list-style-type: none"> Status quo of Chinese Liquid Milk Market : Challenges and Opportunities The Premiumisation of High-Valued Milk via Health and Wellness Propositions Prospects of Organic Milk and Low Temperature Milk How to Response to the Price War Innovation Technology Wei Wang 王维/ Vice President 副总裁/ Yili 伊利
1700	Food Nutrition and Packaging Trend 食品营养及包装趋势 Junjiang Chen 陈俊江/ R&D General Manager 研发总经理/ Want-want 旺旺
1730	End of Day One 第一天结束

DAY
TWO

Thursday, September 22th, 2016

0800	Registration & Morning Tea	1030	Coffee Break
0850	Opening and Chairman's Welcoming Address	1100	Modern Microbiological Detection Method & Technology Innovations in Dairy Products 现代乳制品微生物检测技术创新 BioMerieux 生物梅里埃
0900	Technology and Applications of Probiotic in Dairy : Now and into the Future 乳品中益生菌的技术与应用: 现状和未来 <ul style="list-style-type: none"> Global and Chinese Market Overview What will be the next trend: UHT yoghurt, refrigerated yoghurt, functional yoghurt or Flavoured yoghurt? Opportunities and Challenges Latest Research Achievement of the Application of Probiotic in the Dairy Product Zhenming Liu 刘振民, President 院长, Bright Dairy Research Institute 光明乳业研究院	1130	Managing risk in the global dairy supply chain through the development of competencies and capacity building 如何发展规模和总量规避全球乳制品供应链风险 Yves REY/R&D Director 研发总监/ Danone 达能
0930	Goat Milk: The Next Big Emerging Dairy Market in China? 羊奶: 中国下一个乳品新兴市场? <ul style="list-style-type: none"> Status Quo of Goat Milk Market in China Challenges and Opportunities : "Goat Milk" Vs "Cow Milk" How to Realize Scale and Standardization Production Technology Trend Innovation Marketing Strategy to Boost the Consumption Martin Zwiep /VP Dairy Goat Farming 羊奶牧场副总裁/ Firmus 飞鹤	1200	Global-China Dialogue : 全球中国对话 Global Solutions for Food Safety and Quality Control 全球食品安全质量控制解决方案 <ul style="list-style-type: none"> Emerging Food Safety Regulatory Issues Global Food Fraud Prevention Strategies and Regulations Quality Management System FSI Risk Assessment and Risk Management of Chemical Substance in Dairy Product How to Build Dairy Product Safety Culture and Behavior in China Danone 达能 Yili 伊利 Mengniu 蒙牛 China Food & Drug Administration 食品药品监管总局 Nestle 雀巢 Boistime 合生元 Arla Foods 爱氏晨曦 SGS 瑞士通用公正行
1000	Innovations of Whole Industrial Chain Management 全产业链管理创新 <ul style="list-style-type: none"> Controllable production Cycle Supply Chain Transparency Production Innovation via Fully Controlled Industry Chain Model Safety Control and Risk Management System Advanced Traceability System for Safety and Quality Control James Chiu 邱肇祥/ CEO/Friesland Campina 菲仕兰		



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Session4 Consumer Perspectives and Market Trends

Analysis 消费者和市场趋势分析

- 1230 Luncheon**
- 1330 How to Maximize Dairy Brand's Loyalty and Cognition in the "Internet + " Era**
“网络+”时代下, 如何提升品牌忠诚度和认知度
- The Opportunity and Challenge for the Chinese Dairy Brand Development
 - How Big Data comprehensively to promote Safety Management and Traceability
 - Strategy on Social Media to shape customer mind-set and influence their choices
 - Application of New "O2O" Model into Dairy Industry
 - The Opportunity for the China Dairy Brand Development
- Min Li 李敏/E-commerce Director 电商总监**
/Mengniu 蒙牛
- 1400 Insights of China's Consumer and Future Trends**
深入了解中国消费者和未来趋势
- Global Consumption Trends
 - Chinese Dairy Consumers' Demands and Behavior Trend
 - Product Preference and Nutrition and Safety Concerns
- Nestle 雀巢**
- 1430 Opportunities for Omni-Channel Innovation of Dairy Industry**
乳品行业全渠道创新带来的机遇
- Challenge and Opportunities of E-commerce for Imported Infant Formula Milk Powder in China under the New Policy
 - How to Develop the Tier 3 and Tier 4 Cities in China
 - Innovation of Vertical integrated Strategy of Modern Channels
 - Market prospects of "milk bar" in China
- Zhen Xia, Managing Director 总监, Sanyuan 三元**

1500

Global – China Dialogue: 全球中国对话

Updated Marketing Mode to Satisfy New Consumer Demands

满足新消费者的最新营销模式

- Consumers' Demands and Concerns
- Customer Education Program to Promote Milk Consumption
- Customized Marketing Mode for Chinese Market
- From Traditional Marketing Mode to The New Cross-Border Marketing of Paradigm Shift

Abbott/Sanyuan/Euromonitor/ Bright Dairy/New Hope/Dairy Farmers of

America/Investment/T-mall

雅培/三元/飞鹤/欧睿信息咨询/光明乳业/新希望/美国奶农/天猫/

1545

Tea Break 茶歇

Session5 China Dairy Sector Integration and Cooperation

乳制品行业的整合与合作

1615

Case Study:

案例学习

Dairy Sector Integration Strategies and M&A

乳制品行业整合策略和并购

- How to Spur Dairy Development with Integration Strategy
- Recent Industry Integration Trends and Actions
- Successful M&A Case Study

Patrick Kwok 郭学研/Vice President 副总/Huishan 辉山

1645

China-Global Dairy Leadership Dialogue:

全球中国高峰对话

How to Driving Dairy Industry Development with Global Cooperation

如何推动乳制品行业发展与全球合作

- Cooperation Opportunities between Countries: From Cow to Consumer
- Global Layout: How to Choose and Develop Global Strategic Partner
- Development Strategy Balance: Competition vs. Cooperation

Nestlé/Fonterra/Danone/Mengniu/Yili/Friesland Campina

雀巢/恒天然/达能/蒙牛/伊利/菲仕兰

1715

New Trends and Opportunity in the Global and China Infant Formula Market

全球和中国婴儿配方奶粉市场的新趋势和机会

Jiaqi Du 杜佳琪/Research Manager 研究经理

/Euromonitor 欧睿信息咨询

1745

End of Day Two 第二天结束

Sponsor Opportunities:

Incorporate your topics to the agenda? Better Hurry Up!
Only a handful speaking slots are designed for solution providers under certain topical sessions. If you are keen to speak at **Global Dairy Congress China 2016!** Please contact Info@szwgroup.com and +86 21 58300710 to register your interest.



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Workshop :

Sept.23, 2016 9:00-12:30

Roadmap to a Safer and High Quality Dairy Product Supply

安全高品质乳制品供应指导方案

The workshop will offer educational opportunities in learning the safety and quality control of dairy product, the specialists will discuss the emerging safety issues in China and will share their knowledge and experiences to advance the safety across the industry.

- ✓ Dairy Product Safety Traceability in the Whole Industrial Chain
全产业链乳品安全追溯
- ✓ Global Fraud Prevention Strategies for Dairy Products
全球乳制品防伪措施
- ✓ Safety Control and Risk Management System Upgrade
安全控制和风险管理系统升级

Li Jian, Food Safety Director, Wondersun

李健, 食品安全总监, 完达山

Attendees are expected from government, institute, and plant managers, production supervisors, sanitation, engineering, maintenance, all levels of quality from dairy processors, ect.

Site Tour:

Sept.23,2016 Afternoon

Shanghai Bright Dairy

光明乳业股份有限公司
华东中心工厂



Most Influential GDC Series Events

Global Dairy Congress Asia 2016

May

16 17 18

Singapore

Global Dairy Congress Africa 2016

Jun

1 2

Algiers, Algeria

Global Dairy Congress China 2016

Sept

21 22 23

Shanghai, China

Global Dairy Congress MENA 2016

Nov

UAE

Part of GDC Series Participants

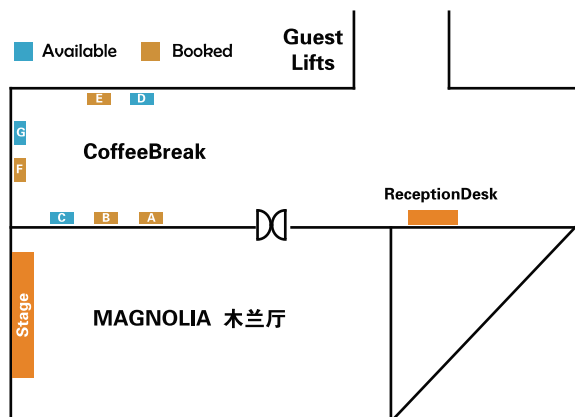


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Floor Plan



A Klöckner Pentaplast B bioMérieux
E ColorMatrix – PolyOne F Blucher

Who Should Sponsor?

- ◆ Dairy Farmers / Cooperatives
- ◆ Dairy Processors / Producers
- ◆ Dairy Ingredients Supplier
- ◆ Dairy Packaging Equipment and Material Provider
- ◆ Dairy Processing Equipment and Control System Provider
- ◆ Animal Breeding / Feeding / Health Service Provider
- ◆ Exporters / Importers / Retailers / E-commerce
- ◆ Financial / Testing / Consulting / Cold Chain
- ◆ Transportation Service Provider
- ◆ ...

Recommended Sponsor Package	Tickets	Speech	Exhibition
Gold Sponsor	10	✓	9m2
Silver Sponsor	8	✓	6m2
Bronze Sponsor	6	✓	4m2
Presentation Sponsor	4	✓	X
Welcome Reception Sponsor	4	X	4m2
Luncheon Sponsor	6	X	4m2
Cocktail Party Sponsor	4	X	4m2
Golf Match Sponsor	4	X	X
Lanyard Sponsor	3	X	X
Delegate Bag Sponsor	3	X	X



Become a Sponsor. Make Your Connection

Do business with both the CEOs & GM from Insurers/ Reinsurers in one place!

ARE YOUR POTENTIAL CLIENTS AWARE OF THE EXPERTISE YOU OFFER?

- Educate the market about your products, services, key personnel and track record
- Enjoy a complete captive audience by holding a full 30 minute presentation
- Join a key panel debate or distribute literature directly towards your client

💡 **Solution1: Keynote address/Chairman opportunities/Moderator/Panelist ...**

DO YOU FIND IT HARD TO IDENTIFY AND GET IN FRONT OF THE DECISION MAKERS?

- Benefit from having all your potential clients in one place at one time
- Send your best sales people to ensure you have the man power to meet everyone
- Use CONTACT and SPEED NETWORKING to make 1-1 contact before, during and after the event

💡 **Solution3: Exhibition/Delegate bag/Insertion/Badge Lanyard...**

IS YOUR BRAND RECOGNISED BY YOUR TARGET MARKET?

- Use our extensive global marketing campaign to position your logo and profile in front of your target market from all over the world - even those that don't attend the event!

💡 **Solution2: Exhibition/coffee break sponsor/luncheon sponsor/cocktail sponsor...**

ARE YOUR COMPETITORS EATING YOUR LUNCH?

- No one can afford to sit back and let the business come to them
- Don't sit in the audience and listen to your competitors say how great they are – be at the forefront!
- Ensure your business is at the forefront of your prospects' minds

💡 **Solution4: Presentation sponsor/One on One meetings (upon basic investment)/Workshop sponsor/Luncheon sponsor**



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