



PROGRAM SCHEDULE



Day 1, 11th June

Time	Session Title	Presentations	Speaker/ Company
8h - 9h		Registration and Welcome	
9h - 9h15		Opening Remarks	Tatiana Campos, Executive Director of IFU and Ibiapaba Netto, Executive Director of CitrusBR
9h15 - 9h45			
9h45 - 10h55	Markets & Trends	An Overview of the Global Juice Industry	Lucas Pinto, Senior Research Consultant from Euromonitor International
		The Brazilian Juice Market: Insights & Trends A Panel Discussion Moderated by CitrusBR	Ricardo Ermirio de Moraes, Founder of Natural ONE Paulo Pratinha, CEO of Suco Prat's
		Q&A	
11h - 11h45		Juice Break	
11h45 - 12h55	Juice: Innovations and Applications Beyond the Glass	Sustainable and innovative use of co-products of juice processing	Fabian Kindler, R&D Döhler Latin America
		Enzymatic solutions for fruit processors, with a focus on yield improvement, process facilitation, and waste stream valorization	Cihan Tatar, Manager, Technical Service & Product Application from dsm-Firmenich
		Sugar reduced juices - main technologies	Dr. David Hammond, Chair of the Legislation Commission, IFU
		Innovating What's Next: Sustainable Juice Processing and the Future of Functional Beverages.	Klaudija Milos, Business Director Food of AB Enzymes
		Q&A	
12h55 - 14h15		Lunch	
14h15 - 15h30	Quality, Technology & Innovation in Juice Processing	Decoding Orange Juice: Authentication and Quality Assurance over 20 years	Markus Jungen, Technical Manager, SGF
		The use of Machine Learning and AI in Pineapple Juice Production	Anthony Albers, CEO of Summerpride
		Innovation in processing	Daniela Kharfan, Research and Development Manager JBT
		Electronic Certification of Wines and Beverages	Luca Correia Martins da Silva, Chemist working at the General Coordination for Wines and Beverages
		Q&A	

15h30 - 16h15	Juice Break		
16h15 - 17h40	The Latin American Citrus Market	Brazilian Orange Juice Industry Overview	Ibiapaba Netto, Executive Director CitrusBR
		Steering Through the HLB and Abiotic Stress to Build Resilience in Brazilian Citrus Industry	Dirceu Mattos Jr, Director of the Sylvio Moreira Citrus Center
		The Argentine Lime and Lemon Industry	Santiago Martinez, Director (U-Citrus)
		Q&A	
17h40 - 18h55	Other Juices: Innovations and Market Opportunities	Passion Fruit Juice: Challenges and opportunities	Bernard Frei, CEO Quicornac
		The Açai Juice Market	Francisco Filho, Director of BELLAMAZON Açai da Amazônia Exportadora de Bebidas Ltda.
		The Cranberries Juice Market	Sergio Garcia Ortiz, Head of Marketing & Innovation for Latin America of Ocean Spray (tbc)
		The Grape Juice Market	Dr. Fernanda Spinelli, Tecnovin
		Q&A	
18h55 - 19h15	IFU Innovation Award	IFU Innovation Awards - Latin America	Aintzane Esturo, Technical Director and Kees Cools, President IFU
19h15 - 22h15	Networking Dinner		

Day 2, 12th June

8h - 8h30	Welcome Coffee		
8h30 - 9h40	Policy & Regulatory Session	Updates on the AIJN Code of Practise and the EU regulatory environment	Anne-Sophie Royant, Executive Director of the European Fruit Juice Association (AIJN)
		CODEX and Key Regulatory Global Trends	Tatiana Campos, Executive Director of IFU
		Protecting and enhancing the reputation of fruit juice through science	Dr. Carrie Ruxton, Science Director of the Fruit Juice Science Centre
		The Minor Use Foundation: Advocating for Specialty Crops in International Trade	Andressa Oliveira, Minor Use Foundation Advisory Council
		Q&A	
9h40 - 11h15	Sustainability and Packaging	IFU Projects	Aintzane Esturo, IFU Technical Director
		Glas reusable system of the VdF and general glas packaging issues	Klaus Heitlinger, Executive Director of the German Fruit Juice Association (VdF)
		The Future of carton Packaging: Sustainability, Innovation, and Industry Trends	Valéria Michel, Sustainability Director for Brazil and the Southern Cone at Tetra Pak
		Can Packaging: Innovations and Sustainability	Tamires Silvestre - Director of Sustainability and Public Affairs of Ball for South America
		The Future of PET Packaging for Juices: Advancing Sustainability, Innovation, and Circularity	Larissa Ogera D'otaviano, Sustainability Head of Valgroup
	Q&A	Q&A	
11h15 - 11h30		Closing Remarks	Kees Cools, President IFU

TECHNICAL VISIT (time schedule tbc)

11H30 - 12H	Transfer to restaurant
12H - 13H30	Lunch
13H30 - 18H	Transfer Araraquara
18H - 19H30	Fundecitrus Visit
19H30 - 19H45	Transfer to hotel in Araraquara

Day 3, 13th June

8h	Departure from hotel
8h30 - 11h30	Farm Visit
11h30 - 13h	Lunch
13h30 - 15h30	Plant Visit
15h30 - 20h	Transfer back to São Paulo

