

XIII International KUPS Symposium

"Globalization as an opportunity for the juice industry? 6 years of the Polish fruit and vegetable industry on the Common Market"
12th – 14th May 2010,
Hotel Best Western Żubrówka, Białowieża, Poland

PROGRAMME

12th May 2010, Wednesday

14:00 Guests' arrival



14.00-15.30 Lunch

15.30 Opening of the XIII KUPS Symposium



15.45-18.45 How do we use the opportunities of globalization?

Presentations and discussion:

- *Exploitation of the opportunity of globalization from the perspective of fruit and semi-finished products producers*
- *Exploitation of the opportunity of globalization from the perspective of juice producers*
- *Market of juices, nectars and drinks made from concentrate and concentrated juices in Poland*
- *Exploitation of the opportunity of globalization of fruit and vegetable industry from the perspective of policy-markets*
- *Exploitation of the opportunity of globalization from the perspective of Polish Association of Juices Producers (KUPS)*

20.00 Dinner (fire place, casual clothes)



13th May 2010, Thursday

9.00-11.45 Forecast and perspectives of development in industry

Presentations and discussion:

- *Perspectives of development in semi-finished fruit and vegetable products*
- *Trends and development of the market of juices, nectars and drinks made from concentrate and concentrated juices in Poland*
- *Forecasts of fruit harvests in Poland for 2010*
- *Current situation in concentrated orange juice market and other concentrated juices*
- *The benefits of participating of the processors in the system of industrial self-control*

COMPANYS' PRESENTATIONS

13.00-15.00 Lunch



15.00-18.00 Trends in technology, promotion, marking and quality of juices

Presentations and discussion:

- *Expected changes in legislation concerning the juice industry*
- *Nutrition and health claims - the current situation*
- *Recent and expected changes in the food additives concerning the juice industry*
- *Ethics in food advertising*

COMPANYS'

PRESENTATIONS

18.30 Symposium's closure

20.00 Gala dinner

14th May 2010, Friday

Till 12.00 Guests' eviction



Organizers provide a simultaneous translation during all the lectures (Polish/English; English/Polish)

Polish Association of Juices Producers (KUPS)

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