

Global beverages landscape is facing disruption across consumer, brands, and route to market. With their focus on rapidly evolving consumer needs, startups are challenging incumbent brands. But, more worryingly, competitive advantages that beverage companies had spent decades and a fortune in building are being rapidly unbundled. In this event, we unpack some of the key macro trends driving those changes and how beverage companies are evolving to stay competitive and deliver sustainable business growth.

Today's consumers are looking for healthy and eco-friendly options, reaching for drinks that are packed with vitamins, minerals, probiotics, immune boosting ingredients, no/low sugar & more! How are beverage companies reacting to the demand of better-for-you beverages and nootropics drinks? There is also increasing pressure for beverage brands to develop low/no sugar products without compromising on taste or performance. What are the next generation ingredients trends and sugar reduction technologies/alternatives available?

Following Thai Government's approval of the commercial cultivation and use of hemp and cannabis for consumer goods, beverage manufacturers are rushing to capitalize on the potential of CBD beverages. Find out how to navigate Thai CBD regulation and market potential.

The pandemic has had a significant impact on the adult beverage industry, as lockdowns have resulted in the closure of bars and restaurants. Consumers are shifting from out-of-home consumption to in-home consumption. What are the trends and innovations that is shaping the adult beverage markets? What are the upcoming challenges and opportunities?

CMT's **Future of Beverages** virtual conference on **24 August 2021** at **1500 SGT (GMT+8) / 0900 CEST (GMT+2)** brings together leading industry experts to share key trends shaping the beverage industry, ingredients and product innovations.

Contact hafizah@cmtp.com.sg if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

More info on webinar

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210860&>

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FUTURE OF BEVERAGES

24 AUG 2021, 15:00 SGT (GMT+8) / 09:00 CEST (GMT+2)



24 AUGUST 2021, TUESDAY

14:00 Pre-Event Networking (*Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform*)

15:00 Welcome Remarks & Moderator's Introduction
Sudip Sinha, Director - RaboResearch Food & Agribusiness
Rabobank

15:05 THE FUTURE OF BEVERAGES

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- Evolving consumer demographics
- The changing route to market
- Sustainability – Be an activist

Sudip Sinha, Director - RaboResearch Food & Agribusiness
Rabobank

15:25 Live Q&A

15:30 FUTURE OF BETTER-FOR-YOU BEVERAGES, INNOVATION IN JAPAN AND SINGAPORE

- Key growth drivers, markets & trends (including changing market landscape with less sugar initiative in ASEAN)
- Innovation in Functional beverage, Challenges in contradictory markets

Rieko Shofu, Group CEO
POKKA Pte Ltd

15:45 Live Q&A

15:50 NOOTROPIC BEVERAGES FOR COGNITIVE HEALTH - THE FUTURE OF FUNCTIONAL BEVERAGES?

- The mission to develop the 'world's smartest beverage' - Arepa
- Customer segments and drivers
- Investing in clinical research
- Protecting IP

Angus Brown, Co-Founder / CEO
Arepa

16:05 Live Q&A

16:10 **PROSPECT OF CBD-INFUSED BEVERAGE IN THAILAND**
• Navigating Thai CBD regulation and market potential
Yongsit Rojsrikul, CEO
Tipco Foods PCL

16:25 Live Q&A

16:30 Networking Break
(20 minutes Virtual Interaction at CMT Connect & Networking Lounge)

16:50 **INNOVATION FOR THE ADULT BEVERAGE MARKET - KEY TRENDS AND CHALLENGES**
Milica Vulcevic Basorovic, Innovation Strategy Director Europe, Adults,
The Coca-Cola Company

17:05 Live Q&A

17:10 **NEXT-GENERATION INGREDIENT INNOVATION**
Jie Ying Lee, Senior Strategic Marketing Manager, Beverage
Kerry Asia Pacific, Middle East, Africa

17:25 Live Q&A

17:30 **INNOVATION IN SUGAR REDUCTION TECHNOLOGY**
Hwee Min Wong, Senior Application Scientist - Beverage
Tate & Lyle

17:45 Live Q&A

17:50 **PLANT BASED MILK TREND & MARKET POTENTIAL**
• Drivers behind alternative dairy & growth forecast
• Will it replace dairy in food services?
• Competition in the market
• Investment update to meet growing demand
Justin Chan, Founder & Director
Snappea

18:05 Live Q&A

18:10 Closing by CMT & End of Event
CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.