



ASIA-PACIFIC JUICE FORUM

ORGANISED AND HOSTED BY THE
AUSTRALIAN FRUIT JUICE ASSOCIATION
(AFJA)

PROUDLY SUPPORTED BY *INTERNATIONAL
FEDERATION OF FRUIT JUICE PRODUCERS*
(IFU)

**LOCATION: FOUR SEASONS HOTEL,
SYDNEY**

DATE: MARCH 5, 2008



PROGRAM FLOW – MARCH 5, 2008

- 8:00am–9:00am Registration – Ballroom Foyer
Welcome Juice, Coffee and Tea
- 9:00am Opening Welcome - President AFJA & IFU
- 9:20am Fruit Processing Development in China
- 9:45am Interaction – Questions & Answers
- 9:55am Dynamics of Fruit Juice Markets in China
or
Retail Market Focus
- 10:20am Interaction – Questions and Answers
- 10:30am Smoothie Juice Break
- 10:45am Brazilian Orange Juice Outlook
- 11:10am Interaction – Questions & Answers
- 11:20am Florida Citrus Outlook
or
The Indian Juice Market Development
- 11:45am Interaction – Questions & Answers
- 11:55pm World Apple Juice Outlook
- 12:15pm Interaction – Questions & Answers
- 12:30pm Lunch Break
- 1:30pm Dynamic Juice Development – Trends with juice containing beverages
- 1:55pm Interaction – Questions & Answers
- 2:05pm Asia-Pacific Nutrition and Health Aspects
- 2:30pm Interaction – Questions & Answers



2:40pm	The specialized Marketing of NFC Juice or Juice Containing Beverages Development Statistics & Recommendations
3:05pm	Interaction – Questions & Answers
3:05pm	Energy Juice Break
3:30pm	Exciting Smoothie Market Growth
3:55pm	Interaction – Questions & Answers
4:05pm	A Smoothie Juice Definition – is this possible?
4:30pm	Interaction – Questions & Answers
4:40pm	An Australia Smoothie Success Story
5:05pm	Interaction – Questions & Answers
5:15pm	Program ends
	Evening Activities
6:30pm	Cocktails
7:30pm	Forum Dinner

MARCH 6, 2008

Technical Tours (Optional)

- Orange Juice Terminal, Newcastle – We need to organize a bus to take people up there, Citrovia could host a lunch
- Alicyclobacillus Discussion at Food Science Australia (Nancy Jensen)
- Retail Juice Packaging Plant Visit



ASIA-PACIFIC JUICE FORUM

The Asia-Pacific Juice Forum has been organized and hosted by Australian Fruit Juice Association (AFJA) and proudly supported by the International Federation of Fruit Juice Producers.

Sydney was chosen to be the location for this Forum, following the IFU Assembly of Delegates meeting in October 2007. We have been able to secure accommodation benefits at the Four Seasons Hotel which is strategically located in the Circular Quay/The Rocks area of Sydney.

The Forum format is attempting to address some of the major aspects impacting the opportunities of our Industry for juice containing beverages in the Asia-Pacific region. We are fortunate to have some very competent speakers addressing, very timely issues and we have set aside Interaction time for questions and answers to evolve.

This forum is quite specialized, it is focused and we think that the opportunity for people to be involved and learn from this forum should be able to assist a wide range of people in their decision making process in looking into the future direction of our exciting juice containing beverages industry.

As a further possibility to understand some other aspects of our dynamic industry, we are making available an optional technical tour day on March 6th to visit the Citrovita Orange Juice Terminal at Newcastle, which is the most recently constructed terminal for bulk handling for Orange Juice. In addition we are looking to have a specialist group continue discussions on Alicyclobacillus which is a spore forming organism that is not a health issue but a quality issue that has cost the global juice community millions of dollars. The IFU has a Method of Analysis for Alicyclobacillus and there are other groups that are working to bring updated information so

that this method of analysis can be revised. Also visit to a Retail Juice Packing Operation which may certain people.



we are planning a be of interest to

We look forward to seeing you as a potential Forum and in assisting your aspirations in our juice beverages industry grow, as a result.

participant in this containing

Rolf Schufft – Australian



Fruit Juice Association

Tony Beattie –

International Federations of Fruit Juice Producers

REGISTRATION FOR ASIA-PACIFIC JUICE FORUM

HELD AT THE FOUR SEASONS HOTEL,

SYDNEY – AUSTRALIA

MARCH 5th, 2008

Name/s _____

Total attending Gala Dinner – 4th March _____ @ AUD \$150.00 per person

Total attending Forum _____ @ AUD \$495.00 per person

Accommodation: Rates as per attached – 1 night's deposit @ AUD\$_____

Total payable AUD\$_____

Credit Card Type: _____

Name on Credit Card: _____

Credit Card Number: _____

Expiry Date: _____

Signature: _____

Technical Tours – 6th March (Optional) and Assembly of Delegates – 4th March Please tick

- Orange Juice Terminal, Newcastle – We need to people up there, Citrovita could host a lunch
- Alicyclobacillus Discussion at Food Science Jensen)
- Retail Juice Packaging Plant Visit
- Assembly of Delegates – Tuesday, 4th March



organize a bus to take
Australia (Nancy

RSVP: Friday, 15 February 2008

Please return by fax to: (61 – 2) 9956 7004
Or via email to Nanette Frohriep: Nanette.frohriep@nswbc.com.au



Asia-Pacific Forum Sydney, Australia 5th March 2008

Accommodation Form

Room Rates

A special rate applies to IFU delegates as per below. These rates are extended should delegates require a booking prior to or after the General Assembly and Asia-Pacific Forum.

	ROOM ONLY	*SINGLE	*DOUBLE
City View King	AUD\$295.00	AUD\$325.00	AUD\$355.00
Opera View King	AUD\$325.00	AUD\$355.00	AUD\$385.00
Opera View Junior Suite King	AUD\$500.00	AUD\$530.00	AUD\$560.00

***Rates include full breakfast in Kables Restaurant**

Please note that a holding deposit equal to one night's accommodation applies.

Full payment of accommodation will be processed on check-in.

Cancellation Policy

Any cancellations of room night bookings within 30 days of arrival date will incur 100% cancellation fee equivalent to 1 night's accommodation.

Arrival Date: _____

Departure Date: _____