

Food and Beverage Innovation 2005

Turning trends to innovative strategies and products

Regal International East Asia Hotel, Shanghai
29th & 30th November 2005

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We Empower Business

Your Eminent Speaker Panel

Herbert Stone
President
Institute of Food Technologists

Brad Hair
Director of Technology
PepsiCo Foods China

Zhang Ligang
Vice President
Chief Engineer
Red Bull Vitamin Drink

Eric Näf
Director Product Development
V&S Absolut Spirits, Sweden

Cai Ya
Research Director
Unilever Research China

David Chin
Senior Director
Business research and Menu
Management
McDonald's Greater China

Cherie Lim
Innovation Director, Asia
McCormick

Zhou Li
General Manager
Yangshengtang
Zhejiang Food

Antony W. Scammell
Director
Numico Research Australia

Eric Melloul
Vice President Marketing, China
Inbev Management China

Gary M. Rosen
Chief Marketing Officer
McDonald's China

Cindy Mao
Associate Director
Consumer Insights
General Mills

Second-day workshop facilitator

Preston Smith
Principal
New Product Dynamics

Organized by



Official Publication



Food and Beverage Innovation 2005

- Day One Tuesday, 29th November 2005

0830 Registration

0850 Opening address from the Chairman

0900 SESSION ONE / FUTURE FOOD

Food and beverage in the 21st century

What the future food will be? People have different ideas to this question. But one thing to make sure, that is, there will be an increase in the demand for fresh, packaged, healthy convenience food because people will not have the time to shop frequently because of their lifestyle. In this session, the speaker will show you the picture of the food in the future.

- Factors influencing future food production
- Analyzing market and consumer trends
- Concerns about GM food

Herbert Stone

President

Institute of Food Technologists

0945 SESSION TWO / NUTRITION

Standing in the forefront of research and innovation in the field of nutrition

Innovation is the main drive for the high growth, high margin strategy, and the key to a company's success. How to face the change in the market, how to keep the leadership position of development, and how to maintain the success are all what senior practitioners' concerns. In this session, the speaker will share with you his experience on innovation.

- The nutrition opportunities and challenges
- Turning the innovative concept to new products
- Researching into new product segments

Antony W. Scammell

Director

Numico Research Australia

1030 Morning refreshments & networking break

1050 SESSION THREE / CONSUMER INSIGHTS

Understanding customer need and behavior in a competitive market

Consumer insights that lead to inspiration and new approaches are at the heart of corporate strategy. How to get to know your consumer needs and how to turn consumer insights into business breakthroughs are concerns of companies in food industry. In this session, the senior practitioner will talk about the practical approaches conducted in the company.

- Capitalizing on consumer trends
- Exploring different consumer demands in the core marketing segments
- Driving a consumer focused NPD approach

David Chin

Senior Director

Business Research & Menu Management

McDonald's Greater China

1135 SESSION FOUR / HEALTH AND WELLNESS

Creating innovative products in a "wellbeing" focused market

As consumers are demanding products that satisfy multiple health and wellness concerns, manufacturers and processors are trying to develop products that maintain both physical and mental health

- Recognizing the central to this trend
- Discovering the opportunities and constraints presently
- Identifying the best practices in new product development

Cai Ya

Research Director

Unilever Research China

1220 Luncheon

1330 SESSION FIVE / NPD PROCESS

Building up an effective and efficient NPD process

New product development begins with an idea and ends with the successful launch of a new product. The steps between these two points can be viewed as a dynamic process. Activities during each step are executed in parallel to enhance speed to market. This is further enhanced by the use of cross-functional teams all working towards the same goals.

- Using stage-gate process to improving effectiveness and efficiency
- Managing the process in accordance with the overall corporate strategy
- speed and quality: how to balance

Brad Hair

Director of Technology

PepsiCo Foods China



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1415 SESSION SIX / CROSS-FUNCTIONAL INTEGRATION

Implementing an internal cross-functional commercialization strategy to increase the speed to market

Innovation is the lifeblood of a company. Successful launch of a new product consists of the efforts from R&D, marketing, research, operation, finance departments, etc.

- Key points of setting up a NPD team
- Impacts of team leader characteristics
- Developing high-performing NPD teamwork
- Managing conflicts within NPD team

Cherie Lim

Innovation Director

McCormick China

1500 SESSION SEVEN / FUNCTIONAL FOODS

The future of functional foods: opportunities and challenges

The combination of consumer desires, advances in food technology, and new evidence-based science linking diet to disease and disease prevention has created an unprecedented opportunity to address public health issues through diet and lifestyle. Widespread interest in selecting foods that might promote health has resulted in the use of the term "functional foods". Developing a new functional food is an expensive process. Food companies have traditionally funded research for new food product formulations but for functional foods, the stakes are higher—for both food companies and consumers.

- Overview of recent research into the benefits of functional foods
- Current status of functional foods and probiotics
- Potential future growth areas

Zhang Ligang

Vice General Manager

Chief Engineer

Redbull

1545 Afternoon refreshments & networking break

1605 SESSION EIGHT / MARKET INSIGHTS

Utilizing the consumer insights to develop a new product

As the various changes in the market, food manufacturers enhance the competitive advantages through strategic planning, successful branding, and constant innovation. Only the product that meets the consumer demand could catch customers' eye. In this session, the speaker will not only talk about how to enhance the efficiency but also share his experience of launching a brand new product.

- Transferring creative concepts to new products
- Advancing the manufacturing process
- Overcoming the internal and external resistance
- Examining the implications of manufacturer-retailer relationships on the food innovation planning process

Zhou Li

General Manager

Yangshengtang Zhejiang Food

1650 SESSION NINE / BRAND EQUITY

Analyzing the role of innovation to a brand: how to enhance the Brand Equity

- Brand extension vs. brand innovation
- Analyzing the role of equity in the corporate portfolio
- Identifying whether you are managing the brand or the trademark to assess opportunities

Eric Näf

Director Product Development

V&S Absolut Spirits, Sweden

1735 SESSION TEN / PANEL DISCUSSION

Innovation for food and beverage industry

In a competitive food market, the challenge is to stand out from the crowd. Food companies are making efforts to understand consumers better in order to link the china market to the laboratory and develop value-added products.

- Major trends in a consumer-driven food system
- Trends and traditions in the China diet
- Using trends to inspire innovation
- Challenges and opportunities facing in the near future

Panelists

Gary M. Rosen, Chief Marketing Officer, McDonald's China

Zhou Li, General Manager, Yangshengtang Zhejiang Food

Eric Melloul, Vice President Marketing, China, Inbev China

Cindy Mao, Associate Consumer Insights Director, General Mills

1820 Closing remarks from Chairman and end of Day One



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Food and Beverage Innovation 2005

Developing Products in Half the Time Workshop

- Day Two Wednesday, 30th November 2005

Facilitated by product development guru,
speaker, consultant and author

Dr. Preston G. Smith

Principal

New Product Dynamics

What You Will Learn?

This workshop will provide you with an in-depth understanding of some basic tools for accelerating product development:

- Which tools fit with which development objectives
- The limitations of each tool
- Why you should not (and cannot) accelerate all of your projects
- How other food and beverage companies in attendance view and apply the tools

Why You Should Attend?

Each company has different motivations for accelerating its product development, and each applies different tools to gain speed. Some of these tools are actually counterproductive, because they do not fit with the company's objectives. In this short workshop, we will explore some tools that are most valuable for food and beverage products, in each case discussing the tool's strengths and weaknesses. The workshop will also provide you with hands-on experience in applying these tools. If you wish to learn about other valuable tools for accelerating development, you can either attend JF Pearson's one-day workshop on this subject or study the facilitator's book, *Developing Products in Half the Time*, which is available in English and Simplified Chinese.

Workshop Outline

- **Introduction to rapid development**
 - Why develop products quickly?
 - Unproductive reasons for fast development
 - What is the price of rapid development?
 - How fast can you go, and what happens if you go too fast?
 - Why rapid development capability is a good measure of the health of your overall product development strength
- **The cost of delay**
 - Why it is essential to know your cost of delay (how much one hour of project delay hurts your bottom line)
 - How do you calculate your cost of delay
 - Why you must keep the calculations simple
 - How is the cost of delay likely to vary between projects?
 - How do you apply cost of delay in making project decisions?
- **The fuzzy front end**
 - What is the fuzzy front end?
 - When does it start and end?
 - Why is it important?
 - Where the time is wasted
 - Tools to accelerate the fuzzy front end
- **Involving customers and dealing with customer requirements**
 - The importance of a unified product vision across all departments
 - Tools for building a unified vision
 - Why "frozen" product specifications (requirements) are an illusion
 - Why early and ongoing contact with customers is essential
 - How companies find clever ways to understand their customers





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Developing Products in Half the Time Workshop

- Day Two Wednesday, 30th November 2005

- **Building development teams that can move rapidly**
 - Earmarks of rapid teams
 - The pitfalls of specialists for rapid development
 - Who is on the team and who isn't?
 - Team organization alternatives: strengths and weaknesses
 - The power of co-location and what to do if you can't co-locate
- **Redesigning development processes for speed**
 - The power of partial information
 - How to discover and use partial information
 - Applying technology, such as rapid prototyping, to accelerate development
 - Rethinking and rearranging development processes
 - Understanding development capacity
- **Control systems and rapid development**
 - How gated systems constrain your speed
 - How to retain investment decision points at gates while allowing development to flow at its full natural pace
 - Redesigning the gates for speed
 - Alternatives to gates
 - Why project management doesn't fit with rapid development
- **Project risk management**
 - Why identifying risks is dangerous
 - A risk model and its benefits
 - Applying a risk model to a project risk
 - Basing your project risks on facts and why this is valuable
 - Creating actionable plans for mitigating project risks

About the Facilitator

Preston Smith

Preston has concentrated on effective product development methods for twenty years. He founded New Product Dynamics in 1986 to bring rapid development expertise to industry as an independent consultant

He has applied novel techniques for identifying and overcoming bottlenecks and surprises in companies' development processes. Clients span the food & beverage, electronics, software, medical, and motor vehicle industries.

Although his early work focused on time to market, he is active now in project risk management, high-performance global development teams, cross-functional product definition, and continuous improvement of a firm's development process.

Preston's consulting and training services include discovering cost-effective opportunities for improvement in a company's development cycle, guiding implementation of industry-leading development methods, and associated training. Managers from many food and beverage companies in Hong Kong, Shanghai, and Singapore have attended his workshop. He has led over a hundred product development seminars in North America, Europe, Australia, Africa, and Asia; has spoken at dozens of professional conferences and corporate meetings; and has taught product development at several universities.

In addition to publishing numerous articles and columns on advanced product development techniques, Preston is coauthor (with Donald Reinertsen) of *Developing Products in Half the Time*, published by John Wiley & Sons. This book, now in its third edition with 100,000 copies in use, plus four translated editions, is a leading practical guide to fast-cycle development in high-tech and more mature industries alike. He is also coauthor (with Guy Merritt) of *Proactive Risk Management* (Productivity Press, 2002). This book won the 2003 PMI David I. Cleland Project Management Literature Award.

Before his concentration on management consulting, Preston spent twenty years as an engineer and manager with IBM, AT&T, GM, Pratt & Whitney Aircraft, and various smaller companies. He holds an engineering Ph.D. from Stanford University. He is a member of the Product Development and Management Association and serves on the Book Review Editor of the *Journal of Product Innovation Management*. Preston is listed in Who's Who in the West and Who's Who in Finance and Industry, and he is a Certified Management Consultant (CMC)

Workshop Time Table

0830 Registration	1400 Course re-commences
0900 Course Begin	1530 Afternoon Tea
1030 Morning Tea	1600 Course Re-commences
1100 Course Re-commences	1730 End of Day
1230 Luncheon	

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Why you should attend

Today's food and beverage industry exists in a state of dramatic change. Whether it is consumer demographics, product globalization, industry consolidation, changing regulations, cost of operations, or brand loyalty, this change is driving the need for innovative solutions that enable companies to become more lean and agile. In addition, innovation can benefit the food and beverage companies in many ways by improving business efficiencies, competitive advantages, manufacturing processes, and customer communications.

Product innovation and time-to-market concerns are probably the most important issues facing multinational food and beverage companies in China due to the complex marketing conditions and dynamic consumer needs. It is of great importance to think about how to be unique, how to develop a "Better for You" product, and how to sustain the position in the saturated market.

Food and Beverage Innovation 2005 is to build up a superb platform for corporate practitioners to network with peers and learn from the best practice. This event emphasizes on practical strategies and case studies, providing you with an array of cutting-edge techniques, tools, and strategies for new product development and the approaches to conquer difficulties of combining innovation with market. The format of one-day conference and one-day workshop will facilitate you with the advanced knowledge and application tools.

Register Now
Please contact Sales at JF Pearson
Tel: +8621 51608888

Who should attend

VP for Innovation, Managing Director, General Manager, R&D Director/Manager, Marketing Director / Manager, Brand Director / Manager, Research Director /Manager, New Product Development Director/Manager , Project Director / Manager, etc.

From the following industries:

- Food processors and manufacturers
- Beverage processors and manufacturers
- Restaurant companies
- Condiment manufacturers

About JF Pearson

JF Pearson is one of the world's leading business information companies with affiliated partners in U.S., China, UK, Singapore, Malaysia and Japan. As a world-class business intelligence provider, **JF Pearson** provides business executives with knowledge and skills through conferences, professional trainings, in-house training and consulting services. Every year **JF Pearson** organizes more than 70 events and works with 10000+ senior executives from leading companies to improve their strategic decision-making process.

Our success is based on the fact that we constantly research and listen to all industry sectors. Our events and research papers are addressing the issues and concerns raised in the discussion that we have with you. In this way we ensure that the business information we provide is timely, cutting-edge and features the best speakers. Therefore, when an executive from JF Pearson calls you or knocks at your door, please tell him or her about your requirements so that we can give you with our best service.