

**First**

# European Congress on Coffee Capsules

ALSO OPEN  
TO  
NON-MEMBERS

**30 MAY 2017**

**ELLINGTON HOTEL BERLIN**

**11  
high-class  
speakers**

- Market data
- Technical innovations
- Environmental impact

# EUROPEAN CONGRESS ON COFFEE CAPSULES

30 May 2017 - Ellington Hotel Berlin

## **Meet inspiring Speakers, Experts and Business Partners from the whole European Coffee Capsule Business in the highly stimulating surroundings of Berlin**

Don't miss this unique opportunity: The German Coffee Association is hosting an exciting European Congress, which for the first time, covers all relevant topics of the Coffee Capsule Business.

The highly stimulating presentations will cover crucial topics, such as market data, processing solutions, product innovations as well as the newest trends in analytics and environmental performance.

We expect more than 150 participants from the entire European Coffee Capsule Sector. Take the opportunity to meet decision makers from the vast European Coffee Capsule Business. Explore current trends, establish new business contacts, and refresh existing ones.

### **Your advantages in a nutshell:**

- 1. Get to know latest developments, innovations and trends in the capsule market**
- 2. Meet top-level experts from industry, business and research**
- 3. Present your company, your products, your services and business ideas**

As an extra-service, the Congress offers the added attraction of exhibition booths of highly innovative companies from the Coffee Capsule Sector. Find out what's going on in the sector directly at the companies' booths. If you are interested in renting one of the few booths still available, please fill out the enclosed application form.

We look forward to welcoming you in the throbbing city of Berlin!



**DEUTSCHER  
KAFFEEVERBAND**



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## PROGRAMME

**08:15 Registration and welcome coffee**

**09:00 Opening of the Congress**

**Holger Preibisch, German Coffee Association**

► **Global coffee pods consumption:  
Opportunities beyond convenience**

**Svenja Kruchten, Euromonitor International**

- Coffee pod experience: What next for developed markets?
- Trends in pods, packaging, machines:  
How to respond to the sustainability challenge?
- What opportunities lie ahead? Emerging markets and beyond

► **The German Capsule Market: Area for expansion or mine field?**

**Prof. Dr. Oliver Kaul, smartcon**

- Non-users' real concerns
- Marketing tactics for an aging innovation
- Prices & promotions: taking capsules to a profitable future

### Coffee Break

► **Roasting for capsule applications - creating the bean's  
flavor signature and physical characteristics**

**Dr. Stefan Schenker, Bühler Switzerland**

- How can you make use of non-conventional roasting profiles in capsule manufacturing?
- How will auto-corrective roasting process control, lead to superior quality consistency in the consumer's home?

► **Influence of grinding on quality**

**Ralf Torenz, Neuhaus Neotec**

- Roll speed as a recipe parameter - A new dimension?
- Particle distribution and consistency





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## PROGRAMME

### ► Degassing of ground coffee - The influence on the production of capsule-coffee

**Marco Petry, PROBAT-Werke**

- How can degassing times be determined?
- Is it possible to accelerate degassing times?
- Does the degassing time affect the sensory result?

## Lunch

### ► The development of the marginal coffee capsule from a niche product, to individual lifestyle merchandise

**Ralf Hübner, Optima Consumer**

- Changing challenges for the production of a functional packaging
- Product variety vs. high performance production solutions
- Time to market

### ► Flexible automated capsule production line - case story

**Peter Mueller, Robert Bosch**

- High overall line efficiency
- Flexibility from type of coffee up to carton type and collation covering more than 30 formulas
- Maximum product safety – residual oxygen, filling accuracy, seal tightness
- Thermoforming retrofit able

### ► Are your capsule packs tight? Find the checkpoint

**Willi Scheer, Inficon**

- Does controlling of the packaging guarantee high quality requirements?
- Are there other test methods besides the water bath?
- Industry 4.0 - digital transformation also in the leak test?

### ► Packaging innovations for coffee pods

**Michael Prenzel, Master Caps**

- Nespresso and the IBM effect
- What does barrier mean for you?
- Your marketing concept in the future?





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## PROGRAMME

### Coffee Break

#### ► Analysis of MOSH and MOAH in coffee capsules

Oliver Süße-Herrmann, CR3-Kaffeeveredelung

- Mineral oil residue - no issue in the capsule market?
- Is HPLC/GC-FID the best approach for the analysis?
- Does storage affect the MOSH or POSH residue?

#### ► The environmental performance of drinking coffee from capsules

Dr. Rainer Zah, Quantis

- What are the environmental hotspots of coffee capsules?
- What is the impact of the aluminium waste?
- How are coffee capsules performing compared to other coffee systems?

**17:30**    **End of the Congress**



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## SPEAKERS



**Holger Preibisch**  
Secretary General  
German Coffee  
Association



**Svenja Kruchten**  
Research Analyst  
Western Europe  
Euromonitor International



**Prof. Dr. Oliver Kaul**  
Chairman Academic Board  
smartcon



**Dr. Stefan Schenker**  
Ph.D. /MBA  
Head of Business Unit  
Coffee Processing  
Bühler AG, Switzerland



**Ralf Torenz**  
Senior Sales Director  
Neuhaus Neotec  
Maschinen-  
und Anlagenbau



**Marco Petry**  
Area Sales Manager  
PROBAT-Werke von  
Gimborn Maschinenfabrik



**Ralf Hübner**  
Sales Director  
Optima Consumer



**Peter Mueller**  
Sales Project Management  
Robert Bosch



**Willi Scheer**  
Vice President Leak Detection  
Inficon



**Michael Prenzel**  
Managing Director  
Master Caps



**Oliver Süße-Herrmann**  
Head of Quality Division  
CR3-Kaffeeveredelung



**Dr. Rainer Zah**  
Managing Director  
Germany/  
Switzerland  
Quantis

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## CONGRESS FEE

The congress fee includes attendance at the congress, coffee breaks and lunch.  
All prices are net prices, plus VAT (19%).

### ▪ Members of the German Coffee Association

Free of charge for two employees

Each additional person **EUR 125** plus VAT (19%)

### ▪ Non-members

First participant **EUR 690** plus VAT (19%)

Each further person **50% price off: EUR 345** plus VAT (19%)

## EXHIBITION FEE

The table top exhibition will be held close to the congress room, in the area where coffee breaks and lunch will take place.

All prices are understood as net prices, plus VAT (19%).

### PRICES AND SERVICES

One booth includes:

One table (180 x 44 cm), two chairs and one standard power connection (220 Volt).

The placing of rollups is permitted.

Prices per exhibition space (only one booking possible per exhibitor):

▪ **Members of the German Coffee Association** **EUR 450** plus VAT (19%)\*

▪ **Non-members** **EUR 900** plus VAT (19%)\*

\* The exhibition fee does not include the participation fee for the representatives of the exhibitors.



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## VENUE

Deligates are responsible for the booking of their own accommodation.

The official seminar venue, the Ellington Hotel Berlin ([www.ellington-hotel.com](http://www.ellington-hotel.com)), offers special rates until 12th May 2017:

### Standard Category (16-20 m<sup>2</sup>)

**EUR 108** net for a single room including breakfast

**EUR 138** net for a double room including breakfast

### Superior Category (20-25 m<sup>2</sup>)

**EUR 118** net for a single room including breakfast

**EUR 148** net for a double room including breakfast

Such rates will be offered for the seminar period from 29th to 31st May 2017. The rooms can be reserved under the keyword „Deutscher Kaffeeverband“.

### Please make your reservation directly to the Ellington Hotel:

[reservierung@ellington-hotel.com](mailto:reservierung@ellington-hotel.com)

Phone +49 30 68 315 2301

Fax +49 30 68 315 5555

ELLINGTON HOTEL BERLIN

Nürnberger Straße 50-55

10789 Berlin





# REGISTRATION FORM - CONGRESS ON COFFEE CAPSULES

Fax: +49 (0) 40 3742361-11 E-Mail: [info@kaffeeverband.de](mailto:info@kaffeeverband.de)

## DELEGATE DETAILS If more than one delegate please photocopy form

Mrs Mr Academic Degree \_\_\_\_\_

Surname \_\_\_\_\_ First name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code City Country \_\_\_\_\_

Tel./Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## REGISTRATION CONGRESS

Registration fee:

Members: **Free of charge for two employees.** Each additional person **EUR 125** plus VAT (19%)

Non-members: For the first participant **EUR 690** plus VAT (19%). Each further person **50% price deduction.**

**I would like to register as:**

**Congress participant / representative exhibitor**

## REGISTRATION EXHIBITION

Prices per exhibition space:

Members of the German Coffee Association **EUR 450** plus applicable VAT (19%).

Non-members **EUR 900** plus applicable VAT (19%).

The exhibition fee does not include the participation fee for the representatives of the exhibitors.

**I would like to book:**

**Exhibition booth**

### Regulations

#### Conditions of participation

After the admission of the registrants by the organizer, the participants will receive an invoice for the participation fee; the invoiced amount is due immediately upon receipt of the invoice.

#### Acceptance

There is no legal claim to acceptance. If the number of registration forms complying with the requirement profile and received by the organizer prior to the expiration of the registration period exceeds the number of available seats in the congress or the number of exhibition spaces, the organizer shall have the right to make a discretionary decision regarding the admission of registrants. Your company may be disqualified from admission if you failed to fulfill your financial obligations to the organizer at any time.

#### Cancellations

Cancellations must be made in writing by 30th April 2017. If you cancel your participation after this date or fail to attend you will be liable to pay the full fee.

#### Data protection

The organizer shall be granted the right to photograph and film at the congress and to use such material for his own or for general publications without any reimbursement.

#### Liability

The organizer does not assume any obligation for accidents or for injuries or damages concerning objects which are in the property of the participants or exhibitors.

#### Special conditions exhibition booths

The fee for the exhibition booths covers the rental of the stand area (2meters x 2meters) including one table and two chairs. The exhibition fee does not include the participation fee for the representatives of the exhibitors. They need to register as participants of the Congress. The exhibition fee does not include the provision of stand partition walls or other special construction elements. The organizer does not assume any obligation to exercise proper care of exhibits, booth fittings and objects which are the property of the stand personnel.

#### Compliance Programme

By signing the application form you accept the Compliance Programme of the German Coffee Association. The Compliance Programme can be downloaded [here](#).

By signing the application form you recognize the organizer's conditions of participation and the Compliance Programme.

Place/Date and signature of the participant