

Reinassance Polat Istanbul Hotel, Yesilyurt, Istanbul
22 September 2022, Thursday

08:00 - 09:30	Registration
09:30 - 10:00	Welcome Addresses
	<p>İpek İşbitiren, Secretary General, MEYED Ozan Diren, President of the Executive Board, MEYED Prof. Dr. Aziz Ekşi, Founding President, MEYED</p>
> General Overview	
10:00 - 10:20	<p>Ayşegül Selşik, PhD., Asisstant FAO Representative in Türkiye <i>- From the Pandemic to Green Deal: Agriculture and the Future of Food</i></p>
10:20 - 11:00	<p>Akan Abdula, Founder, FutureBright Group <i>- Deep Consumer Waves for the next 5 years</i></p>
11:00 - 11:30	Juice Break
> Market & Trends	
11:30 - 11:50	<p>Esra Doyduk Yalçın, Beverage Industry Leader, Nielsen IQ <i>- Change and Transformation Journey in FMCG and Consumer Trends</i></p>
11:50 - 12:10	<p>Dr. Carrie Ruxton, Science Director, Fruit Juice Science Center <i>- Fruit Juice Communications: Opportunities & Challenges</i></p>
Group Photo Shooting	
12:30 - 14:00	LUNCH
> Challenges & Solutions - 1	
14:00 - 14:20	<p>Khalid Sedraoui, Business Development Manager, Döhler TIP <i>- Turkish Industry - Changes and Threats, News and Trends</i></p>
14:20 - 14:40	<p>Onur Ünlü, CEO, Escon Energy <i>- First Fuel of Green Transition: Energy Efficiency</i></p>
14:40 - 15:00	<p>Melis Yasa Aytaman, Board Member, Asisstant General Manager-Marketing, Technical Sales and R&D, Aromsa <i>- Functional Transformation in Juice Drinks</i></p>
15:00 - 15:30	Juice Break
> Challenges & Solutions - 2	
15:30 - 15:50	<p>Müge Göksel, Marketing Manager, Tetra Pak <i>- Changing Consumer Trends and Impact on Industry Opportunities</i></p>
15:50 - 16:10	<p>Erdal Gavas, Sales Manager, Liquid Technologies & Powder Technologies, GEA Türkiye <i>- Better Juice Sugar Converter Skid</i></p>
16:10 - 16:30	<p>Serdar Erçal, CEO, Borusan Logistics <i>- The Impact of COVID-19 Pandemic on Global Trade & Logistics</i></p>
> Stakeholders' Perspective	
16:30 - 16:45	<p>John Collins, Executive Director, IFU <i>- Sharing Knowledge Globally</i></p>
16:45 - 17:15	<p>Wouter Lox, Secretary-General & Justine Pradels, Sustainability & Technical Affairs Manager, AIJN <i>- The EU Legislative Perspective</i></p>
17:15 - 17:20	Closing Remarks & End of the Summit
17:30 - 19:30	Networking Cocktail - Kış Bahçesi Lobby Floor