



Duxes **Agri&Food** Series

5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town



HIGHLIGHTS

- More than **200 delegates** from China and foreign countries discuss the latest developments and challenges in the dairy industry
- Pre-event focus on the packaging innovations and trends in dairy industry, especially the innovation of **internet thinking** and the application of **the smart label**
- Sharing the understanding of the new policies and regulations on **registration of infant formula milk powder** and how to cope the new policy from dairy company's side
- Pay attention to liquid milk issues, especially the consumption trends of **UHT milk**, **pasteurized milk** and **goat milk** in China
- Focus on the development trends of different milk powder in China: **infant formula**, **adult** and **organic milk powder**
- Deeply discussion with industry leaders in different marketing channels of China's dairy industry, especially the **E-commerce channel**
- Learn more about different dairy products in China and the rising trends in young consumers: **yogurt**
- Also covering the topics of farm management, including the **precision feeding** and **farm sightseeing**, and how to **control the safety of raw milk** on animal health

Endorser



Presentation Sponsor



Media Partners





5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town

Background

China has emerged as a major player in Asia-Pacific dairy production and consumption. The rebound of consumption indicates that the Chinese market is still growing potentially. With the deepening of international cooperation, Chinese dairy supply chain will continue improving. Chinese dairy industry is projected to be a key economic driver, which can pull the innovation and development of world's dairy industry .

Many countries especially China, have been rewriting their food safety laws and tightening their geographical indications systems or contemplating nutritional or labeling regulation in 2016. As “Administrative Measure for Registration of Infant and Young Children Milk Powder Formula Recipes” was promulgated, many infant formula milk powder producers face more difficulties and challenges. And with the improvement of people's living standard, consumers not only just focus on UHT milk and pasteurized milk, but also pay more attention to some other dairy products, like skimmed and semi-skimmed yogurt, adult milk powder and probiotics drinks.

Based on that, the 5th Duxes Dairy China Summit 2017 will be launched in Beijing, China from April 24th-26th, 2017. The summit will gather distinguished experts as well as industry leaders for a thorough analysis of the latest regulatory dynamics and industry integration, local dairy market knowledge, safety controls from raw materials to the end, dairy R&D innovation, the liquid milk, infant formula milk powder, goat milk, different marketing channels as well as farm management and innovations in China. It will provide an effective platform for attendees to share their valued experiences and opinions of the many challenges and opportunities within China's dairy industry.

Speakers to Invite

- China Food and Drug Administration(CFDA)
- China Dairy Industry Association(CDIA)
- Dairy Association of China(DAC)
- World Packaging Organisation(WPO)
- Arla Foods
- Danone
- Fonterra
- Mead Johnson Nutrition
- Nestle
- Mengniu
- Yili Group
- Bright Dairy
- Feihe Dairy
- Leading Ingredients and Additives Suppliers
- Leading Packaging, Equipment and Testing Providers
- Large Retailers
- ...

Who Should Attend

By Industry:

- Dairy Producers
- Dairy Product Exporters/Importers
- Ingredients and Additives Suppliers
- Chemical Companies
- Packaging and Equipment Providers
- Testing and Consulting Services
- Farms and Feed Producers
- Retailers/Dealers
- Logistics Firms

By Job Title:

- Top Management
- R&D /Laboratory/Technical Director
- Production and Quality Director/Manager
- Regulatory Affair Director/Manager
- Milk Source Director/Manager
- Sourcing and Purchasing Director/Manager
- Supply Chain Director/Manager
- Logistic and Packaging Director/Manager
- Product /Brand Manager
- Marketing and Sales Director/Manager
- BD and Commercial Director/Manager
- Import and Export Manager



5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town



Pre-event: Smart Packaging Trends of China Dairy Industry Monday, April 24

13:00 Sign in

13:45 Opening Remarks by Chairman

14:00 Key Packaging Trends in Consumer Goods Industry

- The new trend of querying the products' message
- The solutions of recycling the PET plastic completely
- Using the recycled materials
- Q&A

Thomas Schneider

President

World Packaging Organisation

14:45 Packaging Trends- the Internet Thinking

- The packaging innovation thinking based on the big data
- What kind of packaging make more attraction to younger consumers
- How to close the distance between consumers and brand
- Q&A

WANG Caiyun

*Senior Technology Development Manager
of Innovation Center*

Yili Group

15:30 Tea Break and Networking

16:00 The Intelligent Manufacturing in Packaging Industry

- Trends of packaging line-automated and semi-automated
- The convenience of using intelligent manufacturing
- Internet applications in intelligent manufacturing
- Q&A

Open for sponsor

16:45 Smart Label-A New Packaging Innovation for Quality Control

- What is a smart label and how it works
- How does smart label suit for different products
- How could it communicate with consumers
- Q&A

SHEN Yuan

CEO

Beijing Lantsai Technology

17:30 Close of Pre-Event





5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town



Day One Tuesday, April 25

08:00 Sign in

08:45 Opening Remarks by Chairman

Milk Powder Special

09:00 Sharing of “Administrative Measure for Registration of Infant and Young Children Milk Powder Formula Recipes”

- Why enhance the threshold of infant formula milk powder industry
- The buffer transition to 2018
- The key points of approving the application
- Q&A

China Food and Drug Administration (CFDA)

09:45 Market Trends of the Organic Milk Powder

- Status of organic milk powder in China
- New opportunities for organic milk powder after the new policy promulgated
- Pure natural, pollution-free, high-quality and traceability
- Q&A

*Andrew Scorey
Vice President of International Nutrition Business
Abbott*

10:30 Tea Break and Networking

11:00 R&D Trends Analysis on Infant Formula Milk Powder

- How to face the challenge of the new policy
- Consumer preferences on infant formula milk powder in China
- What kind of formula is more suitable for Chinese babies
- Q&A

*JIANG Shilong
R&D Director
Feihe Dairy*

11:45 How to Satisfy the Special Needs of Consumers on Different Kinds of Milk Powder

- Market potential of adults' milk powder
- Adults' healthier pursuit
- Special innovation for middle-aged and old people
- Q&A

*Jillian Laing
Director of Fonterra Brand
Fonterra*

12:30 Luncheon and Networking





5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town

Panel Discussion:

14:00 How to Control the Quality of Infant Formula Milk Powder

- From testing company side
- From the source side
- From the production side
- From the transportation side
- Q&A

*Moderator Open for Panel Sponsor
Experts from Nestlé, Abbott, Mengniu, SGS
and Other Companies*

Different Marketing Channels

14:45 Package Innovations of Designing on Dairy Products

- Development trends of package design
- What kind of packaging are more attractive to consumers
- How to design package through the new materials
- Q&A

Open for Sponsor

15:30 Tea Break and Networking

16:00 More Convenience - E-Commerce of Infant Formula Milk Powder in China

- The status of E-Commerce on infant formula milk powder
- How to ensure the safety and reliability
- How to cope the fierce competition in the industry
- Q&A

*LIU Peng
General Manager
Tmall Global, Alibaba*

Panel Discussion:

16:45 Difficulties and Challenges of Different Marketing Channels in China's Dairy Industry

- For liquid milk products
- For infant formula milk powder products
- For other dairy products
- Q&A

*Experts from Mead Johnson Nutrition,
Tmall Global, Alibaba, Suning, Walmart
and Other Companies*

17:30 Close of Day One

17:45 Cocktail Party





5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town



Day Two Wednesday, April 26

08:45 Opening Remarks by Chairman

Liquid Milk Special

09:00 Concentrate on Low-Temperature Dairy Products

- The development of low-temperature dairy products in China
- The advanced cold chain transportation
- How to improve the quality and safety control from farm to table
- Q&A

WANG Peiliang
Chairman
Deyi Dairy

09:45 The Application of New Dairy Ingredients in China

- How to satisfy the healthy need of consumers
- The widely using of the ingredients
- The development trends of dairy ingredients in China
- Q&A

Open for Sponsor

10:30 Tea Break and Networking

Panel Discussion:

11:00 UHT Milk VS Pasteurized Milk - Consumption Trends of Dairy Products in China

- Status of UHT milk and pasteurized milk in China
- What kind of milk will consumers more likely to choose
- How to improve your competitiveness
- Q&A

Experts from Danone, FrieslandCampina, Arla Foods, Meiji, Sanyuan and Other Companies

11:45 A New Growing Point of China's Dairy Industry - Goat Milk

- Nutritional value of goat milk
- Development trends of goat milk in China
- How to improve the quality of domestic goat milk products
- Q&A

LI Yimin
CEO
Hyproca Nutrition

12:30 Luncheon and Networking



5th Duxes Dairy China Summit 2017

April 24-26, 2017 · Crowne Plaza Beijing Chaoyang U-Town

14:00 More attractive to Younger Consumers- Yogurt Products

- Diversification of flavored yogurt
- Healthier trends - skimmed and semi-skimmed yogurt
- Market trends of yogurt products
- Q&A

LIANG Yongping

*General Manager of the Normal
Temperature Division
Bright Dairy*

Farm Management and the Safety Control of Raw Milk

14:45 Special Trends in Farming - Precision Feeding

- What is precision feeding?
- Why need to use precision feeding in farm management
- How to improve the lactoprotein through precision feeding
- Q&A

Open for Sponsor

15:30 Tea Break and Networking

16:00 The Innovation of Farm Development - Tour and Sightseeing

- Why establish a sightseeing farm
- How to combine the producing with sightseeing
- How to do business marketing through the farm sightseeing
- Q&A

SHI Shangbin

*Chairman
Flying Cow Ranch*

16:45 To Protect the Safety of Raw Milk on Animal Health

- How to strengthen postpartum recovery in cattle and health care
- Rational use of veterinary drugs to ensure animal health
- How to control the safety standards of raw milk
- Q&A

HAN Chunlin

*Group Vice President
Modern Farms*

17:30 Close of the Summit



报名表 REGISTRATION FORM

5th Duxes Dairy China Summit 2017 第五届中国乳业峰会

主办方: 都赛(上海)企业咨询有限公司(上海市中山北一路1230号柏树大厦A区6楼)
Organizer: Duxes (Shanghai) Business Consulting Inc. (6th FL, Block A, 1230 Zhongshan N. 1st Rd, Shanghai China 200437)

April 24-26, 2017 • Beijing 2017年4月24-26日 • 北京

请填写后传真至: 021-5580 0309 或扫描回传至 relar.yun@duxes.cn Please complete and fax form to :021-5580 0309 or scan and send to relar.yun@duxes.cn

参会信息 Conference Information (费用 All fees will be charged in RMB)

类型 Pricing Type	截止日期 Deadline	价格 Price Per Delegate	数量 Quantity	总价 Total Amount
提前注册价 Early Bird	2017年1月20日之前 January 20, 2017	人民币14,998 RMB14,998		
标准价 Standard	2017年4月24日之前 April 24, 2017	人民币15,998 RMB15,998		

费用包括所选择参加的会议, 全程同声传译, 会议文本资料, 会后录音文件和五星级餐饮服务。最终解释权归Duxes所有。

The registration fee includes three days event participation, simultaneous interpretation, paper/audio materials, and lunch buffet/tea-breaks provided by five-star hotel. Duxes reserves the rights to make any final interpretations of the above.

* 三人或三人以上报名即享10%折扣

* **10% OFF for THREE or More Delegates**

参会人员信息 如需了解更多信息, 请联系: Relar Yun (relar.yun@duxes.cn) 或拨打+86 021 5580 0330 转 8152

Participants If you would like more participant information, please contact: Relar Yun (relar.yun@duxes.cn) or call: +86 021 5580 0330 ext. 8152

以下信息是经过所有参会者填写确认的真实有效信息, 如非参会者本人填写, 都赛视代填写人已经参会者本人合法授权, 否则代为填写信息者将承担一切法律后果。
The information below is true and written by the participants themselves. If it is not written by the participants, Duxes will assume that the writers have been authorized by the participants or the writers will bear all legal consequences incurred.

公司 Company _____
地址 Address _____ 邮编 Zip Code _____
姓名 Name _____ 职位 Title _____
电邮 Email _____ 电话 Tel _____
姓名 Name _____ 职位 Title _____
电邮 Email _____ 电话 Tel _____
姓名 Name _____ 职位 Title _____
电邮 Email _____ 电话 Tel _____

特殊订餐要求 Special Meal Requirement 穆斯林餐 Halal Food 素食 Vegetarian Diet 其他 Other _____

签名/盖章 Signature / Corporate Stamp _____ 日期 Date _____

取消 Cancellation

如果您不能参会, 接替您出席的代表将不需要支付任何额外的费用; 如果在会议召开前三十个工作日之前取消席位, 您必须以书面形式通知我们, 我们将扣除50%的注册费用, 并附加收取注册费用的10%作为手续费。或者, 您可以选择全价保留您的参会席位, 在都赛公司以后举行的会议中使用; 如果您在会议开始前的三十个工作日内取消席位将不予接受, 您必须支付所有参会费用并且我们将不予退还您所付款项。

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee, plus a 10% administrative charge will be billed for cancellations received in writing at least thirty working days prior to the conference. Alternatively, you may choose to receive a credit voucher for the full value of the registration price, which may be deemed for future Duxes events. Duxes regrets that no cancellations will be accepted within thirty working days prior to conference start date, payments will not be refunded, and invoiced sums will be payable in full.

免责声明 Disclaimer

Duxes保留在不事先通知的情况下变动议程(包括但不限于主题、演讲嘉宾以及举办地)的权利。所有内容(包括但不限于主题、演讲嘉宾以及举办地)可能包含有待更新以及有待最终确认和执行的建议性设想。

Duxes reserves the right to alter the program, including (but not limited to) topics, speakers, and venue, without prior notice. All contents, including (but not limited to): the topics, speakers, and venue, may contain proposals that may be subject to updates and await final confirmation and execution.

隐私披露声明 Privacy Disclosure Statement

您已注册参加Duxes的此次会议。Duxes将保留您所提供的信息并据此在未来向您告知相关的会议信息。我们可能将您的信息提供给希望与您取得联系的此次会议的赞助商或者其他信誉良好的机构。如果您希望我们对您的信息完全保密, 请在 中打勾。签署本报名表则视为您同意在与本次会议及后续会议有关的宣传材料及网站上使用贵公司的商标、名称及您的姓名是合法的。

You have registered to attend a Duxes event. The information you have provided will be safeguarded by Duxes, who will use it to keep you informed of relevant events in the future. We may wish to make your details available to sponsors of this particular event, or to other reputable organizations who may wish to contact you. Please tick this box if you would prefer your details to remain confidential. Signing this Registration Form means that you agree that the use of the name, logo, and trademark of your company, as well as your name, on our relevant promotional materials and website of this summit and its subsequent summits is legal and acceptable.

只购买资料 Documentation Only

如果您不能参加会议但想要购买会议资料, 请在下面的方框中打勾:
If you are unable to attend the event but wish to receive copies of the conference documentation, please complete this form and tick the box below:

是, 我要购买会议资料, 每份5000元人民币, 含邮资和手续费

Yes, I would like to purchase documentation for RMB 5,000 per set, postage and handling included.

支付方式 Payment

我要用信用卡支付

Please charge my Credit Card

单价 Unit Price	数量 Quantity	总价 Total Amount
RMB		

VISA MasterCard JCB American Express UnionPay

Card Number

□□□□□ □□□□□ □□□□□ □□□□□

Expiry Date: □□/□□

Card Holder's Name _____

Card Holder's Signature _____

我要用银行转账

T/T transfer / Wire transfer / Local transfer

请在收到付款通知后5个工作日内支付。

Please pay within 5 working days upon receipt of invoice.

一定不要错过赞助或展示的机会 Sponsorship and Exhibitor Opportunities are Limited

有关赞助商的事宜请联系

Relar Yun 电话: +86 021 5580 0330 转 8152 ; 或邮件: relar.yun@duxes.cn

For more information about sponsorship, please contact:

Relar Yun at +86 021 5580 0330 ext 8152 or email at: relar.yun@duxes.cn

This document contains confidential business information, please do not disclose without written permission. All copyrights reserved.

This scanned copy of the contract and the faxed copy are consistent with the original contract and have the same legal effect as the original contract.