



PROGRAMME CONFERENCE & FAIR

19-21 OCTOBER 2022, LISBON, PORTUGAL



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PROGRAMME

■ 19 OCTOBER 2022 CITY TOUR

During the City Tour we will be visiting some of Lisbon's prime attractions, such as: Avenida da Liberdade, Baixa Pombalina or Belém as well as Mosteiro do Jeronimos.

15:45 Pick up from the Sheraton Lisboa Hotel

16:00 City Tour

20:00 Dinner at the local restaurant

22:00 Return to the Sheraton Lisboa Hotel

■ 20 OCTOBER 2022 CONFERENCE

09:00 Registration & Refreshments

09:30 Welcome

Chair's Address and Vision for the future

Latest European market and industry developments and outlook *Richard Hall, Zenith Global*

Sustainable Future *Bill Bruce, Bill Bruce Communications*

10:50 Hydration and refreshment break

11:20 The 21st Century Watercooler Industry – Reality and Trends

Gonçalo Tremoceiro, General Manager for Culligan Portugal and Iberian Director at Acquajet;

Miguel Ribeiro Ferreira, Culligan Iberia M&A Advisor

Lead from the Future Keynote speaker: Terence Mauri

12:50 Lunch

■ 20 OCTOBER 2022 WORKSHOP SESSIONS

SESSION 1: BUSINESS STRATEGY

14:00 - 14:30 Air Purifiers: an addition to your water dispenser business: *Peter Hogervorst, Dolphin*

14:40 - 15:10 The home water dispenser market – lessons learnt from around the world: *Nick Swan, Love Water*

15:10 - 15:30 Hydration and refreshment break

15:30 - 16:00 IOT (Internet of Things) technology in the Watercooler industry: Opportunities, Trends and Innovations *Debora Screpanti, Blupura Marketing Manager*

16:00 FINISH

SESSION 2: TECHNICAL & SUSTAINABILITY

14:00 - 14:30 How to use your system and data to prepare for the future: *Francisco dos Santos, Activewhere*

14:40 - 15:10 Hygienic management of water dispensers: lessons learnt during the Covid-19 pandemic:

Alex Mezquida, Eden Springs and Antonio Borrell, Laboratorio Dr. Oliver Rodés

15:10 - 15:30 Hydration and refreshment break

15:30 Sustainable Hydration: How to introduce bottle filling stations and other solutions to your portfolio: *Mark Cross, MIW Water Cooler Experts*

16:00 FINISH

■ 20 OCTOBER 2022 GALA DINNER & AQUA AWARDS

19:30 Transfer from the Sheraton Lisboa Hotel to SUD Lisboa by coach

20:00 Gala Evening with Aqua Awards including pre-dinner drinks reception, 3 course meal and wine with entertainment

23:45 Return to the Sheraton Lisboa Hotel by coach

■ 21 OCTOBER 2022 INTERNATIONAL TRADE FAIR

10:00 Open. A buffet lunch will be served for exhibitors and visitors

16:00 FINISH



SPEAKERS



Terence Mauri
Keynote Speaker

Terence Mauri is the founder of Hack Future Lab, a global management think tank that helps leaders to turn headwinds and uncertainty into bold action. Terence is a visiting Professor at IE Business School in Madrid and Massachusetts Institute of Technology and has been described as 'an outspoken and influential thinker on the future of work and leadership' by Thinkers50. His new book '*The 3D Leader: take your leadership to the next dimension*' has been described as a 'powerful call to action for leaders to navigate economic headwinds'.

Presentation: LEAD FROM THE FUTURE

How do leaders harness disruption as a tailwind for learning, growth and reimagination? Industry disruption, new technologies, and agile business models are opening up high-potential opportunities for new market creation and growth and yet 3/4 leaders struggle to outpace the forces of disruption. New contexts demand new mindsets and brave new questions. What are the new leadership mindsets to lead from the future in spite of our current success? Terence Mauri will guide delegates on the journey to reimagine and sustain a growth-led, adaptive and resilient future.



Richard Hall
Chairman, Zenith Global

Richard Hall is an acknowledged expert on the international food and drinks sector, chairing and speaking at numerous industry conferences. In 1991 he formed Zenith as a specialist business consultancy for the food and drink industries. The company now has more than 1000 clients in over 50 countries. He also chairs FoodBev Media, which he founded in 2000. Its team publishes three business journals, including "Refreshment", and manages the foodbev.com website.

Presentation: LATEST EUROPEAN MARKET AND INDUSTRY DEVELOPMENTS AND OUTLOOK
Statistics and insights for bottled and mains-fed water dispensers as well as integrated tap systems in East and West Europe to give a full overview for future business planning. Delegates will receive a copy of a special WE member summary report at the conference.



Bill Bruce
Senior Consultant Bill Bruce
Communications

Bill Bruce has a long history of working in the watercooler sector, having been the editor of Europe's first dedicated sector magazine: H2O Europe (over 20 years ago), and more recent sector publications such as The Point, Cooler Innovation, Cooler Plus and Refreshment. Bill left FoodBev in 2016 and now runs his own PR, communications and marketing consultancy, specialising in clients in the food and beverage, and food packaging industries. With 40 years' experience, Bill Bruce is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 25 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.

Presentation: SUSTAINABLE FUTURE

Bill Bruce considers a 'Sustainable future' for the European water cooler industry, looking at: the need for a circular economy; the language we use when talking about 'green'; carbon footprints and carbon neutrality; the realities of the environmental sustainability landscape; the effects of European legislation consumer opinion; and what the future holds...



SPEAKERS



Gonçalo Tremoceiro
General Manager for Culligan
Portugal and Iberian Director at
Acquajet

Executive Board Member | General Manager for Culligan Portugal and Iberian Director at Acquajet. Fonte Viva General Manager from 2010 to 2021. B2B Commercial Manager at Nespresso Portugal from 2008 to 2010. Sales & Marketing Manager at Grupo Sumol (Pepsi bottler) from 2002 to 2008. Brand Manager at L'Oréal Portugal from 1999 to 2002



**Miguel Ribeiro
Ferreira**
Culligan Iberia M&A Advisor

Culligan Iberia M&A Advisor. Pioneer in the Watercooler business in Portugal and Spain Founding partner of Bebágua (Portugal) in 1996. Chairman of Acquajet (Spain) from 2000 to 2021 and Fonte Viva (Portugal) from 2005 to 2021. Business Angel and Investor in various fields of activity, namely in the areas of Real Estate development, Start-Ups of various activities, industry; Participates in various social responsibility projects.

Presentation: THE 21ST CENTURY WATERCOOLER INDUSTRY – REALITY AND TRENDS
How is the watercooler industry adapting to the technologies of other industries and what are the trends? How are Acquajet and Fonte Viva managing their businesses with the support of technology?



Peter Hogervorst
Managing Director,
Dolphin Water

Peter Hogervorst has spent all his working life in bottling. Starting at Heineken in 1987 and moving to the 5 Gallon industry with Dolphin in 2000, he has experience in bottling beer, soft drinks and, of course, water. In 2007 he completed the acquisition of Dolphin Production in Mierlo, Netherlands. In 2012 he acquired Porla Brunn, Sweden. In 2015 the German branch was founded in a joint venture with family owned Teamblue resulting in Teamblue Dolphin with more than 100 years of experience in the watercooler industry, especially in bottling. In 2021 the former Kalimba spring in Lanaken, Belgium was acquired and Dolphin Bottling Belgium was founded. Every year around 100 million litres of water are filled by the group for more than 50 distributors in 9 countries from the North Cape to the Alps. In 2020 Teamblue Dolphin started with the sale of Air Cleaners in Germany, the Netherlands and Belgium resulting in over 1500 installations.

Presentation: AIR PURIFIERS; AN ADDITION TO YOUR WATER DISPENSER BUSINESS
Indoor air quality is affected by many factors and activities. The presence of several people in poorly ventilated indoor rooms quickly leads to 'stale air'. Air purifiers offer a simple, effective and inexpensive solution to significantly improve indoor air quality. This will lead to more concentrated and fitter employees and fewer problems with respiratory problems such as asthma and allergies. The business model is comparable to the water cooler business model. Air cleaners only need a power socket, can be sold or rented, and filter change.



SPEAKERS



Nick Swan
Managing Director,
Love Water

Nick entered the water dispenser industry in 1985 when he joined Ionics/Aquacool in a sales and marketing role to help build a new business supplying homes and businesses in Bahrain with water dispensers. This was followed by managing their operation in Jeddah, Saudi Arabia, and eventually working in the US running their Baltimore operation.

When Nick decided to head back to the UK, it was in the early days of the industry there in 1990. He joined a small London business called Aquaporte as Sales & Marketing Director. This business was eventually sold, and in 1996 Nick started a London watercooler business called Office Refreshments Ltd. This was sold in 2004, and after a few years Nick re-entered the industry starting Love Water.

Love Water was originally geared towards building a home customer base but over time this has expanded into B2B, but the home customers still retain over 25% of the business income.

Nick will give you an insightful view of his experience in the home water dispenser business in the Middle East, the USA and in England. He will give his views on the dos and don'ts, and why in today's Hybrid workforce, there has never been a better time to market to this sector.

Presentation: THE HOME WATER DISPENSER MARKET – LESSONS LEARNT FROM AROUND THE WORLD

- Brief recap on Middle East, USA and UK experience in this industry.
- Love Water and the UK Home market
- The advantages of having a Home customer base
- Choosing your ideal customer profile
- Choosing your Product Range
- Rent or Sell? – That is the question
- Home Service Contracts
- Minimising bad debts
- Sanitising Home dispensers
- Delivery Schedules and Service Levels
- Customer communication
- Marketing – What works and what doesn't.
- Efficiency Stats and Customer Turnover
- Impact from the Pandemic
- The future



Debora Screpanti
Marketing Manager,
Blupura

Blupura is an Italian manufacturing company of mains-fed water dispensers. With a Masters Degree in International Economics and Business, Debora joined Blupura in 2013. She is now one of the most longstanding employees of Blupura and has actively contributed to its development; one of the major players of the water dispenser industry.

Presentation: IOT (INTERNET OF THINGS) TECHNOLOGY IN THE WATERCOOLER INDUSTRY: OPPORTUNITIES, TRENDS AND INNOVATIONS

More and more companies are looking for innovative solutions to optimize their service and offer to their customers real time assistance in the most sustainable way: is the IoT their future? This presentation covers the advantages for customers and for service companies, in terms of opportunities, savings and image.



SPEAKERS



Mark Cross
Managing Director, MIW
Water Cooler Experts

Mark is incredibly enthusiastic about the water dispenser industry. He has over 20 years commercial experience in the UK water dispenser market, starting with Aquacool and Angel Springs, now with Waterlogic. Having worked in field sales, key account management, inside sales, digital, CRM, PPC and SEO he now heads up Waterlogic UK sales and marketing and is Managing Director of MIW Water Cooler Experts.

Presentation: SUSTAINABLE HYDRATION: HOW TO INTRODUCE BOTTLE FILLING STATIONS AND OTHER SOLUTIONS TO YOUR PORTFOLIO

We have long since known that single-use plastic bottles have had a huge impact on our environment and a major contributor to the 380 million metric tonnes of plastic produced annually. But could there be a way to encourage reuse with a refill revolution?

Hydration Solution expert, Mark Cross, talks through some examples of ingenious bottle filling products and initiatives, showing that small changes businesses are making to reach their sustainability goals can have a huge impact.



Francisco dos Santos
Co-Founder and Managing
Director, Activewhere

Francisco is Co-founder and Managing Director of Activewhere since 1998. He has managed project after project, analyzing and coordinating the development and the implementation of thousands of ideas, from hundreds of people, from many world regions, all of them operating in the Water industry. Looking into the data and business processes of customers and prospects to find ways to take advantage of the historical data and the culture of the organisations, converting the software implementation projects into change and improvement. Activewhere has worked with some of the most important players in the world in the Water Industry, in more than thirty countries. Activewhere and their customers have liaised and worked closely to achieve the best results for the future.

Presentation: HOW TO USE YOUR IT SYSTEM AND DATA TO PREPARE FOR THE FUTURE

Whatever your plan is for the future: be it growing your business, improving processes or even preparing to sell sometime in the future, the quality and clarity of your data is vital and will make a huge difference.

Sometimes, you need to hire experts to cleanse data and your processes. Other times your team needs to capture the right information, at the right time, ensuring information is up to date and helpful; allowing your team and business to be ready for the next level.

It doesn't matter if you know your business by heart, if your systems don't allow you to sell your story



SPEAKERS



Alex Mezquida
Group Quality Director,
Eden Springs

Alex is based in Barcelona, Spain. He has extensive experience in food and water quality systems. In March 2020, at the beginning of the pandemic in Spain, he was nominated President of Eden Continental Europe Covid-19 Crisis Committee, working closely with Primo Global Covid-19 Crisis team. He was in charge of the creation and implementation of all Eden-Primo Covid19 Continental Europe Anti-covid procedures to protect Eden Springs associates and customers against the virus.

Alex serves as writer or co-writer of different Audit Quality Checklists, Technical Manuals, Sanitation Validation Protocols for different local and European associations. He has been Vice-Chair of a number of Standards Committees for local and European Associations. Currently he is Chair of the WE Standards & Technical Committee and a co-opted WE Board member since April 2010.

Alex holds University degrees in Pharmacy and Food Science & Technology from the University of Barcelona (Spain) and a PDD Executive Education from IESE Business School University of Navarra (Spain) and MRPharmS UK from 1998 to 2001.

Prior to joining Eden Springs – Primo Water Europe as a Group Quality Director, he worked for 14 years with Oliver Rodés Laboratory, Barcelona (Spain) where he had many roles: Bottled Water & Spas Manager, Quality Manager, Training and Audit Manager, R&D Project Manager, Product Development Director and Management Committee Member. After that he joined NSF as Technical Director for 2 years providing auditing services for beverage, water contact and food and dietary supplements programmes.



Dr. Antonio Borrell
Scientific & Innovation
Director
Laboratorio Dr Oliver
Rodés

Toni has a degree and PhD in Pharmacy, Masters in Technology & Science Food. He has been working for Laboratorio Dr. Oliver Rodés as a Bottled Water Manager since 2001. Toni is a Member of the Quality & Regulatory Committee of Natural Mineral Waters Europe, he is Deputy Chair of the WE Standards & Technical Committee and a member of the WE Education & Audit Committee. He has given various lectures about water at meetings and congresses. He has participated in research projects as a main researcher in relation to bottled water and packaging, and he has published several scientific papers. He has participated in many interviews on the radio and TV related bottled water.

Presentation: HYGIENIC MANAGEMENT OF WATER DISPENSERS DURING COVID-19 PANDEMIC
The recent pandemic had a far-reaching global effect on the population and business. This workshop will provide a theoretical and practical overview of Covid-19 in Watercooler Industry.

Toni will give a general overview focusing on the virus characteristics and what is needed to implement precautionary measures.

Alex will share some practical experiences implementing measures in different countries in Europe during the pandemic. He will share how the virus can evolve and how these experiences may be useful for any similar situation in the future. This will include work carried out by Watercoolers Europe to prevent a watercooler ban in some markets during the pandemic.



ACCOMMODATION

RECOMMENDED HOTEL FOR WE DELEGATES

WE 2022 Conference and Trade Show will take place in **Sheraton Lisboa Hotel & Spa**. The location has many benefits: central city location in the gorgeous ancient capital of Portugal, unbeatable access to the city's finest dining, cultural and historic attractions, comfortable, modern hotel accommodation, with luxurious bedding, marble bathrooms, in-house dining options, including Portuguese-style tapas and local dishes, rooftop bar with a beautiful view of Lisbon city, elegant outdoor pool, day spa, conference center

Special rates for WE Delegates:

Price of single room with breakfast: 190 EUR (VAT included)

Price of double room with breakfast: 210 EUR (VAT included)

Breakfast included.

Please note that the city tax fee, which costs 2€ per day, will be added to the price.





EVENT INFORMATION

FAIR & CONFERENCE VENUE

SHERATON LISBOA HOTEL & SPA
Rua Latino Coelho, 1, Lisbon 1069 Portugal
Tel.: +351 21 312 0000

EVENT ORGANIZER

Idea & Marketing
Jedności 118, 05-506 Janczewice, Poland
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ORGANISERS' DESK

Opening hours:
Thursday 20th October 2022: 08:00 – 17:00
Friday 21st October 2022: 08:00 – 19:00

REGISTRATION

Both pre-registered delegates and those wishing to register on the day may collect their badges and register by visiting the Organisers' Desk.

FAIR

Opening hours:
Thursday 20th October 2022: 10.00 – 18.00 - Exhibition set-up
Friday 21st October 2022: 10.00 – 16.00 - Fair
Friday 21st October 2022: 16.00 – 20.00 - Dismantle

CONFERENCE & WORKSHOPS

The Conference and Workshops will be held on Thursday 20th October 2022: 09.00 - 16.00 in SHERATON HOTEL LISBON.

The official Conference language is English.

GALA DINNER

The Gala Dinner and Aqua Awards will be held on Thursday 20th October 20:00 – 24:00. The venue is SUD Lisboa, MAAT, etc. etc. Coaches will be available at the Sheraton from 19:30 for delegate transfer (approximately 20 minutes).

NAME BADGES

Participants are requested to wear their name badges at all times during the Fair, Conference and Workshop sessions.

RESTAURANTS, BAR AND COFFEE SHOP

Food and drink are available at SHERATON HOTEL LISBON

CLOAKROOMS

Are located at SHERATON HOTEL LISBON

FIRST AID

Contact the Organisers' desk for medical assistance.

REGISTRATION & PAYMENT

Please complete the registration form and return it as soon as possible to Idea & Marketing. Registration will be accepted and confirmed if payment is received by 1st October 2022. Should payment be made after this date, registration confirmation will take place on the day of the opening of the event if proof of payment can be shown.

CHANGES TO THE PROGRAMME

The Organiser retains the right to make changes to the Conference programme including speakers and content. In such an event the registration fee is non-refundable.

HOTEL BOOKINGS

Hotel bookings should be made direct to the hotel of your choice. Payment for your accommodation should be made to the given hotel, pursuant to the payment principles established by the hotel. If you depart early, cancel or fail to honour a booking, you are required to cover all your financial obligations in relation to the hotel. Idea & Marketing shall not be liable for hotel room availability or any financial liabilities of participants towards the hotel on account of room bookings.

CITY TOUR

The fee for the tour is payable in advance. A minimum number of participants is required for it to proceed. If this minimum is not reached, the Organisers reserve the right to cancel and the fee will be refunded. However, if a pre-registered participant cancels, the fee is non-refundable. There is a maximum number of places on the tour, therefore bookings will be accepted on a first come, first served basis.