

# Programme\*

## Fresh-Cut Europe 2006

The new European fresh-cut conference

LONDON UK  
2/3 November 2006

### Thursday 2 November 2006

- 07:30 - 09:00 Delegate Check-In & Registration**  
**09:00 - 09:30 Welcome & Introduction**  
**09:30 - 10:45 Session 1**  
Growth Trends for Fresh-Cut, Ready-to Eat Produce in Today's Retail and Foodservice Markets  
**Speakers include:**  
Edward Garner, TNS (UK)  
Dr Andrew Fearn, University of Kent (UK)
- 10:45 - 11:45 Networking Break**  
**11:45 - 13:00 Session 2**  
Expanding Opportunities for Fresh-Cut Fruit in Europe  
**Speakers include:**  
Klaus Klische, Fresh Factory (Germany)  
Andrew Chryssogelos, Turatti North America (USA)
- 13:00 - 14:30 Lunch**  
**14:30 - 15:45 Session 3**  
The Techniques and Science of Fresh-Cut - Technical Challenges and Opportunities for Fresh-Cut Processors  
**Speakers include:**  
Dr James Gorny, United Fresh Produce Association (USA)  
Wouter de Heij, Food Technology Centre - TOP B.V. (Holland)  
Tom Gautreaux, Maxwell Chase Technologies LLC (USA)  
Simon Matthews, AgriCoat - a division of NATURESEAL (UK)
- 15:45 - 16:45 Networking Break**  
**16:45 - 18:00 Session 4**  
Communicating the Value of Fresh-Cut to Today's Consumers  
**Moderator:**  
David Barney, Geest Fresh Produce (UK)  
**Speakers include:**  
Wendy Akers, Wendy Akers PR (UK)  
Tom Stenzel, United Fresh Produce Association (USA)
- 18:00 - 19:00 Cocktail Reception**

### Friday 3 November 2006

- 08:45 - 09:45 Session 5**  
Packaging Ideas for Fresh-Cut Products  
**Speakers include:**  
Jeff Brandenburg, The JSB Group (USA)  
Peter Ettridge, Amcor Flexibles (UK)
- 09:45 - 10:15 Networking Break**  
**10:15 - 11:15 Session 6**  
Driving Innovation and Productivity in Fresh-Cuts Through Technology  
**Speakers include:**  
Dr Michel Bicheron, Scalime Nutrition SAS (France)  
Richard Stead, Catallix UK (UK)  
Graham Clough, International Food Partners (UK)
- 11:15 - 11:30 Closing words and end of conference**  
**11:30 - 13:30 Supermarket Visits**

\*Please note: this is a provisional programme and as such is subject to change. Names of speakers and panellists will be confirmed as soon as they become available. Please check online for updates.  
All sessions will be in English only.

### SPONSORSHIP OPPORTUNITIES

As a sponsor of Fresh-Cut Europe 2006 you can benefit from a comprehensive package of publicity and promotion before, during and after the event. During the conference sponsors are guaranteed a high level of visibility with individual packages offering unique opportunities for branding and the marketing of products and services to the assembled delegates. For details on current sponsorship availability please contact [info@freshcuteurope.com](mailto:info@freshcuteurope.com)

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