



Programme

Thursday 8 June - at brewery

08.30	<u>Heineken</u> : there is more to beer than emerging markets	René Hooft Graafland
09.00	<u>Spain</u> : A promising collection of beer markets	Carlos de Jaureguizar
10.00	<u>Marketing</u> : Generating top-line growth	David Forde
11.00	Break	All
11.15	<u>Brands</u> : The most valuable beer brand portfolio in Spain	Miguel de Jaime
12.15	<u>Spanish off-trade</u> : A future for high margin brands	Javier Pijoan
13.00	Lunch	All
14.30	<u>Spanish on-trade</u> : Where the value is	Javier Pijoan
15.15	<u>Theme bars</u> : So much more than just a watering hole	Jésus Barrio
16.00	<u>Distribution in Spain</u> : Storming strongholds	María Soto

Friday 9 June - at brewery

09.30	<u>Canary Islands</u> : A study in green	Jorge Paradela
10.15	<u>TPM</u> : Our continuous quest for efficiency	Gianluca Ventura
11.15	<u>Cost control and Cash flow</u> : Down to earth	Marco Goumans
12.15	Break	All
12.30	<u>Production efficiency</u> : Achieving lower costs per hectolitre	Enrique Fernández-Haya