



# XXIV International Symposium of KUPS

The celebration of the 30<sup>th</sup> anniversary of the KUPS Association  
Challenges and prospects for the development of the juice industry  
Warsaw, Poland, May 17-19, 2023

# FRAMEWORK PROGRAM

Double Tree by Hilton Hotel and Conference Centre Warsaw

[www.kups.org.pl/konferencjakups](http://www.kups.org.pl/konferencjakups)

**WEDNESDAY, MAY 17, 2023**

## 30<sup>TH</sup> ANNIVERSARY OF THE POLISH ASSOCIATION OF JUICE PRODUCERS

**14:00 – 16:00 Lunch**

**15:00 – 17:00 Registration of participants**

**16:00 – 17:00 Cocktail reception**

**17:00 – 17:40 Opening. Summary of the juice industry activities in the last 30 years  
Drinkable juices, concentrated juices and NFCs**

**17:40 – 18:00 Speeches by representatives of the Polish government/public administration**

**18:00 – 19:00 Awarding diplomas and ministerial and state decorations**

**19:00 Gala dinner**

**21:00 Music concert**

**THURSDAY, MAY 18, 2023**

## CHALLENGES AND PERSPECTIVES FOR DEVELOPMENT OF THE JUICE INDUSTRY

**10:00 - 14:00 Trends present at the juice market**

**Current trends at the market of juices, nectars and fruit and vegetable drinks**

- South Eastern Europe, including Poland
- Global market
- Evolution in terms of packaging meeting eco-friendly challenges and goals

**Future of the juice industry in the EU in terms of the amendments in the Fruit Juice Directive**

**How to be successful in the food industry, including the branch of juices**

**Novelties and innovations in the juice industry**

**Innovations in the juice industry as a response to the current market trends**

**Presentations of Companies**

**13:30 – 15:30 Lunch**

**14:00 – 17:00 Raw materials and market of concentrated juices**

**National markets of drinkable and concentrated juices in comparison to the European market and perspectives for its development**

**Market of concentrated citrus juices – current situation at the markets**

**Industry responsibility for quality and future of juice products**

**Presentations of Companies**

**20:00 Integration dinner**

**FRIDAY, MAY 19, 2023**

**7:00 – 11:00 Checking-out**

