



XXV International Symposium of KUPS

Trends, challenges and the future of the juice industry

Kielce, 5-7 June 2024

FRAMEWORK PROGRAMME

Hotel Binkowski, Kielce

www.kups.org.pl/konferencjakups

WEDNESDAY, JUNE 5, 2024

13:30 – 15:00 Lunch

14:00 – 15:00 Registration of participants

15:00 – 15:30 Opening of the 25th International Symposium and welcoming of the Guests

15:30 - 19:00 The market of juices and the raw materials needed for their production

The Polish market of juices and concentrated juices within the European market and the perspectives for its growth

The market of concentrated citrus juices – the current situation at the markets

The global market of the concentrated apple juice and NFC

SPECIAL LECTURE: Employee well-being – an element of the company's success

The perspectives of the fruit and vegetable industry, including the branch of juices

Technical and technological assumptions of productions in juice orchards

Q&A session

19:30 Cocktail

20:00 Gala dinner

THURSDAY, JUNE 6, 2024

10:00 - 13:30 New challenges and perspectives for the industry development

The market of juices, nectars and drinks

The channels of distribution of juice products

New legislative initiatives in Poland and the European Union, impacting the operation of the juice industry

The deposit system vs. the new obligations of juice producers

Sustainable growth in the juice industry

Presentations of Companies

13:30 – 15:30 Lunch

15:30 – 17:30 The new category of juices with reduced of sugar – technical and technological challenges

The amendments to the Juice Directive

Food additives for the juice industry

Use of enzymatic reactions to reduced sugar in fruit juice

Panel discussion: A new category of juices in the opinion of experts. A challenge and an opportunity for the juice industry

Presentations of Companies

19:00 Integration dinner (grill dinner)

FRIDAY, JUNE 7, 2024

7:00 – 11:00 Checkout

10: 30- 15:30 Tour for volunteers – The Holy Cross Mountain

