



# XXV International Symposium of KUPS

Trends, challenges and the future of the juice industry

Kielce, 5-7 June 2024

## PROGRAMME OF SYMPOSIUM

Hotel Binkowski, Kielce

<https://kups.org.pl/konferencjakups/#hotel>

### 5 JUNE 2024 (WEDNESDAY)

#### THE MARKET OF JUICES AND THE RAW MATERIALS NEEDED FOR THEIR PRODUCTION

13:30 – 15:00	<b>Lunch</b>
14:00 – 15:00	<b>Registration of Symposium participants</b>
15:00 – 15:30	<b>Opening of XXV International Symposium of KUPS with welcoming of guests and a short speech by the honorary guest</b> <i>Julian Pawlak, Polish Association of Juices Producers (KUPS) Representative of Ministry of Agriculture and Rural Development</i>
15:30 – 15:55	<b>The Polish market of juices and concentrated juices within the European market and perspectives for its development</b> <i>Associate Prof. Bożena Nosecka and Anna Bugała, Institute of Agricultural and Food Economics NRI</i>
15:55 – 16:20	<b>Global situation on citrus juices market</b> <i>Dr Mariusz Dziwulski, PKO BP</i>
16:20 – 16:45	<b>The global market of the concentrated apple juice and NFC</b> <i>Piotr Podoba, Döhler Sp. z o.o.</i>
16:45 – 17:10	<b>SPECIAL LECTURE: Employee well-being – an element of the company's success</b> <i>Izabela Kluzek-Kot, IKK Consulting</i>
17:10 – 17:50	<b>Juice break</b>
17:50 – 18:15	<b>The perspectives of the fruit and vegetable industry, including the branch of juices</b> <i>Grzegorz Rykaczewski, Bank Pekao S.A.</i>
18:15 – 18:40	<b>Technical and technological assumptions of productions in juice orchards</b> <i>Dr Dorota Ewa Kruczyńska, Research Institute of Horticulture – NRI in Skierniewice</i>
18:40 – 19:00	<b>Q&amp;A Session</b>
19:30	<b>Coctail</b>
20:00	<b>Gala Dinner</b>

### 6 JUNE 2024 (THURSDAY)

#### NEW CHALLENGES AND PERSPECTIVES FOR THE INDUSTRY DEVELOPMENT

Organizers provide simultaneous translation during all lectures (English and Polish).  
Organizers reserve a right to make changes in the Symposium agenda

<b>10:00 – 13:30 Trends in juice industry</b>	
7:00 – 10:00	<i>Breakfast</i>
10:00 – 10:25	<b>The market of juices, nectars and drinks</b> <i>Szymon Mordasiewicz, Consumer Panel Services GfK</i>
10:25 – 10:50	<b>The channels of distribution of juice products</b> <i>Dr Magdalena Wilgatek, Centrum Monitorowania Rynku Sp. z o.o.</i>
10:50 – 11:10	<b>Market and consumer related trends impacting future of juice production</b> <i>Katarzyna Sady, Tetra Pak Sp. z o.o.</i>
11:10 – 11:25	<b>Sustainability in the beverage industry</b> <i>Iwo Moszczyński, GEA Process Engineering Sp. z o.o.</i>
11:25 – 12:15	<b>Juice break</b>
12:15 – 12:40	<b>New legislative initiatives in Poland and the European Union, impacting the operation of the juice industry</b> <i>Izabela Tańska, IGI Food Law Sp. z o.o.</i>
12:40 – 13:05	<b>The deposit system and new obligations of juice and beverage producers</b> <i>Dr Dariusz Lizak, National Chamber of Commerce Bottling Industry, Polish Association of Juices Producers</i>
13:05 – 13:30	<b>Sustainable growth in the juice industry</b> <i>Magdalena Rohde – Krempa, Maspex Beverages</i>
13:30 – 15:30	<b>Lunch</b>
<b>15:30 – 17:00 The new category of juices with reduced of sugar – technical and technological challenges</b>	
15:30 – 15:50	<b>The amendments to the Juice Directive</b> <i>Dr Barbara Groele, Polish Association of Juices Producers (KUPS)</i>
15:50 – 16:10	<b>Food additives for the juice industry</b> <i>Joanna Gajda-Wyrębek, Institute at the National Institute of Public Health – National Institute of Hygiene - NRI</i>
16:10 – 16:30	<b>Utilizing of enzymatic reactions to decrease sugar content in fruit juices</b> <i>Magdalena Cywińska-Antonik, Associate Prof. Krystian Marszałek, Prof. Waclaw Dąbrowski Institute of Agriculture and Food Biotechnology - NRI</i>
16:30 – 17:15	<b>Panel discussion: A new category of Juices in the opinion of experts. A challenge and an opportunity for the juice industry</b> <i>Host: Prof. dr hab. Krystyna Gutkowska, Institute of Human Nutrition Sciences, Warsaw University of Life Sciences (SGGW)</i> <i>Participants: dr Katarzyna Stoś, Institute at the National Institute of Public Health – National Institute of Hygiene – NRI, Associate Prof. Krystian Marszałek, Prof. Waclaw Dąbrowski Institute of Agriculture and Food Biotechnology – NRI, prof dr hab. Mariusz Panczyk, The Medical University of Warsaw, Izabela Tańska, IGI Food Law Sp. z o.o.</i>
17:15	<b>Summary and closing</b> <i>Julian Pawlak, Polish Association of Juices Producers (KUPS)</i>
19:00	<b>Integration dinner</b>
<b>7 JUNE 2024 (FRIDAY)</b>	
7:00 – 10:00	<i>Breakfast</i>
10:30 – 15:30	<i>Tour for volunteers – The Holy Cross Mountain</i>

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