



PROGRAM
XXVI INTERNATIONAL FORUM
«BEER - 2017»
INTERNATIONAL CONGRESS OF BEVERAGE PRODUCERS
May 16 – 19, 2017



Organizer: LLC "SOUD – Sochi Exhibitions"

Venue: Russia, Sochi, Exhibition Center, Zhemchuzhina Grand Hotel

May 15

- 10.00-20.00 **Arrival and registration of Forum and Festival participants. Stands mounting.**
- 10.00-18.00 **Registration of the samples for the International Contest of Beer, Raw Materials, Equipment & Non-Alcohol Drinks.**
Venue: Hall 1 "Taste Panel".

May 16

- 10.00-18.00 **Work of the BEER 2017 Exhibition.**
- 12.00-18.00 **Work of the Beverages Producers International Congress**
- 10.00-18.00 **Work of the festival "Sea of Beer In Sochi"**
Daily program includes:
- entertaining and dance show,
 - people's tasting,
 - arm-wrestling competitions,
 - funny contests,
 - presentations of production companies,
 - performance of creative collectives,
- Venue: festival ground.*
- 11.00-11.30 **Opening ceremony of BEER 2017 Forum and Exhibition, Beverages Producers International Congress and Festival "Sea of Beer In Sochi"** with participation of the officials. Formal signature of the Agreement on co-operation between "SOUD – Sochi Exhibitions" and Union of Russian Brewers for 2018.
Venue: festival ground.
- 11.30 Exposition visitation by officials.
- 12.00-13.30 **Scientific-practical conference "Modern state of production of beer: trends and prospects".**
Organizer: FSBSI "All-Russian Research Institute of brewing, nonalcoholic and wine industry"
Opening remarks: Levon Oganesyants, Director of FSBI State scientific institution all-Russian research Institute of brewing, nonalcoholic and wine industry of Russian Academy of agricultural Sciences, academician of the Russian Academy of Sciences.
Theme: "The Brewing market of Russia. Game for a fall".
- Reasons for the fall.
 - The future of the brewing market of Russia.
 - The quality and safety of products.
 - Training and teaching activities in brewing.
- Speaker:** Sergey Ermolaev, head of the Committee of agriculture complex of the Union of entrepreneurs of the Eurasian economic space "The Business Union of Russia" (Moscow).
Topic: "Current state of brewing in Russia. Trends and prospects".
Speaker: Konstantin Kobelev, candidate of technical Sciences, Deputy Director of FSBI State scientific institution all-Russian research Institute of brewing, nonalcoholic and wine industry of Russian Academy of agricultural Sciences
Topic: "The Standard of quality of beer. Requirements for biological value and safety".
Speaker: Marina Gernet, doctor of technical Sciences, Professor, head of the Department of brewing technology of FSBI State scientific institution all-Russian research Institute of brewing, nonalcoholic and wine industry of Russian Academy of agricultural Sciences
Topic: "New approaches in the development of the identification of indicators of the brewing industry".
Speaker: Armen Danilian, candidate of technical Sciences, head of laboratory of arbitral analyses and quality control of brewing raw materials and products of FSBI State scientific institution all-Russian research Institute of brewing, nonalcoholic and wine industry of Russian Academy of agricultural Sciences
Venue:
- 13.30-16.00 **Workshop: "School of brewers" with subject: "Regulation of the perception of the overall evaluation of gustatory and aromatic qualities of the beer. Theory and practice of tasting."**
Organizer: Union of Russian brewers and the International Forum "Beer-2017".
Speaker: Ekaterina Lebedeva, candidate of technical Sciences, a certified taster, St. Petersburg.
Venue:
- 14.00 Start of work of the International Contest of Beer, Raw Materials, Equipment and Non-Alcohol Drinks panel.
Venue:
- 18.00-18.30 Exposition security check.
- 19.00 **Banquet dedicated to the opening of the BEER 2017 International Forum.**
Dress-Code: casual.

Venue:

May 17

- 10.00-18.00 **Work of BEER 2017 Exhibition, Beverages Producers International Congress and festival “Sea of Beer In Sochi”.**
- 10.00-18.00 **Work of the International Contest of Beer, Raw Materials, Equipment & Non-Alcohol Drinks panel.**
Venue:
- 12.00-15.00 **Round table** "Modern challenges for the brewing industry: legal regulation and development perspectives".
Organizer: Union Of Russian Brewers
Venue:
- 17.00 **Excursion.**
- 18.00-18.30 Exposition security check.

May 18

- 10.00-18.00 **Work of BEER 2017 Exhibition, Beverages Producers International Congress and festival “Sea of Beer In Sochi”.**
- 10.00-18.00 **Work of the International Contest of Beer, Raw Materials, Equipment & Non-Alcohol Drinks panel.**
Venue: Crystal Hall (VIP-hall) "The Tasting panel".
- c 17.00 Exposition dismantling.
- 18.30 **Awarding ceremony for Forum participants and the winners of the International Beer, Raw Materials, Equipment & Non-Alcohol Drinks Contest.**
Venue: Kinokontsertny hall.
- 20.00 **Buffet lunch** in honor of the winners of Tasting Contest and Forum closing.
Festive fireworks from OJSC “Tomsk Beer”.
Dress-code: casual.
Venue:

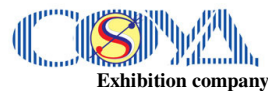


May 19

- 9.00-22.00 **Team building games "Beer Scouts Day".**
Venue: Krasnaya Polyana.

May 19-22

Tour to Armenia "Traditions of Caucasian Hospitality at a Lovely Spot Where Beauty of Nature Meets Ancient History".



Organizing committee
LLC «SOUD- Sochi exhibitions»
The program can be amended
04.04.2017г.

Official partner
Union of Russian Brewers



Partner of buffet lunch
JSC «Tomskoye pivo»



General information partner

