



PROGRAM

XXVI INTERNATIONAL FORUM

«BEER 2017»

May 16– 18, 2017

Organizer: LLC "SOUD – Sochi Exhibitions"

Venue: Exhibition Center, Zhemchuzhina Grand Hotel, Sochi



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, Non-Alcoholic Drinks, Raw Materials & Equipment.**
Venue: hall "Khrustalny" (VIP Hall), "The Tasting panel".

May 16

- 10.00-18.00 **Work of the BEER 2017 Exhibition.**
- 12.00-18.00 **Work of the International Beverages Producers Congress**
- 10.00-18.00 **Work of the festival "Sea of Beer In Sochi"**
Daily program includes:
- entertaining and dance show
 - people's tasting and funny contests
 - arm-wrestling competitions
- Venue: festival ground.*
- presentations of production companies
- At 2 p.m. – prize drawing for visitors
- On-stage performance of the band from Vladikavkaz, The Republic Of North Ossetia-Alania presented by the "Agrofirma FAT"
- 11.00-11.30 **Opening ceremony of BEER 2017 Forum and Exhibition, International Beverages Producers 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: hall "Morskoy".
- 11.30 Exposition visitation by officials.
- 12.00-13.30 **Scientific-practical conference "Russian Beer Industry In The Current Context"**
Organizers: FSBSI "All-Russian Research Institute of Brewing, Non-Alcoholic And Wine Industry" and Union of Russian Brewers.
Discussion Topics:
- Brewing Industry Condition in Russia. Trends And Prospects
 - Market Analytics (production, retail sale, calibrated beer market segments)
 - New And Prospective Developments in Beer Products Technology, Specifications And Quality Control
 - Modern Approaches in Beer Organoleptic Estimation
- Speakers:**
Konstantin Kobelev, Candidate of Technical Sciences, Director designate of FSBI State scientific institution "All-Russian Research Institute of Brewing, Non-Alcoholic And Wine Industry";
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, Non-Alcoholic And Wine Industry";
Vyacheslav Mamontov, Executive Director, Union of Russian Brewers;
Ekaterina Lebedeva, Candidate of Technical Sciences, licensed taster, Saint Petersburg.
Venue: hall "Morskoy".
- 14.00 Start of work of the International Contest of Beer, Non-Alcoholic Drinks, Raw Materials and Equipment panel.
Venue: hall "Khrustalny" (VIP Hall), "The Tasting panel".
- 18.00-18.30 Exposition security check.
- 19.00 **Banquet dedicated to the opening of the BEER 2017 International Forum**
Venue: restaurant "Dushes", address: 184/3, Vinogradnaya str.
Meeting at 18.15 near the central entrance of the Zhemchuzhina GH. Dress code: casual.

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, Non-Alcoholic Drinks, Raw Materials and Equipment panel**
Venue: hall "Khrustalny" (VIP-hall), "The Tasting panel".
- 11.00-12.00 **Hach Russia and CIS company seminar "Beverages Modern Quality Monitors In Production And Packing"**
Speakers:
Konstantin Makarov, lead sales manager, Hach Russia and CIS company
Vasily Tretyak, Director General, AquaAnalytics Tekhnika company.
Venue: hall "Vereshaginsky".
- 13.00-15.30 **Round table "Independent Control of Alcohol Market: Formation of National Integrated Approaches Towards Beer Products Production And Trade"**
Organizer: Union Of Russian Brewers
Participants: representatives of brewing enterprises industry associations and brewing companies from Armenia, Belarus,

Kazakhstan, Russia and Ukraine.
Venue: hall "Morskoy".

18.00-18.30 Exposition security check.

18.00-21.00 **Dinner** for Union of Russian Brewers members and partners.
Venue: to be announced.
Regarding participation please turn directly to the Union.

17.00 **Excursion "Leisure At The Farm"**.
Meeting at 17.45 near the central entrance of the Zhemchuzhina GH.

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, Non-Alcoholic Drinks, Raw Materials and Equipment panel**.
Venue: hall "Khrustalny" (VIP-hall), "The Tasting panel".

From 17.00 Exposition dismantling.

18.30 **Awarding ceremony for Forum participants and the winners of the International Contest of Beer, Non-Alcoholic Drinks, Raw Materials and Equipment**.
Venue: hall "Morskoy".

20.00 **Fourchette** in honor of the winners of the Contest and Forum closing.
Festive fireworks from OJSC "Tomsk Beer".
Dress code: After Five.
Venue: restaurant "Vecherny", Zhemchuzhina GH.



May 19

9.00-22.00 **Team Games "Beer Scouts Day"**

Venue: Achigvarskoe Lake.

Dress code: activewear. Please read attentively the Advisory Note for event participants and Rules of Conduct During The Field Trip.



Organizing Committee
LLC "SOUD – Sochi Exhibitions"
Program may be amended
19.04.2017

Official Partner
Union of Russian Brewers



Gala Evening Partner
OJSC "Tomsk Beer"



General Media Partner

