



IFU

IFU News

Special issue: 16th IFU congress 2 – 7 May 2010 Istanbul

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Editorial

Congress or symposia are events where new information and findings about market trends, new technologies, standards and new legislation can be gained. But more than this, they also offer an opportunity for networking and making new contacts.

This year at the invitation of the Turkish fruit juice association (MEYED) we, the International Federation of Fruit Juice Producers (IFU), will be organising the international IFU congress in Istanbul from May 2 – 7 under the motto "*Bridging juice with science, health and technology*".

One of the landmarks of Istanbul – the Bosphorus Bridge – which connects not just parts of the city but also two continents, was taken as the motive to create a bridge between the worlds of natural, directly available fruit juices and other more theoretical findings from science, health and technology.

The event will kick-off with IFU members' work meetings, a round-table discussion on a current topic and the annual general meeting of the IFU. Following this at the IFU congress which will be open to the public, a variety of internationally renowned speakers will make presentations explaining and highlighting different views regarding latest developments in the fields of fruit and vegetable juices. In order to make your decision to travel to Istanbul slightly easier, it was decided to supplement the IFU congress with a forum from the industrial self-control association SGF International e. V. The event will also be rounded off with the opportunity of touring a local fruit-juice processing plant. Turkey can offer an extremely wide range of different fruit which is processed locally in modern plants to create high-quality fruit-juice products. Thanks to these natural resources and targeted investment in the latest technology, the Turkish fruit-juice industry is gaining increasingly in importance from a global point of view. The strong position held by Turkey as producer of pomegranate and Morello cherries must be mentioned here.

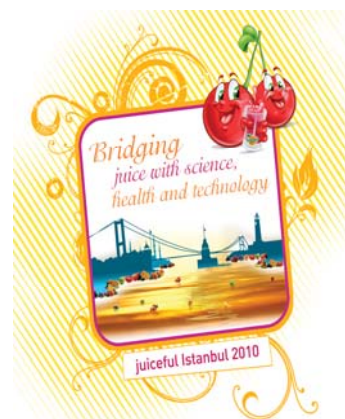
Don't miss this opportunity to enjoy the presentations by these highly qualified experts at the IFU congress and the SGF Forum, to meet other participants, to build contacts to the Turkish fruit-juice industry and naturally, to enjoy the tourist attractions of the world-famous, historic monuments of the vibrating city of Istanbul.

We look forward to welcoming you in Istanbul. More information can be found either on the IFU homepage <http://www.ifu-fruitjuice.com/> or the official home page of the IFU congress www.ifu2010istanbul.com

Bruno JUD
President of IFU

16th IFU congress "Bridging juice with science, health and technology"

2 - 7 May 2010 Istanbul, Turkey



The 16th IFU congress "Bridging juice with science, health and technology" will be held 4-5 May 2010 at Swiss Hotel "The Bosphorous" – Istanbul.

IFU Commissions and Assembly of Delegates meetings will take place prior to the IFU congress on 2 – 3 May 2010 at the same venue.

This event – which is organized every two years – will be especially important this year:

- As regards internal life of IFU, the Assembly of Delegates will be asked to vote upon the amendments of the Articles of Association which are the outcomes of the job done by the Working Group on the revision of the Statutes chaired by Ms Dianne Nury. The results of the work of this Group were widely circulated and internally debated.

I take this opportunity to remind IFU members having the right to vote that motions to alter the Statutes must be carried by a 2/3 majority vote of the Assembly of Delegates. Therefore they are requested to inform the Secretary-General by written form as soon as possible and **no later than 15th April 2010 deadline** whether they will attend the meeting. In case they are unable to attend the meeting, they should mention the name of the person to whom they intend to give proxy.

Proxy can only be given to a person representing another association or company having the right to vote.

- As far as the scientific content of the congress is concerned, participants will have the opportunity to be updated on the latest technological developments in the fruit juices field, health benefits of fruit juice consumption and market trends.

Lectures by leading experts will present the most recent evolutions in the fruit juice market attracting also attendees who are not members of our Federation.

The provisional program of the 16th IFU congress is available at the Directory "Program" of the congress website <http://www.ifu2010istanbul.com>

- Choosing Istanbul as venue for organizing this event means that our Federation is present at local level in countries where fruit juice production and consumption is particularly dynamic. Following IFU events in Moscow (2003), Stuttgart (2004), Beijing (2005), The Hague/Scheveningen (2007), IFU shows its worldwide presence, influence and leading expertise in the fruit juice field.

We took the decision to dedicate a special issue of the IFU News to inform you regarding details and content of the forthcoming IFU event for which we have already registered a very positive input.

Taking part in the 16th IFU congress will give you the chance to be better informed on the latest updates on topics of interest, building contacts and networking as well as combining business with pleasure making the most of the social program organized by the Turkish association MEYED hosting this IFU event and "last but not least" discover the mythical city of Istanbul, crossroads of history and civilizations!



A record breaking number of participants are expected for the 16th IFU Congress at Istanbul!

Turkish Fruit Juice Association (MEYED) will be hosting the 16th IFU Congress "Bridging juice with science, health and technology", at Swissotel Istanbul, from 2nd to 7th May 2010. This will be a special occasion for gathering in Turkey fruit juice professionals from five continents. Turkey, a bridge between Europe and Asia, is also a country with an expanding market and a juice industry which has a high potential. Over 300 people of a wide range of experts and professionals are expected to attend this congress.

As the European capital of culture and a city where two continents meet, Istanbul will witness the 16th IFU congress, one of the greatest world juice congresses, which will be hosted by Turkish Fruit Juice Industry Association (MEYED).

All eyes in world fruit juice industry will be on IFU Congress

Being aware of the importance of this congress for the Global Juice Industry, as well as Turkish Juice Industry, MEYED has carried out a comprehensive plan to announce the event including press releases, mailings, exclusive meetings with media and press meetings. The international promotion teasers were and are still being sent to all over the world through mailing. In addition, congress specific presentations were made during Juice World 08 - Moscow (February 2008), IFU Workshop – Parma (June 2009), AIJN General Assembly – Krakow (June

2009), World Juice – Nice (October 2009), Drink Tec – Munich (December 2009) and Juice World 09 – Moscow (February 2010).

Bruno Jud: 'Turkish juice market has a great potential of growth in the near future'

A press meeting was held in Istanbul on 1st February, with the participations of The President of IFU, Bruno Jud, IFU Secretary-General, Elisabetta Romeo-Vareille, the President of MEYED, Alaaddin Güç and the Secretary-General of MEYED, Ebru Akdağ. At the press conference, Bruno Jud mentioned that the young population, the agricultural power, the energy resources and the spectacular development of the fruit juice industry with an average increase of 22 percent in the last five years, were among the reasons why Istanbul was chosen for this great event. Bruno Jud pointed out that European market is mature while Turkish juice market is still open to improvements.



Basilica Cistern / Yerebatan Sarnıcı

Over 300 participants are expected to come from all over the world...

The main topics of the congress will be: technology & innovation, juice & nutrition/health relation, quality, regulatory aspects & insurance and commercial and marketing aspects. Alaaddin Güç, the president of Meyed, emphasized the high level of participation expected for the congress. Through the great partnership between IFU, MEYED and SGF, the main actors of the global fruit juice markets will be given the opportunity to discuss new issues as well as the future of the industry. Participants' profile will be raw material / fruit juice manufacturers, suppliers, packaging companies, government officials, NGOs, educational institutes and universities. Around 200 people are expected to attend from abroad while 150 are expected from Turkish fruit juice sector. About 22 countries have already been registered for the event until now.

Turkish fruit juice market has grown over 9 percent in 2009!

Ebru Akdağ, Secretary-General of Meyed explained that as a result of the healthy consumption trend, taste and category preferences of the Turkish consumer have been changing in the last few years. The importance of juices and nectars regarding healthy diet is being understood more and more each day. However the per capita consumptions are still very below the EU levels. On the other hand between 2003 and 2008 Turkish market grew 22 percent whereas EU market experienced a growth of only 0.3%. She also emphasized that the low level of consumption and impressive growth rates clearly points of the great potential of the Turkish Juice Industry. Ebru Akdağ also mentioned that in Turkey the most preferred taste is *peach* with 31 percent. Sour cherry is the second most consumed taste with a percentage of 24, which is followed by apricot. *Nectar* is still the most consumed category. Along with this, the *100% juice* category is growing considerably.

A packed schedule is ahead at the prestigious venues of Istanbul...

The whole event is going to take place at Swiss Hotel Istanbul between Sunday 2nd May and Friday 7th May 2010. The IFU Commissions meetings will be held on the first two days (2nd and 3rd of May). During the 16th IFU World Juice Congress - "**Bridging juice with science, health and technology**", which will take place on 4th and 5th of May, experts of the juice industry from all over the world will get together, to deal with all topics of interest to this sector. This event is organized in co-operation with "Sure, Global, Fair" (SGF), which will organize a forum as well as its General Assembly on 6th of May. Attendees will be given the possibility to participate the two optional technical tours to Turkish production plants.

Welcome cocktail will be held on 3rd of May at a very prestigious venue, an enchanting historical palace called Basilica Cistern.

The Basilica Cistern, located in the crowded Eminönü district of Istanbul next to the Hagia Sophia, was built to provide water for the city of Istanbul during the reign of Emperor Justinian I in the 6th century CE. This cistern is an underground chamber of 138 x 64.6 metres. The large space is broken up by a forest of 336 marble columns, which are aesthetically supported by strong columns and arches. The ceiling vaults, known as **Manastir Tonozu** (cloister vault), are built without using a mould. The cistern is surrounded by a firebrick wall with a thickness of 3.5 meters and is coated with a special mortar to make it waterproof.

No Istanbul experience is complete without a cruise up the Bosphorus...

On 4th of May, the participants will relive tiredness during fascinating Bosphorous Tour.



The Gala dinner will be held on 5th May at historical Sait Halim Pasa Mansion.



Detailed information can be found at the Congress web site <http://www.ifu2010istanbul.com>

Participants will also have the opportunity to discover the cultural capital of Europe: Istanbul!

Coming forward with its unique historical heritage and splendid natural beauties, as well as its experience in hosting several international events in recent years, Istanbul has been selected as the "2010 European Culture Capital". As the former capital of three successive empires - Roman, Byzantine and Ottoman - the city is a fascinating mixture of past and present, old and new, modernism and tradition. In addition to its unique historical and cultural background and numerous attractions, modern hotels, exclusive restaurants, nightclubs, cabarets, bazaars and shops really make Istanbul a city where East meets West.

Registration & payment is just one click ahead!

The on-line payment and registration enables you to arrange your program through internet. Detailed information on the whole event can be found in the Congress web site: www.ifu2010istanbul.com

Please book the following dates in your agenda:

2nd & 3rd May 2010

(IFU Commissions and Assembly of Delegates meetings)

4th & 5th May 2010

(16th IFU World Juice Congress)

6th May 2010

(SGF Forum and General Assembly)

7th May 2010

(Technical Tours)

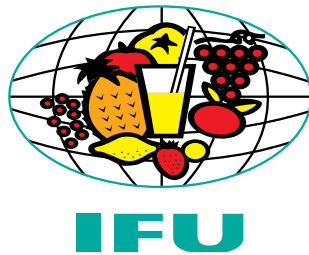
Special thanks

I would like to express my special thanks to Ebru AKDAĞ - Secretary-General of the Turkish Fruit Juice Industry Association (MEYED) for her co-operation.

Teşekkür ederim!

Elisabetta ROMEO-VAREILLE
Secretary-General of IFU





IFU

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