ARE YOU READY FOR THE FUTURE?

About Tetra Pak’s presence at Gulfood Manufacturing 2016

Under the theme “Future Ready”, Tetra Pak will once again be at Gulfood Manufacturing taking place from 7th to 9th November 2016 in Dubai. In line with our theme, we will showcase our latest technological developments and engage with our customers and business partners to highlight the future of the industry.

Our showcase will primarily demonstrate some of the most innovative `ideas of tomorrow` and a `future filled with opportunities and potential growth`. This trade exhibition will give you a unique opportunity to experience a large variety of innovative products and services; not to mention our progressive approach driven by our commitment to growth & innovation and our close partnership with customers.

We are proud to present our `Food Island` this time, where you will learn more about 5 key food categories; Tomato, Cheese, Soups, Yoghurt and Coconut Water. You will get a chance to explore our integrated solutions as a full system supplier. From category insights to processing, packaging and technical service, you will be enlightened how we can support you across the value chain to launch yet another successful product in the market.

After an insightful visit of the Food Island, please stop by our Sampling Station to delight in our courteous hospitality and taste some of the most delicious products around the world.

Our experienced Tetra Pak team will also take you through the following areas:

- **Tetra Pak® Packaging Portfolio**: Be ready for the interactive representation of the Tetra Pak® E3/Speed: Tetra Pak® E3 Speed is our latest filling machine platform using eBeam, along with the largest carton packaging portfolio in the world.
- **Tetra Pak® Services**: Visit our dedicated room to experience our unique and innovative digitalisation solutions such as Traceability and Magnetic Positioning System.
- **Tetra Pak Marketing® Services**: Book a session with us to witness how we can support you with opportunity and/or challenge identification, idea generation, branding, promotion, product formulation and design services.
At the **Processing Area**, with the latest Virtual Reality technology experience the **NEW Tetra Pak® Homogenizer 500** - The highest capacity food processing homogenizer in the world and the **NEW Tetra Pak Tetra Pak® Indirect UHT** unit for dairy applications. The area will also feature units and components for dairy, cheese, ice cream, beverages and prepared food.

Witness the global launch of **Tetra Pak® PlantMaster**— now one Tetra Pak automation and information solution for total control and top performance in the food industry both for packaging and processing.

Also in our **Sustainability and Supply Chain corners**, we will take our visitors through real-life examples, which will offer valuable insights into value-added and sustainable innovations.

The lounge adjacent to the Tetra Pak showcase area will offer visitors a quieter area to network and continue the pursuit of deeper learning and reflection.

Last but not least, we will offer a series of intellectually stimulating seminars titled, **Knowledge Series** run by experts, this series will enlighten you with the latest market trends, innovations and technology. (Space is limited and advance booking is recommended)

**KNOWLEDGE SERIES SEMINARS**

**Monday, 7 November 14:00 – 15:30**

*Insights and Opportunities in 100% Juice: A Global View*

According to a new international study commissioned by Tetra Pak, consumers around the world, still see juice as a healthy, natural and delicious option despite the sugar debate. Our research also shows how brands in both developed and developing markets are leveraging these characteristics, and exploring new trends and growth opportunities to create innovative products to meet modern consumers’ needs, capture their imagination and deliver growth. This session will also include Tetra Pak’s solutions about ingredients and juice products with particulates.

**Monday, 7 November 16:00 – 17:30**

*Tomato - Exploiting the Potential*

Tomato production is a growing category worldwide with consumers demanding a wider range of innovative, value-added products. Companies require their production and packaging to handle a wide array of quality variations in raw tomato paste with cost-effective and flexible solutions. Join us to hear about the growing trends and consumer insights in tomato production and packaging. We will also talk about our optimal packaging, processing and service solutions that will enable you to produce various tomato products – from passata, purées, paste, salsa and pizza sauces to soups and ketchup. You will also be able to explore our solutions around value-added tomato-based products with innovative flavours and ingredients to more natural products – with fewer additives and preservatives.

**Tuesday, 8 November 11:00 – 12:30**

*It's Time for Africa: The Next Growth Frontier*

Are you thinking of investing in Sub-Saharan Africa?

With a rapidly growing population (doubling by 2060), per capita growth of 1.4%, mushrooming middle class and urbanization, it’s increasingly recognized as the next frontier. Join us to hear
about the global trends, demographic and economic indicators that reveal the hot spots for investment and how to tailor strategies to unlock Africa’s potential. Also learn about the results of a recent consumer survey, especially the different and interesting needs of the consumers for better product innovation and communication strategies.

**Tuesday, 8 November 14:00 – 15:00**  
*Decoding Millennials: Know Them, Be Them, Win Them*
Greater Middle East and Africa is a young region with 600 million millennials, constituting more than 1/3 of the population, offering endless opportunities for growth. This new generation of consumers are all about making smart decisions, they are more demanding and socially connected more than ever. It is time to conquer their hearts, by bringing them not only exciting novelties but also by talking their language and connecting with them on a different level. In this seminar, we will be helping our customers better understand this consumer group to innovate products around their needs whilst developing strategies for communication.

**Tuesday, 8 November 16:00 – 17:30**  
*Getting More Output From Your Plant: Through 'Improved Asset Utilization'*
Looking for a better alignment in your production and long-term cost reduction? We can help you achieve these through ‘Improved Asset utilisation’. We will explain what ‘asset management’ is and how it would help you unlock greater business value. We will also talk about Tetra Pak’s approach to asset management and how it can be useful in meeting the challenges that the manufacturing industry faces today.

**Wednesday, 9 November 16:00 – 17:30**  
*Explore Flavoured Milk Drinks: Right Product, Right Package, Right Cost*
In need of new products to differentiate? And at the lowest production cost? Meet our unique solution with recipes, ingredients, processing and packaging solutions from a single source supplier. Join us to understand more about how we can help your business grow. In this session you will also be able to explore and taste innovative flavoured milk drinks.
**EMPLOYEE PART - INTERNAL CONTENT**

*What will be presented in the Food Island?*

Our Future Ready approach to different food categories will be showcased at the Food Island. We are proud to launch our ‘Food Island’ which will focus on 5 categories; **Tomato, Cheese, Soups, Yogurt and Coconut Water**. Our customers will get a chance to learn about our integrated solutions as a full system supplier of these selected categories. From category insights to processing, packaging and technical service we will present to our customers how we can support them through the whole supply chain.

We will showcase how we can be a full system supplier for the products in 5 categories stated above. Visitors will be able to taste 1-2 recipes in each category. The recipes include:

- **Soup** (soups in Tetra Recart® 500)
  - Recipe 1: Green asparagus with pieces
  - Recipe 2: Creamy mushroom with mushroom particulates
- **Tomato** (tomato products in Tetra Recart® 390)
  - Recipe 1: Rich pasta sauce with basil and mascarpone
  - Recipe 2: Chunky tomato sauce with artichoke and garlic
- **Coconut Water** (Lemon-lime flavoured coconut water in Tetra Brik® Aseptic 250 Edge HeliCap™23)
- **Cheese** (Liquid filled processed cheese in Tetra Classic® Aseptic 20 with PullTab™)
- **Yogurt** (Ambient drinking yogurt with peach particulates in Tetra Top® 200 A38)

*What will be presented in the Tetra Pak® Services area?*

- **MaPS (Magnetic Positioning System):** A unique technology from Tetra Pak that introduces a magnetic marking in our packaging material, allowing for a more accurate packaging material positioning in the filling machine with the aim of reducing production cost.

- **Performance Management Centre:** Using our new Condition Monitoring Kit, a real time view of our installed base at our customer sites is possible. The new solution will alert us when an issue at a customer machine occurs. Immediate remote support kicks in to resolve the issue much any impact on production.

- **Field Force Applications:** New suite of iOS mobile applications that would enable our field force to be more efficient in the field. Additionally, new applications aimed at the customer are in development and will showcase a demo version of those applications that would allow our customer to have real-time information of their operations through their hand-held devices

- **Performance Benchmarking:** An interactive application that allows our customers to benchmark their equipment performance with that of others.

- **Traceability:** An interactive application wherein scanning a Tetra Pak package can trace the various elements of production that this package had gone through (such as temperature, pressure, flow, ingredients, operational actions and other important data to ensure consistent high product quality)
Solution Centre: Customers will be presented with tailor-made solutions that addresses operational issues, while taking into consideration today and tomorrow’s portfolio

What will be presented in the Marketing area?
Marketing Services is the way we are working now together with our customers in the co-creation of innovative solutions to their business challenges. We will show how as Marketing Services, we can support our customers with opportunity and/or challenge identification, idea generation, branding, promotion, product formulation and design services

As validation of our approach, we will share real-life success stories in the region. We will also feature the following commercial examples:

1. Takdaneh - Iran:  Tetra Gemina® Aseptic 1000 Crystal juice launch (design)
2. Copag – Morocco:  Tetra Top® juice and milk launch (ideation)
3. Kasih – Jordan:  Tetra Fino® Aseptic 70 hummus launch (ideation)
4. Pakban – Iran:  Tetra Top® white milk and chocolate milk launch (design)
5. Sutas – Turkey:  White milk branding (branding)
6. Clover - South Africa: Tetra Prisma® Aseptic and Tetra Top® value-added milk launch (ideation)

We will showcase the Marketing Services journey using 4 tangible examples. Here visitors will be able to follow the journey from the beginning to the end. and taste these products at the end.

- Fruity laban – tasty, healthy dairy beverage targeting kids who are interested in modern alternatives to traditional beverages
- Breakfast drink – delicious, milk based beverage targeting millennials who have a tendency to skip breakfast as part of their on the go lifestyles
- Natural energy drink – guarana enhanced orange drink targeting teens who are in desperate need of energy but in natural form
- 75% nectar with no added sugar – high fruit content, naturally sweet nectar targeting millennials who have concerns about sugar consumption as part of their healthy and active lifestyles

We will engage in an interactive dialogue with customers on how Marketing Services can add value to their business. We will listen to customers’ specific challenges and propose ways to address them.

Last but not least, we will be promoting our first customer Innovation Centre in GME&A based in Dubai as an enabler in the Marketing Services journey.

What will be presented at the Sampling Station?

Marketing
We will be showcasing our customers’ latest product launches across our markets in GME&A, featuring not only core categories like dairy and juice products but also cheese, desserts, sauces and others. We will also inspire our customers and prospective customers with innovative, trendy products around the world such as healthy beverages, soups, nutritional products, ready meals and baby food.
b. **Processing**

Building on last year’s success, we will again bring on the table a set of new and exciting products, ready to hit the shelves. Moreover, we have developed a complete solution including ingredients, recipe, processing and packaging. It means that brand owners will get the Right Product, in the Right Package, at the Right Cost. Come and relish:

- **Chocolate and banana flavoured dairy based drinks** – a solution that can help customers achieve a 25% lower operational cost and target a variety of consumers
- **Strawberry flavoured UHT custard** – a drinkable version of a rich and creamy custard that can easily become the favourite of both children and adults
- **Rich cereal breakfast milk** - the perfect solution for on-the-go meal
- In addition to these, the tasting station will also feature **concentrated fermented dairy products** – e.g Labneh.

**What will be presented in the Packaging Portfolio area?**

Visitors can see world’s largest portfolio of carton packages with limitless possibilities and the launch of some recent innovations stated below:

Interactive representation of the **Tetra Pak® E3/Speed**: Tetra Pak E3 is our latest filling machine platform using eBeam, the new Tetra Pak packaging material sterilization system that allows you to enjoy significant benefits in operational cost reduction and environmental performance.

Global launch of **WingCap™ 30**: the new generation and the most innovative one-step opening with DIMC technology for Tetra Brik® Aseptic 1000 Edge. This new combination provides higher functionality at lower cost. Differentiated design, ideal for branding with a smart and different look.

**Tetra Recart®** - modern and innovative packaging for the canned food industry and the first retortable carton package designed for shelf-stable food products with particles of almost any size – ideal for food traditionally filled in cans, glass jars or pouches.

**ReFit your lines, ReShape your future™**. ReShape your packages to differentiate your brand and meet new market needs by investing in a kit, reducing capital investment by up to 80% compared with a new line.

Meet **Tetra Evero® Aseptic** - the first ever carton bottle for ambient white milk, now also available for dairy alternatives and enriched products. Tetra Evero® Aseptic is a truly innovative package with an attractive premium image and it is loved by consumers.

We are also expanding the **range of Tetra Fino® Aseptic** and the range of **Tetra Classic® Aseptic**, the affordable fun with unique shape that delights both the young and the young at heart.

**What will be presented in the Environment Corner?**

This section will feature stories related to our sound and responsible environmental practices throughout the value chain. Don't think however that this is the only area customers will see our environmental activities.
We will also be talking about our renewability efforts, including FSC™ (FSC success stories with customers from the region and bio-based caps.)

Last but not least recycling process along with collection and recycling of our customers' around the world will be showcased with examples from our recyclers.

**What will be presented in the Processing area?**
Everyone in the food industry wants to boost sales, trim cost or come up with a taste sensation that takes the world by storm. Today’s business is all about finding ways to gain that elusive competitive edge. You know it. We know it. The question is, how to do it? Join us in the Processing solutions area to get ready for the future.

**Experience the Future Virtually:** a unique chance to interact virtually with some of our latest innovations. You will be able to experience:
- **The NEW Tetra Pak® Homogenizer 500** - The highest capacity food processing homogenizer in the world - with the lowest total cost of ownership.
- **The NEW Tetra Pak® Indirect UHT unit** for dairy applications.

The area will also feature a **Real-Life display** of a few units and components, aimed at making your experience complete:
- **Tetra Pak® High Shear Mixer** the most versatile unit in the market, which provides mixing of both high and low viscosity products, dissolving powder stabilizers, such as pectin and gums and sweeteners for various applications.
- **Tetra Pak® Continuous Freezer S700 A2** for consistently smooth and uniform ice cream every time. This innovative freezer is also easily adaptable to a wide variety of ice cream recipes and enables quick and easy product changes.
- **Tetra Pak® Plant Components** – selected from global industry leaders and specifically designed and perfected for food processing (valves, pumps, measuring instruments, integration components, automation and electrical components).

Our experts will be available to discuss the entire Tetra Pak Processing solutions portfolio for cheese, dairy, prepared foods, ice cream and beverage businesses, including portfolio of service solutions.

**What will be presented in the Tetra Pak® PlantMaster corner?**
The one and only automation and information solution for total control and top performance in the food industry. This solution is a combination of tailor-made software products, components and automation services designed specifically for the food processing and packaging industry.
On the Tetra Pak PlantMaster stand, we will take our customers through a journey and show them how they increase their flexibility and efficiency and reduce total cost of operation. The better they can control their plant, the better the results in terms of safety, quality, output and profit. One Tetra Pak® PlantMaster – for total control and top performance.

**What will be presented in the Supply Chain area?**
We will be talking about our presence in the region and logistical advantage versus the competition; information on the factories (geographic coverage, capacity and product portfolio) also the success and achievements / awards.