

Brew Asia 2023 - Conference Programme

Day 1 | Thursday 19 October 2023



HO CHI MINH CITY 2023

19-20 October 2023
GEM Center

| | | | |
|---------------|---|---------------|---|
| 09:00 - 09:30 | REGISTRATION DAY 1 | | |
| 09:30 - 09:45 | Opening Address - Charles Guerrier, Founder, BREW ASIA | | |
| 09:45 - 10:15 | KEYNOTE ADDRESS: Future Proof Garrett Marrero, Co-founder/CEO, MAUI BREWING COMPANY | | |
| 10:15 - 11:15 | Morning Break | | |
| | Hall 1 (Barth-Haas Hall) | | Hall 2 (Joe White Maltings Hall) |
| 11:15 - 12:00 | New Things Are Brewing At Fermentis Simon Jeanpierre, Technical Sales Support Manager, APAC, FERMENTIS | 11:15 - 12:00 | Bottle to Brand: Elevating Your Brewery Brand Strategy Quynh Nguyen, Managing Director, THE 80/20 COMPANY **Workshop** |
| 12:00 - 12:15 | Break | 12:00 - 12:15 | Break |
| 12:15 - 13:00 | Judge Like A Judge (Beer Evaluation Workshop) Richard Chamberlain & Daniel McCulluch, LALLEMAND BREWING **Workshop limit 100 pax (Sign up at Lallemand Brewing Booth C9) | 12:15 - 12:45 | DISCUSSION PANEL: Are Competitions and Community Engagement Shaping The Future Of The Craft Beer Industry? Moderator: Paul Edwards, Co-founder/CEO, GORILLA BREWING |
| 13:00 - 14:00 | Lunch | 12:45 - 13:45 | Lunch |
| 14:00 - 14:45 | Global Passion For Hops Collab Series Lennart Paul & Georg Drexler, BARTH HAAS **Workshop** | 13:45 - 14:30 | Strengths, Weaknesses, Opportunities, and Threats - A Deep Dive Into A SWOT Analysis For Your Brewery Pulkit K. Agrawal, BEER 30 **Workshop limit 100 pax (Sign up at Beer30 Booth F4) |
| 14:45-15:30 | Maximizing Hop Aroma & Flavour Scott Janish, Co-Founder, SAPWOOD CELLARS | 14:30 - 15:00 | Taste transformers: Draft Pouring Techniques & Their Impact On Flavour Shane McNamara, Global Director, AB INBEV |
| | | 15:00 - 15:30 | The Artmonster Way Andrew Park, ARTMONSTER BREWERY |
| 15:30 - 16:00 | Afternoon Break | | |
| 16:00 - 16:30 | Disrupting Brewery Automation: Re-Inventing Manual Breweries Andrew Tierney, Founder/CEO, ONEPOINT BREWING AUTOMATION | 16:00 - 16:45 | Save Time, Save Money And Diversify Your Beers With Natural Liquid Hop Extracts Dave Hall, Technical Sales Manager, TOTALLY NATURAL SOLUTIONS |
| 16:30 - 16:45 | Break | 16:45 - 17:00 | Break |
| 16:45 - 17:30 | 2023 Brew Asia Conference Brew Sensory Session BARTH HAAS / FERMENTIS / CASTLE MALTING | 17:00 - 17:30 | Avoiding The Pitfalls: Are We Learning The Lessons From Developed Craft Markets? Moderator: Matt Kirkegaard, Founder/Editor, BREWS NEWS |
| 17:30 - 18:00 | Trade Fair Networking | | |

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*Speakers and timings subject to change

Brew Asia 2023 - Conference Programme

Day 2 | Friday 20 October 2023



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| 09:15 - 09:45 | REGISTRATION DAY 2 | | |
| 09:45 - 10:00 | Welcome - Charles Guerrier, Founder, BREW ASIA | | |
| 10:00 - 10:30 | KEYNOTE ADDRESS: A Craft Brewery Culture Of Information Sharing Scott Janish, Co-founder, SAPWOOD CELLARS | | |
| 10:30 - 11:30 | Morning Break | | |
| | Hall 1 (Barth-Haas Hall) | | Hall 2 (Joe White Maltings Hall) |
| 11:30 - 12:15 | Bringing Yakima To Brew Asia Dean Monshing, Snr Vice President of Global Sales, YAKIMA CHIEF HOPS **Workshop** | 11:30 - 12:00 | Yeast Counting Workshop Chris White, WHITE LABS + Sylvie van Zandyke, LALLEMAND BREWING |
| 12:15 - 13:00 | Dialing for Dollars: Navigating Your Way Through A Cap Raise Garrett Marrero, Co-founder/CEO, MAUI BREWING COMPANY | 12:00 - 12:30 | Brewing Modern Fruit Beers - Techniques, Applications & Flavors Bret Kollmann Baker, Chief Operating Officer, URBAN ARTEFACT |
| | | 12:30 - 13:00 | Sustainable Brewing: Ways You Can Save Money And The Planet Hamish Coates, Co-founder, ROCKY RIDGE BREWING CO. |
| 13:00 - 13:45 | Lunch | 13:00 - 13:45 | Lunch |
| 13:45 - 14:15 | Innovations And Sustainability In Brewing Mitch Griboff, Head Brewer, BREWERKZ | 13:45 - 14:45 | Novel Malt Ingredients For Building Better Beers & 0.0%'s Sagar Goswamy, Sales Manager, APAC, PUREMALT PRODUCTS **Workshop limit 100 pax (Sign up at Thai Tan Booth D2) |
| 14:15 - 14:45 | Continuous Consumer Satisfaction Through Quality Management Francis Yuen, Technical Sales Representative, ANTON PAAR | 14:45 - 15:00 | Break |
| 14:45 - 15:15 | DISCUSSION PANEL: STAY IN YOUR LANE! Maintaining Uniqueness In An Increasingly Busy Marketplace Moderator: Chad Mitchell, THIRST TRAP | 15:00 - 15:45 | Whisky Distilling for Brewers Axel Jany, International Malting & Brewing Expert, WEYERMANN **Workshop limit 100 pax (Sign up at Weyermann Booth C1) |
| 15:15 - 16:00 | Break | 15:45 - 16:00 | Break |
| 1600 - 1800 | ASIA BEER CHAMPIONSHIP 2023 ASIA BEER CHAMPIONSHIP 2023 AWARDS PRESENTATION | | |

TRADE FAIR OPEN

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