

# SGF-IFU ROAD SHOW 2023

## Sponsor Information

Organized by:



### Introduction:

SGF International e.V. (SGF) and International Fruit and Vegetable Juice Association (IFU) held eight editions of the SGF-IFU Road Show: four live events 2016 in Latin America, 2017 in Asia, 2018 in Africa, and 2019 in Eurasia and three series of webinars due to the Covid pandemic. In 2023, we will go live again!

### Objectives:

The objective of the Road Show is to get engaged with local juice producers and supporting companies in the country of the roadshow. It is a unique opportunity to share information with an audience that has not either had an event for a while or never had one in their country. In our eighth year we use our expertise to make the events even better than before. This is a not-for-profit event so ticket prices are offered at an affordable level in the country to attract as many people as possible and more of a “contribution towards expenses” rather than a ticket. The support of sponsors is essential to hold these successful roadshows. Where possible we will visit local companies, plants and groves and sponsors can participate in these visits as part of the package.

### Organisers:

[SGF](#), an international organization based in Germany who is responsible for the control in the whole fruit juice chain to assure the safety, quality, authenticity and sustainability of juices and nectars.

[IFU](#), the Global Juice Association, is the only official juice NGO at Codex Alimentarius and develops the IFU methods of analysis, best practice guidance and other instruments for the juice industry.

### To whom is the event directed:

The seminars are intended for quality, R&D and production managers, as well as for purchasing and sales managers of juice processing and bottling industries. Other relevant stakeholders like laboratories, state control inspectors, R&D institutions have attended previous events as well.

In the live Road Shows from 2016 to 2019 in total more than 1300 participants were counted. The virtual Road Shows generated nearly 1500 views during and after (on-demand) the event. Promotion of the event will cover mailing list of IFU and SGF as well as social media reach (in total +7000 industry contacts).

### Seminars

- Mexico:
  - February 27 to March 3, 2023 (2 seminars: Veracruz (mainly Citrus processors), Puerto Vallarta (mainly Mango processors))
- Brazil and Argentina:
  - April 17 to 21, 2023 (2 seminars: Araraquara/Brazil and San Miguel de Tucuman/Argentina)
- Peru and Colombia:
  - September or November 2023 (November 27-30 Andinapack Fair in Bogotá/Colombia (tbc), before or after: Piura/Peru)



Registration for participants will be available via the IFU website. All seminars will include presentations, a detailed Q&A session allowing the participants to engage directly with the industry experts, simultaneous interpretation (tbc) and coffee/juice breaks and lunch breaks to allow time for networking.

**Past sponsors and collaborators:**

AB Enzymes, Anuga FoodTec, Bucher Unipektin, CibusTec, Citrosuco, Eckes Granini, Eurofins, GfL and John Bean Technologies have been sponsors of previous Road Shows.

The European Fruit Juice Association AIJN, Rainforest Alliance and Global GAP have given presentations in individual events.

	<b>Silver Sponsor (sponsors one or more locations/seminars)</b>	<b>Gold Sponsor (sponsors all locations)</b>
<b>Price (in Euro) excl. VAT</b>	EUR 2.000	EUR 9.500
<b>Logo on the event website</b>	for the chosen seminar	for six seminars
<b>Logo placement on screen before or after presentations</b>	at the chosen seminar	at all six seminars
<b>Logo placement and short company description in the Juice Events App (tbc)</b>	at the chosen seminar	at all six seminars
<b>Logo and company description on Social Media<sup>1</sup></b>	for the chosen seminar	for all six seminars
<b>Contact details of the participants who are willing to share their details</b>	after the chosen seminar	after each seminar/trip
<b>Table/Space in Expo Area<sup>2</sup> on the day of the seminar</b>	at the chosen seminar	at all six seminars
<b>Possibility to hold a presentation during the seminar (not commercial)</b>	at the chosen seminar	at all six seminars
<b>free seminar tickets, incl. lunch and juice breaks, excl. hotel accommodation</b>	2 at the chosen seminar	3 at each of the six seminars
<b>VIP service wherever possible (reserved seating, invitation to visit plants, dinners and networking events)</b>	at the chosen seminar	at all seminars

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<sup>1</sup> IFU: LinkedIn, Facebook, Twitter, Instagram. SGF: LinkedIn, Twitter.

<sup>2</sup> You will have a table (regular desk) to put your brochures, etc. on. Please bring your own roll ups, etc., if needed.