



SGF-IFU ROAD SHOW 2024

Sponsor Information

Organized by:



Introduction:

The Global Juice Roadshow, organized by SGF International e.V. (SGF) and the International Fruit and Vegetable Juice Association (IFU), is a prestigious industry event with a successful history. After eight editions, including live events in Latin America, Asia, Africa, Eurasia, and the recent 2023 edition in Latin America, we are excited to announce our return to Asia in 2024. The roadshow has adapted to the changing landscape by hosting online events during the Covid pandemic.

Objectives:

The primary goal of the Road Show is to engage with local juice producers and supporting companies in each host country. This event provides a unique opportunity to share valuable insights with audiences that may not have had access to such events previously. As a not-for-profit initiative, ticket prices are kept affordable, and sponsor support is essential for the success of these roadshows.

Organizers:

SGF: An international organization based in Germany, ensuring safety, quality, authenticity, and sustainability in the entire fruit juice chain.

IFU: The Global Juice Association, the only official juice NGO at Codex Alimentarius, responsible for developing industry standards.

Target Audience:

The seminars cater to quality, R&D, and production managers, along with purchasing and sales managers in the juice processing and bottling industries. Stakeholders such as laboratories, state control inspectors, and R&D institutions have also participated in previous events.

Roadshows 2024:

Philippines: February 20, 2024, Cebu, Dusit Thani Hotel - Mactan Island

Vietnam: February 23, 2024, Ho Chi Minh (Saigon), Le Meridien Hotel

China: April 24-26, 2024 (tbd), Shenzhen (Anuga Select China)

Thailand: May 31, 2024, Bangkok (Thaifex Anuga) (directly after IFU Juice Conference Bengaluru, India)

Second half of 2024: Arab country (tbd)

Registration:

Participants can register through the IFU website. Each seminar includes presentations, Q&A sessions with industry experts, simultaneous interpretation (tbc), and networking opportunities during coffee/juice breaks and lunch.

Past Sponsors and Collaborators:

Previous editions have been supported by esteemed organizations such as AB Enzymes, Andina Pack, Anuga FoodTec, BioSystems, Bucher Unipektin, CibusTec, Citrusuco, Eckes Granini, Eurofins, GfL, John



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Bean Technologies, Quicornac and Vicente Trapani. Additionally, the European Fruit Juice Association AIJN, Rainforest Alliance, and Global GAP have contributed through presentations.

Join us in making the Global Juice Roadshow 2024 a resounding success! Contact us to discuss sponsorship opportunities.

	Silver Sponsor (sponsors one or more locations/seminars)	Gold Sponsor (sponsors all locations)
Price (in Euro) excl. VAT	EUR 3.000	EUR 11.500
Logo on the event website	for the chosen seminar	for five seminars
Logo placement on screen before or after presentations	at the chosen seminar	at all five seminars
Logo placement and short company description in the Juice Events App	at the chosen seminar	at all five seminars
Logo and company description on LinkedIn	for the chosen seminar	for all five seminars
Contact details of the participants who are willing to share their details	after the chosen seminar	after each seminar/trip
Table/Space in Expo Area¹ on the day of the seminar	at the chosen seminar	at all five seminars
Possibility to hold a presentation during the seminar (not commercial)	at the chosen seminar	at all five seminars
free seminar tickets, incl. lunch and juice breaks, excl. hotel accommodation	2 at the chosen seminar	3 at each of the six seminars
VIP service wherever possible (reserved seating, invitation to visit plants, dinners and networking events)	at the chosen seminar	at all seminars

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¹ You will have a table (regular desk) to put your brochures, etc. on. Please bring your own roll ups, etc., if needed.