

6th European Point of Use Drinking Water Trade Fair Widening the water network



23-24 May 2006

Espace Grande Arche, Paris La Défense

In association with



cooler innovation

Organised by

zenithinternational

Book online at

www.zenithinternational.com

6th European Point of Use Drinking Water Trade Fair

Monday 22 May

14.00 - 20.00 Exhibitor set up Espace Violet Le Duc

Tuesday 23 May

08.00 - 17.00 **Registration** Foyer Haussmann

08.00 - 09.30 Exhibitor set up Espace Violet Le Duc

09.00 - 10.00 **Workshop 1 : Exploring European POU standards and future requirements** **Salle Mansart 1**
Rick Andrew, Technical Manager of **NSF International**, United States

10.00 - 17.00 TRADE FAIR Espace Violet Le Duc

View the latest technology and product developments from machines and filters to cups and computer software.

Exhibitors already booked include Allpure Filters, Alpes Concept, Apuro, Aqua Cure, Aqua Planet, Asset, Canaletas, Carbonit Filtrertechnik, CEM Industries, Cosmetal, Cuno, Database Workshop, Dieau, Ebac, Everpure Europe, Frigeria, Global Flavour, Hygienic Solutions, IMI Cornelius, Mistral Constructeur, Oasis Europe, RLS, SIP Technologies, Tana Water, Touch-Flo Europe, Waterlogic International, Weil Industrieanlagen, Wodor Group, Won Bong and Zerica.

10.00 - 11.00 **Workshop 2 : Water – a basic nutrient of the body, critical for life** Salle Mansart 3
Nick Ellins, Policy and Planning Adviser for **Water UK**

11.00 - 12.00 **Workshop 3 : European POU regulations - theory and practice** Salle Mansart 1
Dr Peter Westerbarkey, Managing Director of **Carbonit Filtrertechnik GmbH**, Germany

12.00 - 13.00 **Workshop 4 : Minerals in water – issues of taste** Salle Mansart 3
Martin Yale, SASS Technical Manager of **Cuno Water Group**, United Kingdom

13.00 - 14.00 **Workshop 5 : How filtration adds value to POU coolers** Salle Mansart 1
Robert Gehl, Foodservice Director – Europe, Middle East, Africa for **Pentair Water Filtration**, Belgium

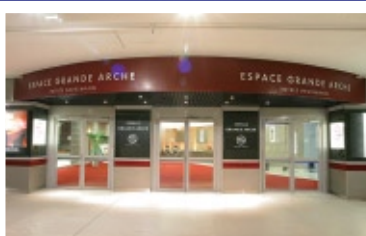
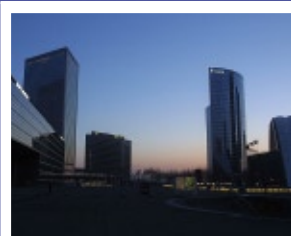
14.00 - 15.00 **Workshop 6 : Healthy vending initiatives for children in schools** Salle Mansart 3
Joe Harvey, Director of **Health Education Trust**, United Kingdom

15.00 - 16.00 **Workshop 7 : Tracking systems for coolers and hygiene** Salle Mansart 1
Dominique Casta, Managing Director of **Dieau SA**, France

16.00 - 17.00 **Workshop 8 : Developing POU coolers in schools** Salle Mansart 3
Olaf Wilhelm, Managing Director of **Waterlogic GmbH**, Germany

17.00 - 18.00 **EPDWA drinks reception** Salle Mansart 2
All exhibitors, delegates and other visitors are invited to join representatives of the **European Point-of-use Drinking Water Association** for beer, wine and canapés.

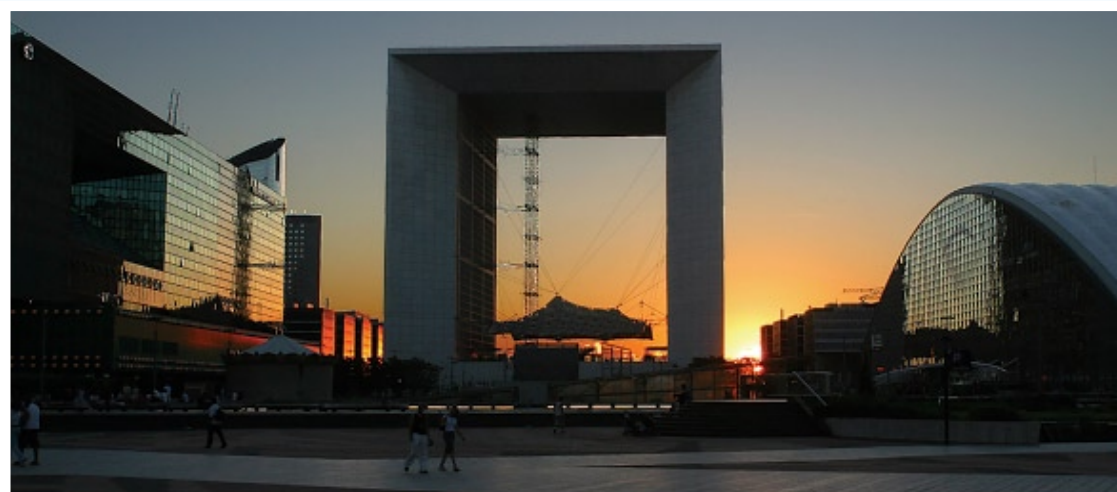
18.00 - 18.30 **EPDWA Annual General Meeting** Salle Mansart 3
All industry members are invited to attend.



Widening the water network

Wednesday 24 May

08.00 - 15.30	Registration	Foyer Haussmann
08.30 - 11.00	CONFERENCE	Salle Mansart 3
	Latest POU cooler market trends	
08.30 - 08.50	France and Europe : onwards and upwards Gary Roethenbaugh, Research & Development Director of Zenith International Ltd , United Kingdom	
08.50 - 09.10	Challenges facing the industry in Europe David Matthews, Managing Director of PHS Waterlogic , United Kingdom	
09.10 - 09.30	Questions and discussion	
	POU cooler market development issues	
09.30 - 09.50	Transition from bottled coolers to POU is inevitable Diane Koyich, International Liaison for Crystal Mountain Products , United Kingdom	
09.50 - 10.10	POU growth markets – schools, hospitals and homes Sean Robinson, National Business Development Manager of Eden Springs , United Kingdom	
10.10 - 10.30	Achieving quality performance in schools and health establishments Mike Hurst, Consultant Microbiologist for Watermark Consultancy , United Kingdom	
10.30 - 10.45	Questions and discussion	
10.45 - 11.00	Concluding remarks on industry, market and policy outlook Tony Edwards, President of European Point-of-use Drinking Water Association	
11.00 - 16.00	TRADE FAIR <i>See Tuesday 23 May for details.</i>	Espace Viollet le Duc
12.00 - 13.00	Workshop 9 : Cooler manufacturers can no longer ignore POU John Hale, Global Product Manager for Ebac Ltd , United Kingdom	Salle Mansart 3
13.30 - 14.30	Workshop 10 : Ozone – nature’s most powerful sanitisation tool Derek Callaghan, European Sales Manager of SIP Technologies LLC , United States	Salle Mansart 3
15.00 - 16.00	French POU industry meeting All French distributors, suppliers and visitors are invited to attend for discussion of key national issues and industry priorities. Meeting will take place in French.	Salle Mansart 3
16.00 - 20.00	Exhibitors dismantle	Espace Viollet Le Duc



6th European Point of Use Drinking Water Trade Fair

About the event

Point of use is the fastest spreading sector of the water market in Europe. It has grown by more than 30% every year since 1999, doubling its share of overall cooler installations.

This 6th industry trade fair is designed to help suppliers and operators to widen their network more effectively to improve service levels, revenue streams and net returns.

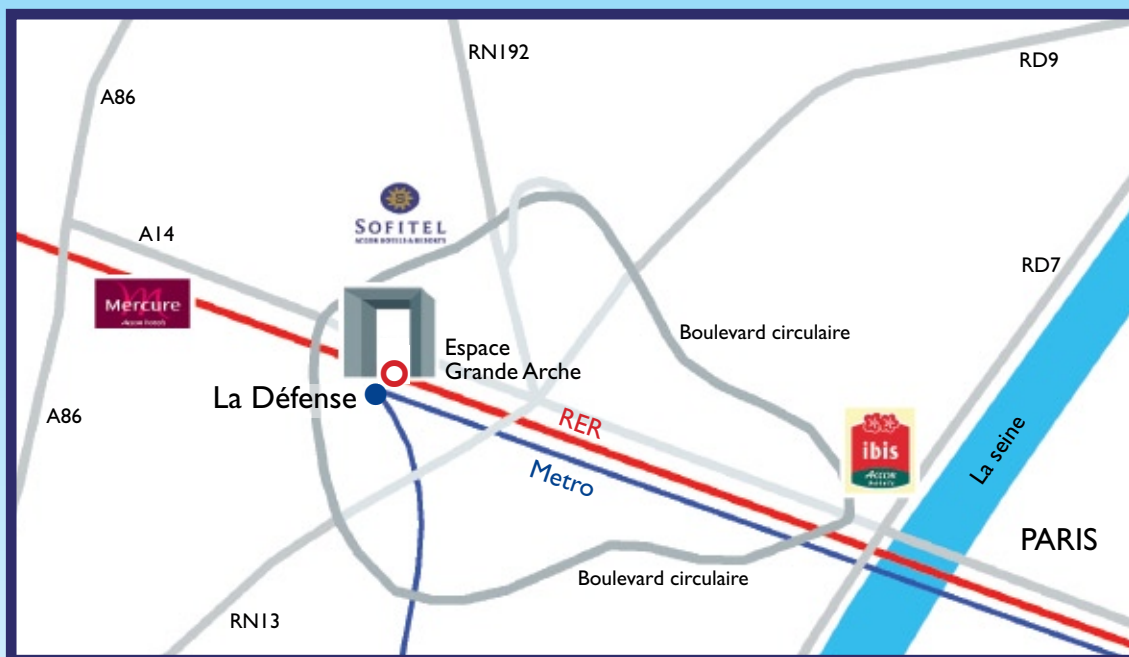
It is the essential European POU event of the year for owners, managers and all others wishing to be associated with this rapidly expanding phenomenon.

About the venue

Paris is one of the world's most visually stunning cities, renowned for its appeal in the spring. The Grande Arche is its most prominent new architectural feature in the heart of the modern La Défense business district.

The Espace Grande Arche is located directly under the Grande Arche and the three recommended hotels are among a wide selection in the immediate area.

The entire programme takes place within this convenient setting, with excellent public transport links and easy walking distances.



About zenithinternational

Recognised since the 1990s as Europe's leading drinks consultancy, **Zenith International** has over 1,000 clients across more than 50 countries.

The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services and event organisation.

With some 50 staff based in the World Heritage City of Bath, Zenith also has affiliated offices in Amsterdam, Brussels, New York, Nice and Tbilisi.

About cooler innovation

cooler innovation is the industry's only dedicated international journal, with a special focus on market, company, product and technical news and analysis.

Combining the best of former titles **The Point** and **H2O Europe**, **cooler innovation** is now published six times a year by sister company **Zenith International Publishing** which also produces **bottledwaterworld**, **Asia Pacific Bottled Water**, **beverage innovation** and **dairy innovation**.

Zenith International Ltd

7 Kingsmead Square, Bath BA1 2AB, United Kingdom

t +44 (0)1225 327900

f +44 (0)1225 327901

e info@zenithinternational.com

zenithinternational.com

Zenith International Publishing Ltd

t +44 (0)1225 327890

f +44 (0)1225 327891

e info@zipublishing.com

zipublishing.com