



IFFI MAS TER CLASS



INGREDIENTS FOR *connecting*
FOOD INNOVATORS *inspiring*
facilitating

DAIRY • ICECREAM • OILS & FATS • SAUCES, DRESSINGS & SEASONINGS
• SOUPS • SPREADS • BAKERY & CEREAL CONFECTIONERY • PASTA &
NOODLES • SAVOURY SNACKS DRIED FRUITS • MEAT FISH POULTRY •
CHILLED FOODS • FROZEN FOODS • READY MEALS • CANNED FOODS •
BEVERAGES SOFT DRINKS • HOT DRINKS • BABY IF • DAIRY • ICECREAM
• OILS & FATS • SAUCES, DRESSINGS & SEASONINGS • SOUPS • SPREADS
• BAKERY & CEREAL CONFECTIONERY • PASTA & NOODLES • SAVOURY
SNACKS DRIED FRUITS • MEAT FISH POULTRY • CHILLED FOODS •



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Under the umbrella of 'IFFI Masterclass' the IFFI network introduces an industrial course consisting of 4 modules throughout this year. The modules each last 1½ day and are intended for professionals working in the international food ingredients industry. IFFI colleagues as well as non-member organisations are welcome.


The industrial course is a complementary initiative to the four quarterly dinner meetings (and subsequent company visits) that IFFI organises covering **Business, Organisation, Technology** and **Legislation** related topics. At an arm's length away from their own businesses the **IFFI Masterclass** participants will get a more in depth understanding of these topics, facilitated by leading experts from academies and industry-leading businesses.

In the stylish ambiance of the former monastery 'Kontakt der Kontinenten', a centrally located conference facility at the Utrechtse Heuvelrug, each module offers an interesting mix of workshops and lectures, providing both scientific proof as well as best practices and models used in the international business of food ingredients.

Are you ready to share new insights, knowledge and experiences with fellow IFFI members, colleagues within the food (ingredients) industry and keynote speakers from science and practice? **Sign up now** for the upcoming **IFFI Masterclass**! The number of attendees is limited to 15 persons per module.

REGISTRATION

The **IFFI Masterclass** modules include dinner, lunch and refreshments and exclude accommodation (€ 92,25 including breakfast). Participation costs for non-members are € 950,-- per module, excluding VAT. Participation costs for IFFI colleagues are covered by the membership fee.

If you have any diet restrictions (no meat, no fish, allergies...), please inform us. We will confirm your participation and hotel reservation as soon as possible. 



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IFFI MASTERCLASS PROGRAMME 2013

➤ **BUSINESS MODULE - 'SALES & SELLING'** Thursday 4 April (14.00 – 20.00 hrs) and Friday 5 April (8.30 – 17.30 hrs)

- 4 April - (Key) Account Management
- 5 April - Consultative Selling
- 5 April - Negotiation Skills

➤ **ORGANISATION MODULE - 'BUSINESS & INNOVATION'** Thursday 23 May (14.00 – 20.00 hrs) and Friday 24 May (8.30 – 17.30 hrs)

- 23 May - New Business Models
- 24 May - Customer Insights
- 24 May - Innovation Management

➤ **TECHNOLOGY MODULE - 'APPLICATION & PROCESSING'** Thursday 26 September (14.00 – 20.00 hrs) and Friday 27 September (8.30 – 17.30 hrs)

- 26 September - Taste and Texture
- 27 September - Food Preservation
- 27 September - Food Systems

➤ **LEGISLATION MODULE - 'LEGISLATION & REGULATION'** Thursday 7 November (14.00 – 20.00 hrs) and Friday 8 November (8.30 – 17.30 hrs)

- 7 November - Food Safety
- 8 November - Food Innovation
- 8 November - Food Waste

LOCATION

Conferentiehotel Kontakt der Kontinenten
Amersfoortsestraat 20, 3769 AS Soesterberg
Telephone +31 (0)346 35 17 55