

JUICE INDUSTRY CONNECTED

12-13 May 2026, The Lord Charles Hotel, Somerset West

PRELIMINARY PROGRAMME

Juice Industry Connected is a dynamic two-day programme bringing together local and international stakeholders from across the fruit juice value chain.

The event is presented in collaboration with South African Fruit Juice Association (SAFJA), International Fruit & Vegetable Juice Association (IFU), and Safe Global Fair (SGF). Designed as a platform for knowledge exchange and collaboration, the programme connects producers, processors, suppliers, researchers, quality and food safety specialists, and regulatory representatives. It creates valuable opportunities for engagement, dialogue, and strategic alignment across the sector.

Register online: www.juiceconference.co.za



TUESDAY, 12 MAY 2026

The Lord Charles Hotel, Somerset West, South Africa

SAFJA AGM

11:00 – 13:00 SAFJA Members Only

JUICE CONFERENCE: INDUSTRY CHALLENGES & OPPORTUNITIES

09:00 – 13:00	<i>Registrations Open</i>	
13:00 – 14:00	<i>Lunch & Networking</i>	
14:00 – 14:10	<i>Welcome & Opening</i>	<i>Mr. Rudi Richards, GM, SAFJA</i>
14:10 – 14:40	Industry trends & future perspective on pome and stone fruit industry	Ms. Mariette Kotze, General Manager: Industry Support Services, Hortgro
14:40 – 15:10	Citrus Industry Overview	Mr. Albert Coetzee, Industry Affairs Manager, CGA
15:10 – 15:30	<i>Juices & Coffee</i>	
15:30 – 16:00	Navigating an uncertain international environment (trade, economic diplomacy & geopolitics)	Mr. Wolfe Braude, Manager: Fruit Desk, AgBiz
16:00 – 16:20	Sustainability: Pathway for the Future	Doehler
16:20 – 16:40	Radial jet mixing and aseptic blending	Mr. Bo Liedberg, Processing Director, Tetra Pak
16:40 – 17:00	Advancements in Technology	Mr. Lionel Dickens, Sales Director, Porex SA and Porex Cavetech
17:00 – 17:10	<i>Conclusions & Closing</i>	
		<i>Mr. Rudi Richards, GM, SAFJA</i>

NETWORKING EVENT, Avontuur Estate, R44

An evening of meaningful connections set against a beautiful view, with wine tasting and delicious canapés to enjoy.

18:00 – 18:30 Transport to Avontuur Estate from the Lord Charles Hotel

18:30 – 21:30 Function (Continuous shuttle between Lord Charles Hotel and Avontuur Estate)

WEDNESDAY, 13 MAY 2026

The Lord Charles Hotel, Somerset West, South Africa

**GLOBAL JUICE ROADSHOW 2026: QUALITY, TECHNOLOGY, MARKET TRENDS
AND CHALLENGES OF FRUIT AND VEGETABLE JUICES AND NECTARS**



08:30 – 09:30	<i>Registrations & Networking</i>	
09:30 – 09:45	Welcome & Opening Juice industry and the new challenges	Ms. Alexandra Heinermann, GM, SGF
09:45 – 10:05	Juicing the Future: Fighting Fraud and Creating Trust with SGF International eV	Ms. Amra Naran, Account Manager, SGF
10:05 – 10:25	Squeezing Success: IFU's Role in Powering the Global Juice Industry	Ms. Stefania Moeri, Marketing Director, IFU
10:25 – 10:45	Unlocking Insights: Innovations in IFU Analytical Methods and Developments.	Ms. Aintzane Esturo, Technical Director, IFU
10:45 – 10:55	Q&A	
10:55 – 11:30	<i>Juices & Coffee</i>	
11:30 – 11:50	SGF Membership: Sustainable Excellence	Mr. Robert Young, Auditor, SGF
11:50 – 12:10	SGF Insights: What Makes South Africa Especially Distinct	Ms. Susanne Koswig, Technical Manager, SGF
12:10 – 12:30	NMR analytics in South Africa / New method	CAF (Stellenbosch University) / IFU, SGF and SAFJA
12:30 – 12:40	Q&A	
12:40 – 13:40	<i>Lunch</i>	
13:40 – 14:00	Theory and practical approach of ion exchange and adsorption in the juice industry	Mr. Nick Shea, Managing Director, Bucher- Alimentech Limited
14:00 – 14:20	Pursuing Zero Residue - Fiber from Citrus Pulp	Mr. Jose Biot, Global Technical Director, Citrus Processing, John Bean Technologies Corporation
14:20 – 14:40	An Introduction to Juice Processing Technologies and the State-of-the Art	Ms. Klaudija Milos, Business Director, AB Enzymes
14:40 – 14:50	Q&A	
14:50 – 15:30	<i>Juices & Coffee</i>	
15:30 – 15:50	TBC	Sidel
15:50 – 16:20	Market perspectives: Focus on South Africa	Mr. Christopher Day, Euromonitor International
16:20 – 16:40	TBC	Mr. Marcelo Bellarde, CEO, Citrotec
16:40 – 16:50	Q&A	
16:50 – 17:00	<i>Conclusions & Closing</i>	
		Ms. Aintzane Esturo, Technical Director, IFU

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