

**Rome**  
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THE 12TH RMI CONFERENCE  




**RMI ANALYTICS**

12th Conference

# RMI Conference Brochure

5th - 8th March 2024  
Ergife Palace Hotel  
Rome, Italy



The Global Malt Supply Chain  
*Under one Roof*

Main Sponsor

**BOORTMALT**  
MASTERS OF MALT

# Welcome to the RMI Conference 2024

Dear Delegates,

On behalf of RMI Analytics, and your Conference Session Host, we'd like to extend a warm welcome to all our valued attendees for the 12th RMI Conference, in wonderful Rome, Italy.

Over the next few days, we have the incredible opportunity to delve into pressing issues, explore cutting-edge ideas, and make meaningful connections that will shape the future of our industry. The agenda with an extensive array of expert speakers, is packed with insightful sessions, engaging panel discussions, and thought-provoking discussions led by some of the brightest minds in our industry.

Please take the time to connect with your peers, exchange ideas, and cultivate new partnerships which will extend well beyond our days together in Rome.

Thank you for being part of the 12th RMI Conference and we wish you a memorable experience in historic Rome, Italy.



**Brent Athill**  
**Managing Director**  
**RMI Analytics**



**Malin Andersson**  
**RMI Conference Session Host**  
**VP Sales Viking Malt Group**



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# Conference Agenda - Overview

## Day 1: Tuesday 5th March

### 10:00 Onwards Check-In and Badge Collection

At the entrance area of the hotel, please visit the welcome desk for the conference to collect your name badge and welcome bag.

### 18:30 Conference Welcome Reception

Join us in the hotel lobby for a welcome reception Apero and food buffet, with speeches beginning at 19:00 from our conference host and several sponsor representatives.

## Day 2: Wednesday 6th March

### 08:45 - Session 2

Wednesday is the first major day of the conference. Held in the plenary room of the Ergife Hotel, the opening of the day shall begin promptly at 08:45.

### 10:30 - 11:10 Coffee Break

### 11:10 - Session 2

Lengthy coffee breaks (40 minutes) and a 90 minute lunch break are held throughout the day and we encourage delegates to use the breakout areas and the hotel foyer for networking.

### 12:30 - 14:00 Lunch Break

### 14:00 - 15:30 Session 3

At 18:30 all participants registered for the gala dinner are requested to congregate at the hotel entrance to be guided onto bus transportation to the Villa Miani Gala Dinner Venue.

### 15:30 - 16:10 Coffee Break

### 16:10 - 17:15 Session 4

Departures from Villa Miani shall begin from 22:45 with the last bus departing at 23:30.

### 18:30 - Gala Dinner Bus Departure

**[For more information on the Gala Dinner see page 11](#)**

### 22:45 - 23:30 Gala Dinner Return



# Conference Agenda - Overview

## Day 3: Thursday 7th March

**08:45 - Session 1**

Thursday is the second major day of conference presentations and panel discussions. Join us once again in the plenary room of the Ergife hotel for an 08:45 introduction.

**10:25 - 10:45 Coffee Break**

**11:10 - Session 2**

Coffee Breaks and Lunch Breaks are timed slightly different on Wednesday to accommodate additional speaker content.

**12:15 - 13:45 Lunch Break**

**14:00 - 15:30 Session 3**

Thursday ends with our infamous Pub Night event where delegates, allocated to start at one of three start locations, are encouraged to enjoy a relaxed evening together at our pub night venues.

**15:15 - 16:00 Coffee Break**

**16:00 - 17:15 Session 4**

Each venue shall be serving guests a plentiful supply of food and beverages to start the evening.

**18:20 - Pub Night Bus Departure**

[For more information on the Pub Night, including a plan for the evening and a map of the venues, see page 16.](#)

**22:30 - 23:30 Buses Available**

## Day 4: Friday 8th March

**09:30 Group 1 - Saplo Malthouse  
Bus Departure from Hotel**

Friday is our closing morning for the conference and for guests who opted to join the Brewery/Malthouse tour, departures from the hotel shall begin from 09:30.

**09:30 Group 2 - Birra Peroni  
Bus Departure from Hotel**

[For more information on the Malthouse and Brewery tour please see page 18.](#)

**10:30 Group 3 - Birra Peroni  
Bus Departure from Hotel**

# Conference Agenda - Day 1 Welcome

## Day 1: Welcome Reception (Tuesday)

### 18:30 Reception Ergife Hotel

Enjoy a welcome drink with us as our attendees and sponsors gather together for the opening night of the RMI Conference 2024.

Hear from CEO of RMI Analytics Brent Atthill who shall provide a warm welcome opening toast and more details on the exciting itinerary that awaits alongside speakers from some of our Sponsors.



As is tradition at RMI Conferences, this years RMI Conference Beer shall be revealed at our Welcome Reception. Hear the story behind the brew from Cristal Peck whose team crafted, brewed, packaged and delivered the beer to our venue just-in-time for freshness.

Thank you to Cristal and the team at Boortmalt.

**BOORTMALT**  
> MASTERS OF MALT



# Conference Agenda - Day 2 Session 1

Session Start 08:45



Elodie Colin-Petit, Director of Commercial Excellence and Business Development at Groupe Invivo shall be moderating our morning session exploring everything Barley. RMI Analytics presents their own research alongside RAGT, Richardson International and Riordan Grain, to present on supply and demand market dynamics, carbon footprint reduction and Barley providence.



## 08:45 - Brent Athill CEO RMI Analytics

Market Supply and Demand: Barley

An Identity Crisis for Malting Barley: Importance of Relevance and Provenance



## 09:30 - Olivier Lucas Value Creation Manager RAGT

Reducing the carbon footprint of malting barley Carbon Footprint through appropriate rotation



## 10:00 -10:30 A World Barley Tour in One Hour

Barley Relevance and Leveraging the providence of the Barley Supply Chain (Part 1)



### Presenters

Mark Lewis CCO Riordan Grain Services

Peter Schutz Director, Barley Merchandising at Richardson

Session Sponsor



# Conference Agenda - Day 2 Session 2



## Coffee Break 10:30 - 11:10

Be sure to sample the 0% beers provided courtesy of Birra Peroni and Heineken

### 11:10 - 12:00 - A World Barley Tour in One Hour

Barley Relevance and Leveraging the providence of the Barley Supply Chain (Part 2)



#### Presenters

Emmanuel Del Giorgio Trader Alea y Cia

Pierre-Eric Souplet Grp. Barley Procurement Mgr Boortmalt

Followed by a group panel discussion with all four speakers.



### 12:00 - 12:30 Wade Malchow Molson Coors

Challenges of Sustainability for a Barley Supply Chain

## Lunch Break: 12:30 - 14:00

Shall be served in the hotel restaurant, Quattro Stagioni.

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# Conference Agenda - Day 2 Session 3

Session Start 14:00



Dr David Griggs, Technical Director at Crisp Malt joins us to moderate our afternoon sessions on Day 1 as the content progresses from everything Barley to everything Malt. The afternoon promises leading content as world leading brewers, maltsters and lobbyists arrive onto the stage.



**14:00 - Kasper Madsen CEO Viking Malt**

Sustainability and regenerative farming from an upstream and downstream perspective



**14:30 - Mark Comline Procurement Director Carlsberg**

Sustainable sourcing and Procurement's perspective on driving change!



**15:00 Panel Discussion**

Is it possible to address the malting barley identity crisis, and what would be required to achieve such an outcome?

**Panelists**

Wade Malchow Snr. Mgr. Barley Program Molson Coors

Kasper Madsen CEO Viking Malt

Mark Comline Procurement Director Carlsberg

Session Sponsor



# Conference Agenda - Day 2 Session 4

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MASTERS OF MALT



## Coffee Break 15:30 - 16:10

Hungry? Enjoy some malt snacks courtesy of Boortmalt, baked specially for our conference delegates and available in a variety of flavours.



### 16:10 Justin Kissinger World Brewing Alliance

There's nothing like a beer: Opportunities for Growth



### 16:40 Jacob Morén COO Improvin

Empowering Sustainable Growth: Leveraging Data for Agricultural Sustainability.

### 17:00-17:15 Wrap Up Day 1

#### Presenters

Brent Atthill CEO RMI Analytics

Malin Andersson VP Sales Viking Malt Group



## Gala Dinner 18:30

Departure time 18:30 from the hotel entrance.

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# Conference Agenda - Day 2 Gala Dinner



Day 2 of our conference ends with delegates being transported to the idyllic villa location, Villa Miani overlooking the skyline of Rome. As the more formal networking event on our itinerary guests are requested to arrive in smart casual attire. Hosting the evening shall be RMI's very own Danielle Bekker, who has the honor alongside Buhler in announcing this years winners of the prestigious RMI Excellence Awards.

## Key Information

**18:30 Bus Departure Ergife Hotel Entrance**

**19:15 Welcome Drinks**

**20:00 - 22:00 Seated Meal and Awards Ceremony**

**22:45 - 23:30 Bus Departures to Ergife Hotel**



### RMI Excellence Awards

Shall be awarded throughout the evening in-between meal courses.

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# Conference Agenda - Day 3 Session 1

Session Start 08:45



Anna Sues, Purchasing Manager of Raw Materials at Damm, moderates our day 3 morning sessions. With a 12 year tenure at Damm, we look forward to Anna bringing her experience to the stage alongside a packed itinerary with some of our industries biggest players.



**08:45 - Brent Athill CEO RMI Analytics**

Market Supply and Demand: Beer & Whisky growth projections, and related Malting capacity implications



**09:15 - Nadine Sarwat Analyst AB Bernstein**

Understanding the Investment Community's Viewpoint toward Alcoholic Beverages



**09:45 - Jos Jennisen CEO Holland Malt**

A Game Changing Milestone for the Malting Industry!

Coffee Break 10:25 - 10:45

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# Conference Agenda - Day 3 Session 2

Session Start 10:45



**10:45 - Katrien Even PowerPulse**

Energy Market update and thoughts on tackling carbon reduction from an energy perspective.



**11:15 - Neil Fuller Future Food Solutions**

Regenerative Agriculture and a Malting Industry Case Study!



**11:45 - Roman Tarnovsky VP Sustainability Indigo**

Scope 3 and Regenerative Agriculture: Deepening Impact

Lunch Break: 12:15 - 13:45

Shall be served in the hotel restaurant, Quattro Stagioni.

Session Sponsor



# Conference Agenda - Day 3 Session 3

Session Start 13:45



Danielle Bekker, Consultant and Non-Executive Director, takes to the stage to moderate our final two sessions of the conference. Starting with South African Breweries in 1998, Danielle brings a wealth of AlcoBev industry experience to the session, in particular our closing panel discussions with three world leading brewer, distilling and beverage companies.



**13:45 - Gert Jan van Wijk Global Category Leader Heineken**  
Heineken's sustainability and de-carbonisation journey



**14:15 - Jorge Fontan Balestra Global Procurement Director AB InBev**  
Long-term Challenges & Opportunities in the Barley Supply Chain



**14:45 Olivier Hautin CEO Malteurop**  
A fresh eyes look upon the malting industry!

Coffee Break 15:15 - 16:00

Session Sponsor





# Conference Agenda - Day 2 Session 4

Session Start 16:00

## 16:00 TOWNHALL

Keys to Delivering A More Sustainable Supply Chain. Audience engagement through Slido to pose questions to on-stage panelists.

### Panelists

- Gert Jan van Wijk Global Category Leader Heineken
- Jorge Fontan Balestra Global Procurement Director ABI
- Kevin Scherry Sr Dir, Procurement-Direct Materials Constellation Brands



**16:30 Yvan Schaepman CEO Boortmalt**  
A Maltster's View to the Future!

**17:00 - 17:15 Wrap Up Day 2**

### Presenters

Brent Atthill CEO RMI Analytics  
Malin Andersson VP Sales Viking Malt Group



Pub Night 18:20

Departure time 18:30 from the hotel entrance.

Session Sponsor

# Conference Agenda - Pub Night Instructions

The Pub Night is the big finale to the RMI Conference, bringing everyone together to have a fun night of networking across several venues in our host city. This year we have booked three spectacular venues for you to enjoy Rome from above and within.

## STEP 1: 18:20 RECEPTION

Gather at the hotel reception ready to board your allocated bus to take you to your starting location.

## STEP 2: WRISTBAND ON

Ensure you're wearing your pub night wristband! This entitles you to 5 alcoholic/non-alcoholic drinks at the two pub locations. At Terazza Caferrelli wrist tokens aren't required.

## STEP 3: BUS NUMBER

On the reverse of your conference badge is your bus number, this allocates you your starting pub location.

## STEP 4: FOOD AND DRINKS

At your starting pub location a plentiful supply of food and drinks is provided for all attendees, help yourself. We recommend staying at your starting location until 21:00 before moving to another location.

## STEP 5: EXPLORE - SEE MAP

Fancy a change of scenery? Feel free to visit another venue on the pub night trail to meet other conference attendees.

### Event Sponsors





# Conference Agenda - Pub Night Map



## **BUS TIMETABLE TO HOTEL**

Available at 22:30 | 23:00 | 23:30  
Bus Stop: Petroselli (Via Luigi Petroselli, 50)

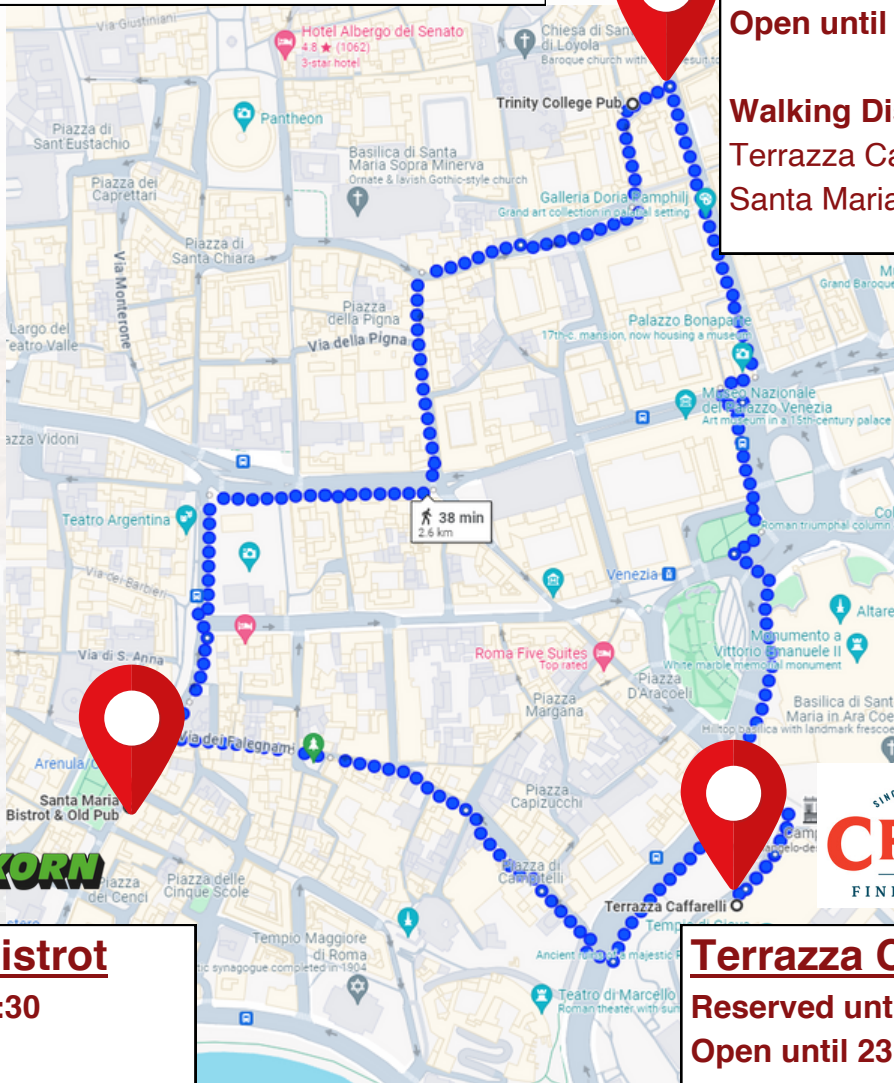


## **Trinity College Pub**

Reserved until: 22:30  
Open until 03:00

### **Walking Distances:**

Terrazza Cafferelli - 15 Minutes  
Santa Maria Bistrot - 15 Minutes



## **Santa Maria Bistrot**

Reserved until: 22:30  
Open until 02:00

### **Walking Distances:**

Trinity College Pub - 15 Minutes  
Santa Maria Bistrot - 15 Minutes



## **Terrazza Cafferelli**

Reserved until: 23:30  
Open until 23:30

### **Walking Distances:**

Trinity College Pub - 15 Minutes  
Santa Maria Bistrot - 15 Minutes

# Conference Agenda - Malthouse and Brewery Tour

Friday morning we have limited availability for the Brewery and Malthouse tour, therefore we shall check your attendance upon checking in for the conference and create a waiting list as necessary in case of sudden availability on the Friday morning.

Please check the reverse side of your badge for your allocated bus number.



## **BUS GROUP 1 - Saplo Malthouse and Birra Peroni** **09:30 Hotel Departure**

**10:30 Arrival at Saplo Malthouse (1 Hour Tour)**

**12:30 Arrival at Birra Peroni (1 Hour Tour)**

**13:30 Departure Birra Peroni back to Hotel Ergife**

**c. 14:30 Hotel Arrival**



## **BUS GROUP 2 - Birra Peroni** **09:30 Hotel Departure**

**10:30 Arrival at Birra Peroni (1 Hour Tour)**

**11:30 Departure Birra Peroni back to Hotel Ergife**

**c. 12:30 Hotel Arrival**



## **BUS GROUP 3 - Birra Peroni** **10:30 Hotel Departure**

**11:30 Arrival at Birra Peroni (1 Hour Tour)**

**12:30 Departure Birra Peroni back to Hotel Ergife**

**c. 13:30 Hotel Arrival**



# Key Hotel Information



## **Ergife Palace Hotel & Conference Center**

Largo Lorenzo Mossa, 8,  
00165  
Roma RM

## **WIFI Access**



### **Guest Rooms**

Connect to 'Ergife Room'

### **Around Hotel**

Connect to 'Ergife'

### **Conference Plenary Room**

Connect to: 'Leptis Magna'  
Password: 'ROMECONF24'

## **Food and Refreshments**



### **Breakfast 06:00 - 10:00**

Quattro Stagioni - Hotel Restaurant

### **Coffee Breaks**

Leptis Magna Plenary Room Entrance

### **Lunch Breaks**

Quattro Stagioni - Hotel Restaurant