



# Dairy Olympics

**Ankara | Turkey**

26-30/05/2024

**Preliminary Program**

# WE HAVE TO BE CHANGED!



In the modern world, everything is changing rapidly. The centers of global economy, finance, and culture are shifting. The age and national composition of not only individual countries but entire regions are changing. People's attitudes towards war and peace are evolving, generations and their outlook on life are changing. The media and their perception are transforming, with the disappearance of the monopoly of traditional media on information, allowing every inhabitant of the Earth to independently broadcast news globally.

Progress is reshaping our world: just 20 years ago, we couldn't have imagined driving driverless electric cars, but today it's the norm. Artificial intelligence, once a fantasy movie scare, is deeply integrated into our lives, yet it remains a source of apprehension.

Money is changing too. Cryptocurrencies have created a parallel financial reality, causing some states to fear losing their monetary monopoly while others liberally allow all forms of transactions.

The role of the state in the social structure of the world is also changing. Some cling desperately to old ways, immersing themselves in medieval practices, while others expand the boundaries of freedom.

Recently, the ozone hole over Antarctica terrified the public, but today, a regular cow is considered one of the most significant threats to Earth's ecology. Attitudes towards animals have shifted from experimenting on dogs 150 years ago to actively advocating for animal rights, including those in agriculture.

The structure of food consumption is changing as well, with vegetarianism and veganism gaining popularity, and personalized nutrition becoming widespread.

In short, swift changes are happening in all aspects of human life. Whether it's good or bad may be debatable, but one thing is clear—these changes are inevitable and irreversible.

But is the dairy industry changing too? How prepared is it for these transformations? As one of the traditional sectors of human activity, the global dairy industry staunchly defends its orthodox structure, resisting external technological and social challenges. How long can the "dairy bastion" hold, and is it even worth it?

Perhaps it's time to look around and tell ourselves: WE HAVE TO BE CHANGED!

Or maybe not?

Leading global experts in milk production and processing, leaders of the global dairy industry, technological giants, and outstanding economists, scientists, and technologists will answer these questions. Once again, participants in the Dairy Olympics will seek answers to questions about the transformation of the global dairy industry, the appearance and functioning of future dairy farms and plants, the nature of future dairy products, the technologies that will soon be introduced into production, and most importantly, what choices our consumers will make in the future.

The Dairy Olympics organized by The DairyNews with support of DIA



# The Dairy Olympics 2024

**26.05.2024**

Welcome Cocktail

- 09:00-10:30 Global Dairy Market forecasts
- 11:00-12:30 Milk price outlook
- 13:30-15:00 Situation in the Dairy Regions
- 15:30-17:00 Dairy Politics and Economics

## Industry

**28.05.2024**

- 09:00-10:30 Turkish Dairy Industry. Past and Future
- 11:00-12:30 Dairy Plant of the Future
- 13:30-15:00 Dairy Products of the Future
- 15:30-17:00 New Technologies Saving Future World
- 18:00-20:00 Sports

**29.05.2024**

- 09:00-10:30 PBP (Pizza, Burger, Pasta) - HoReCa Trends
- 11:00-12:30 A-Milk: Anti-Milk and Artificial Milk
- 13:30-15:00 Sweet and Cool. CI (Confectionary and Ice-Cream)
- 15:30-17:00 To Eat Milk. Pulse of Consumption.
- 18:00-20:00 Sports

**27.05.2024**

Summer Dairy Summit. We have to be changed

## Farming

**28.05.2024**

- Turkish Dairy Farming. Past and Future
- Dairy Farm of the Future
- Why I'm in Dairy? Panel discussion
- Social Pressure and New Technologies
- Sports

**29.05.2024**

- Other Milk. SGCH (Sheep, Goat, Camel, Horse)
- Managing Mega Farm
- Managing Family farm
- Good Genetics and the Modern Cow
- Sports



**29.05.2024**

Gala Dinner

**27.05.2024**

**Summer Dairy Summit**

# Preliminary Program and Invited Speakers

## 27.05.2024



### Summer Dairy Summit. We have to be changed

- ❁ Current Situation in the Global Dairy Market
- ❁ The Global Challenges for the dairy Market.
- ❁ Milk price outlook
- ❁ Turkey - the bridge between East and West.
- ❁ Wars, terrorism, logistic problems: what happened in the Dairy World last year?
- ❁ American Breakthrough - Situation with the US production, consumption and export
- ❁ China freezes import? What to expect from Chinese market?
- ❁ India is a future Dairy leader? What happens in Indian dairy market now?
- ❁ Russian/Belarus surplus and its influence to the markets of Former USSR
- ❁ MENA - new opportunity for the Dairy.
- ❁ Who will be responsible for the Global Dairy Consumption in the coming decade?
- ❁ African as a new dairy market. The leading countries and economics.



Piercristiano Brazzale, President of The International Dairy Federation (IDF), Italy, Belgium



Mikhail Mishchenko, Director of The Dairy Intelligence Agency (DIA), Kazakhstan



Torsten Hemme, Global Dairy Expert, IFCN, Germany



Kevin Bellamy, International Dairy Consultant, Netherlands



Tilek Ashimov, Chairman of the Supervisory Board of the Livestock Union of the Republic of Kyrgyzstan



Ibrahim Yumakli, Minister of agriculture and forestry, Turkey



Aidarbek Khojanazarov, Deputy of the Mazhilis of Parliament, Kazakhstan



Rishan Chaudhry, Agricultural Attaché U.S.Embassy, Ankara, Turkey



Prof. Dr. Muhittin ÖZDER, Chairman of Board of Turkish National Dairy Council (TNDC), Turkey



Li TiFan, Head of Dairy Team of Stone X, Singapore

### Invited Speakers

**28.05.2024**  
**Dairy Industry**

# Preliminary Program and Invited Speakers

28.05.2024 | 09:00-10:30



## Invited Speakers

### Turkish Dairy Industry. Past and Future

- ✿ Situation on Turkish Dairy Industry.
- ✿ Milk prices and inflation
- ✿ Populations growth as main driver of the Turkish dairy Industry
- ✿ The future of the Turkish Dairy
- ✿ Export potential of the Turkish Dairy Industry



Prof. Dr. Muhittin ÖZDER, Chairman of Board of Turkish National Dairy Council (TNDC), Turkey



Burcu Arslan International Sales Manager of Pinar süt, Turkey



Arman Anık, International Markets and Export Director of Süttaş, Turkey

# Preliminary Program and Invited Speakers

28.05.2024 | 11:00-12:30



## Invited Speakers

### Dairy Plant of the Future

- ✿ New vision for the dairy industry
- ✿ Condensed milk as a new raw for processing
- ✿ Shelf-life failures of UHT milk and how to prevent it?



Stephen Trowell PhD, Founder & Managing Director of PPB Technology Pty Ltd, Australia



Artyom Berezutsky, Commercial Director of TDNT, Russia



Anatoly Kalinov, CEO of Kalinov Most Dairy Factory, Russia



# Preliminary Program and Invited Speakers

28.05.2024 | 13:30-15:00



## Dairy Products of the Future

✿ New technologies of Yogurt and Kefir

✿ New cheese products - efficient innovations

### Invited Speakers



**Sergei Kiselev, Head of R&D | Food technology of Al Ain Company, UAE**



**Elena Vorontsova, CEO & Founder of FoodRetail Club, Russia**



**Maged Fakhry, Group Vice President AMEA Asia, Middle East, Africa), UAE**

# Preliminary Program and Invited Speakers

28.05.2024 | 15:30-17:00



## Invited Speakers

### New Technologies Saving Future World

- ✿ A modern trends in wastewater treatment and reuse
- ✿ News trends in packaging systems
- ✿ Sustainable production of the Dairy Products



Dr. Rustam Kialbekov, CEO ANR  
Systech GmbH, Germany



Elena Shulyak, Marketing Director at  
Packaging Systems, Russia

28.05.2024

Dairy Farming

# Preliminary Program and Invited Speakers

28.05.2024 | 09:00-10:30



## Invited Speakers

### Turkish Dairy Farming. Past and Future

- ✿ Situation on Turkish Dairy sector.
- ✿ Milk prices and inflation
- ✿ Economy of Turkish Dairy
- ✿ Current situation and the future of the Turkish Dairy Farming



Salih ÇELİK, Livestock General Manager of general directorate of livestock ministry of agriculture and forestry, Turkey



Başaran Doğan, Co-founder at Agro TV, Turkey



Kiraz Onur, Managing Director at DLG Fuarcilik Limited Company, Turkey

# Preliminary Program and Invited Speakers

28.05.2024 | 11:00-12:30



## Invited Speakers

### Dairy Farm of the Future

- ✿ How to manage Dairy Farm through artificial intelligence
- ✿ New steps in robotic milking
- ✿ Herd Management. Who makes decisions



Professor Dr. Ahmed Eltighani  
Elmansouri, CEO of Al Rawabi Dairy  
Company, UAE



Trang Hoang, Group CEO at TH Group

# Preliminary Program and Invited Speakers

28.05.2024 | 13:30-15:00



## Why I'm in Dairy? Panel discussion

### Invited Speakers



Alexander Sayapin, Owner of Sayapin Farms, Russia



Gennady Zenchenko, Owner of Zenchenko & Co, Kazakhstan



Professor Dr. Ahmed Eltighani Elmansouri, CEO of Al Rawabi Dairy Company, UAE



Igor Baringolts, Chairman of Board of RM Agro, Tatarstan

# Preliminary Program and Invited Speakers

28.05.2024 | 15:30-17:00



## Invited Speakers



Denis Pronin, Market Development bei Weidemann GmbH, Germany

## Social Pressure and New Technologies

- ✿ The most sensitive points of the Dairy farming
- ✿ How Modern Technologies allow to keep the social pressure to farmer
- ✿ Future Farming under the pressure
- ✿ No Farming - no party

**29.05.2024**  
**Dairy Industry**



# Preliminary Program and Invited Speakers

29.05.2024 | 09:00-10:30



## Invited Speakers

### PBP (Pizza, Burger, Pasta) - HoReCa Trends

✿ The main HoReCa trends

✿ HoReCa and dairy products consumption

✿ How FastFood changes the Dairy Industry



Fyodor Ovchinnikov, Founder and Chairman at Dodo Brands, UAE



Mehmet Rıza Özsakal, Berberoğlu Süt Board Member, Turkey

# Preliminary Program and Invited Speakers

29.05.2024 | 11:00-12:30



## Invited Speakers

### A-Milk: Anti-Milk and Artificial Milk

- ✿ New vision for the dairy future
- ✿ Artificial milk - future or thread of the dairy market?
- ✿ Dairy alternatives: what is the main



Federico Gómez, Professor at Lund University, Sweden



Shah Ronak, Associate Vice President - Organic Marketing of Future Market Insights, India

# Preliminary Program and Invited Speakers

29.05.2024 | 13:30-15:00



## Sweet and Cool. CI (Confectionary and Ice-Cream)

- ✿ Forecast of confectionary market development
- ✿ Global Ice-Cream Market outlook
- ✿ Impact of innovations and traditional consumption

### Invited Speakers



Dmitry Dokin, Chairman of the Board of Directors of Shin-Line, Kazakhstan



Oleg Savchuk, CEO of Mondelez Eurasia, Russia



Serdar Emre, Research and Development Lead and General Manager at Ülker, Turkey

# Preliminary Program and Invited Speakers

29.05.2024 | 15:30-17:00



## Invited Speakers

### Pulse of Consumption and modern technologies

- ✿ Modern Marketing of the Dairy Products
- ✿ Social Media and their influence to dairy products consumption
- ✿ Design analysis and rebranding of dairy products packaging using artificial intelligence
- ✿ Personalized nutrition. New technologies focused to final consumer



Yury Vlasenko, Managing Partner of the Strategic Bureau «The Best Practices», Russia



Sergey Novikov, Owner of Lambumiz, Russia

**29.05.2024**

**Dairy Farming**

# Preliminary Program and Invited Speakers

## 29.05.2024 | 09:00-10:30



### Other Milk. SGCH (Sheep, Goat, Camel, Horse)

✿ Camel milk - the product of the Future

✿ Perspectives of Camel milk production in Central Asia

✿ Dairy Sheep - traditional production and the global Future

✿ Horse milk products - competition with the traditional fermented products

### Invited Speakers



Prof. Dr Abdul Raziq Kakar, International Camel Dairying Consultant, Al Ain, UAE



Alexandra Grigolova, 7 lak Farm, Kazakhstan



Eugenia Bounos, CEO of France Group, Belarus

# Preliminary Program and Invited Speakers

29.05.2024 | 11:00-12:30



## Invited Speakers

Managing Mega Farm. Management workshop:  
Technological aspects of farm management.



Igor Baringolts, Chairman of Board of  
RM Agro, Tatarstan

# Preliminary Program and Invited Speakers

29.05.2024 | 13:30-15:00



## Invited Speakers

### Managing Family farm



Alexander Sayapin, Owner of Sayapin Farms, Russia



# Preliminary Program and Invited Speakers

29.05.2024 | 15:30-17:00



## Invited Speakers

### Good Genetics and the Modern Cow

✿ The ideal cow of the future

✿ Economics of Jersey

✿ New breakthroughs in genetics



Terauds Janis, International Sales Manager, Alta Genetics, Latvia



Anatoly Losev, Molvest Farms, Russia

The Dairy Olympics is organized

by The DairyNews

the biggest dairy media in the world

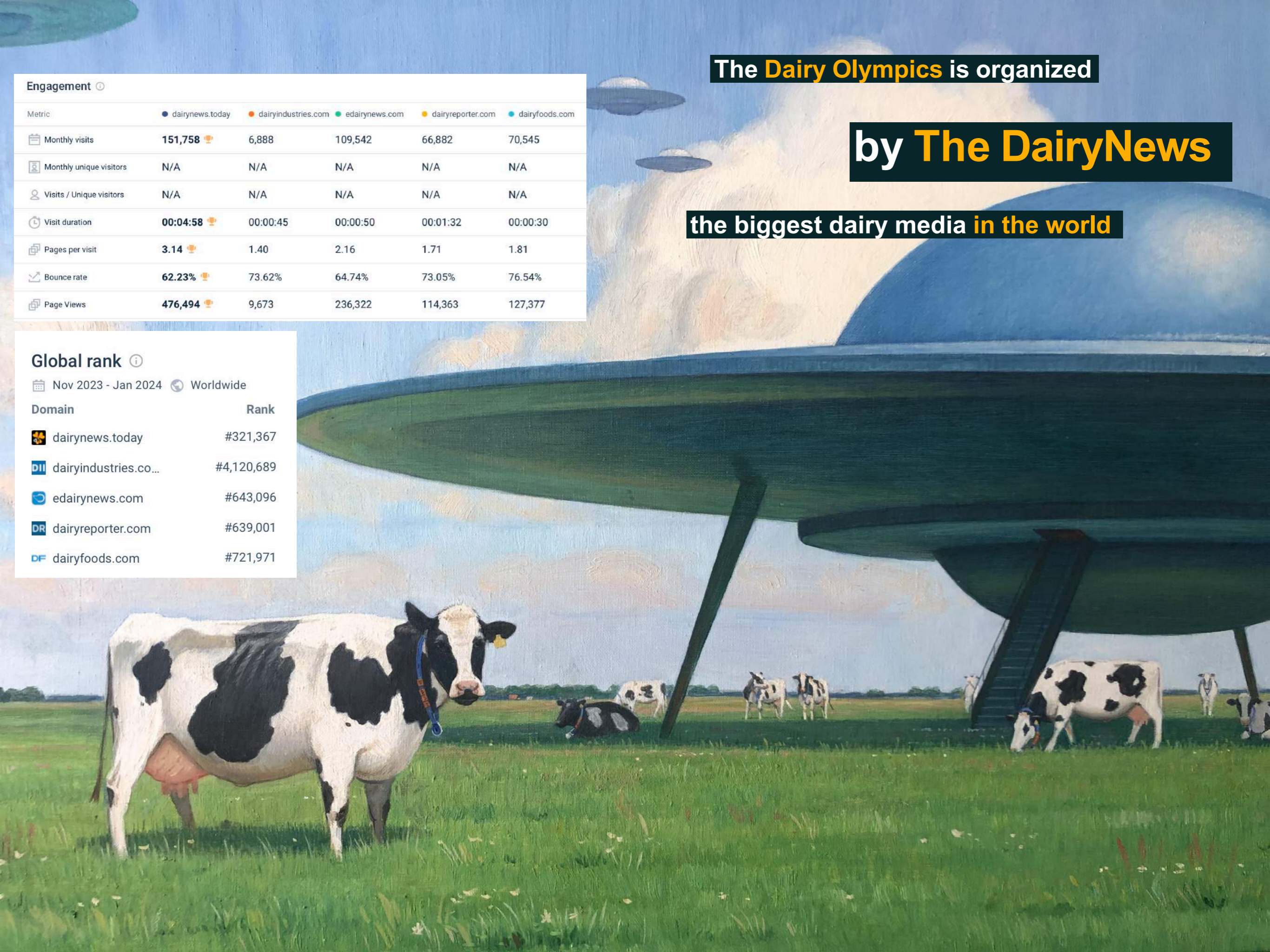
### Engagement 📄

| Metric                   | dairynews.today | dairyindustries.com | edairynews.com | dairyreporter.com | dairyfoods.com |
|--------------------------|-----------------|---------------------|----------------|-------------------|----------------|
| Monthly visits           | 151,758 🏆       | 6,888               | 109,542        | 66,882            | 70,545         |
| Monthly unique visitors  | N/A             | N/A                 | N/A            | N/A               | N/A            |
| Visits / Unique visitors | N/A             | N/A                 | N/A            | N/A               | N/A            |
| Visit duration           | 00:04:58 🏆      | 00:00:45            | 00:00:50       | 00:01:32          | 00:00:30       |
| Pages per visit          | 3.14 🏆          | 1.40                | 2.16           | 1.71              | 1.81           |
| Bounce rate              | 62.23% 🏆        | 73.62%              | 64.74%         | 73.05%            | 76.54%         |
| Page Views               | 476,494 🏆       | 9,673               | 236,322        | 114,363           | 127,377        |

### Global rank 📄

Nov 2023 - Jan 2024 🌐 Worldwide

| Domain                | Rank       |
|-----------------------|------------|
| dairynews.today       | #321,367   |
| dairyindustries.co... | #4,120,689 |
| edairynews.com        | #643,096   |
| dairyreporter.com     | #639,001   |
| dairyfoods.com        | #721,971   |



established 16 years ago

|           |          |
|-----------|----------|
| SITE # 16 |          |
| QTY       | CUSTOMER |
| 30        |          |

16

A close-up photograph of a black rectangular embroidered patch on a fabric with vertical stripes in blue, green, yellow, red, and white. The patch features the text 'the dairy news' and a white shamrock. 'the' is in white lowercase, 'dairy' is in orange lowercase, and 'news' is in white lowercase. The shamrock is positioned to the right of 'dairy'.

the dairy news

The Dairy Olympics is one of the biggest and important events in the global dairy world



# The XIV Dairy Olympics 2023

took part in **Tashkent** - the capital of Uzbekistan



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Agros 2024 expo



ИНСТИТУТ МОЛОКА ЗНАЕМ, УМЕЕМ, ДЕЛАЕМ

ПРО ТРАКТИ

V-BRAND marketing agency



М П О С



АГРО БИЗНЕС

АГРО ИНВЕС

AGRO TREND.RU

СЫР!

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the dairy news

the dairy news

## DAIRY OLYMPICS TASHKENT 2023



**The XIV Dairy Olympics 2023 in Tashkent** collected more than 400 participants from more than 20 countries such as Uzbekistan, Qazaqstan, Kyrgyzstan, Russia, Turkey, India, USA, Austria, Germany etc.





More than **70 global experts** made presentation during the Summit



# The Dairy Olympics is the great global network





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