



# SGF-IFU ROAD SHOW 2025

## Sponsor Information

Organized by:



### Introduction:

The Global Juice Roadshow, organized by SGF International e.V. (SGF) and the International Fruit and Vegetable Juice Association (IFU), is a prestigious industry event with a successful history. After nine editions, including live events in Latin America, Asia, Africa, Eurasia, and the adaptation to the changing landscape by hosting online events during the Covid pandemic, we are excited to announce our Global Juice Roadshow in Australia, New Zealand and Indonesia in 2025.

### Objectives:

The primary goal of the Road Show is to engage with local juice producers and supporting companies in each host country. This event provides a unique opportunity to share valuable insights with audiences that may not have had access to such events previously. As a not-for-profit initiative, ticket prices are kept affordable, and sponsor support is essential for the success of these roadshows.

### Organizers:

**SGF:** An international organization based in Germany, ensuring safety, quality, authenticity, and sustainability in the entire fruit juice chain.

**IFU:** The Global Juice Association, the only official juice NGO at Codex Alimentarius, responsible for developing industry standards.

### Target Audience:

The seminars cater to quality, R&D, and production managers, along with purchasing and sales managers in the juice processing and bottling industries. Stakeholders such as laboratories, state control inspectors, and R&D institutions have also participated in previous events.

### Roadshows 2025:

**Australia:** May 22, 2025 Melbourne, Australia

**New Zealand:** May 28, 2025, Auckland, New Zealand

**Indonesia:** November, 2025, Jakarta, Indonesia (TBC)

### Registration:

Participants can register through the IFU website. Each seminar includes presentations, Q&A sessions with industry experts, simultaneous interpretation (in selected countries), and networking opportunities during coffee/juice breaks and lunch.

### Past Sponsors and Collaborators:

Previous editions have been supported by esteemed organizations such as AB Enzymes, Andina Pack, Anuga FoodTec, Anuga Select China, BioSystems, Bucher Unipektin, CibusTec, Citrosuco, Eckes Granini, Eurofins, Flagfood International, GfL, John Bean Technologies, Niehoff International,



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Quicornac, r-Biopharm, Tentamus, Thaifex, and Vicente Trapani. Additionally, the European Fruit Juice Association AIJN, Rainforest Alliance, and Global GAP have contributed through presentations.

Join us in making the Global Juice Roadshow 2025 a resounding success! Contact us to discuss sponsorship opportunities.

	<b>Silver Sponsor (sponsors one or more locations/seminars)</b>	<b>Gold Sponsor (sponsors all locations)</b>
<b>Price (in Euro) excl. VAT</b>	EUR 3.800	EUR 11.000
<b>Logo on the event website</b>	for the chosen seminar	for all seminars
<b>Logo placement on screen before or after presentations</b>	at the chosen seminar	at all seminars
<b>Logo placement and short company description in the Juice Events App</b>	at the chosen seminar	at all seminars
<b>Logo and company description on LinkedIn</b>	for the chosen seminar	for all seminars
<b>Contact details of the participants who are willing to share their details</b>	after the chosen seminar	after each seminar/trip
<b>Table/Space in Expo Area<sup>1</sup> on the day of the seminar</b>	at the chosen seminar	at all seminars
<b>Possibility to hold a presentation during the seminar (not commercial)</b>	at the chosen seminar	at all seminars
<b>free seminar tickets, incl. lunch and juice breaks, excl. hotel accommodation</b>	2 at the chosen seminar	3 at each of the seminars
<b>VIP service wherever possible (reserved seating, invitation to visit plants, dinners and networking events)</b>	at the chosen seminar	at all seminars

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<sup>1</sup> You will have a table (regular desk) to put your brochures, etc. on. Please bring your own roll ups, etc., if needed.