

ICBA Roles & Activities

IBA Seminar
Le Meridien Hotel
New Delhi

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 - Director of ICBWA
 - Fellow of Australian Institute of Company Directors
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 - Bio in papers
 - Proud Australian cricket fan
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- Australian Beverages Council
 - International Council of Beverages Associations
 - Overview
 - Roles
 - Activities
 - Reach
 - Structure
 - Information
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Australian Beverages Council



- Based in Sydney, Australia
 - Truly national representation
 - Membership comprises 95% of industry's production volume
 - Australian market reflective of like markets...
 - CSDs flat, energy drinks growing, bottled water strong, juice struggling, iced teas cooling
 - Engagement with broader range of stakeholders vital, including customers
 - @beveragecouncil
 - www.australianbeverages.org
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ICBA - overview



- International Council of Beverages Associations (ICBA)
 - ICBA...
 - A nongovernmental organization
 - Member-based association
 - Members can be either:
 - Country/regional industry association or
 - a manufacturer company that operates in more than 5 countries
 - Existing country association members are:
 - ABA, ANPRAC, ABC, BevSA, ABIR, ANDI, CBA, CBIA, IBA, JSDA, UNESDA
 - Company members are currently:
 - Pepsico, Red Bull, The Coca-Cola Company
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ICBA - role



- Primary role
 - To represent the collective, shared interests of the worldwide non-alcoholic beverage industry to a range of stakeholders
 - Representation particularly prevalent at Codex Alimentarius, and its various committees including regional committees, and CCFL, CCFA, CCNFSDU and others
 - Another key role is the sharing of information, research, strategies and insights on a range of issues from right around the world
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ICBA - activity



- ICBA and its members share the concerns of stakeholders around the world regarding diet and health, in particular issues related to the prevalence of overweight and obesity
 - We recognize we have a role to play, along with many other stakeholders, in being part of any solutions framework
 - Position papers...
 - Nutrition labelling
 - Nutrient profiling
 - SSBs and their role in healthy and active lifestyle
 - Marketing to children
 - Guidelines for energy drinks (draft)
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ICBA - activity



- Development of these global positions is an arduous and at time laborious task
 - Some positions can take months
 - Literally agree on every word, to ensure once adopted, all members wherever they are in the world, can support the positions
 - Naturally local positions can go over and above these global positions
 - Positions can never undermine any individual country's/company's position
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ICBA - reach



- Members and our members' members operate in 196 countries around the world
 - Manufacturing members produce, distribute, and sell a variety of non-alcoholic beverages
 - Include sparkling and still beverages such as soft drinks, juice-containing drinks, bottled waters, and ready-to-drink coffees and teas
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ICBA - structure



- Members pay dues commensurate with their size
 - Secretariat permanently housed at the ABA, Washington DC
 - Board currently comprises reps from the membership
 - Governed by a Charter
 - Two F2F meetings per year, teleconf meeting every other month
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ICBA - structure



- Recently appointed fulltime Program Director
 - Next level of activities currently being planned
 - Look to further engagement with members, more engagement with strategic affiliates
 - Deeper representation of the industry, globally
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ICBA - information



- Over the last two days, ICBA members have received presentations and shared information on:
 - Codex Update
 - Health & Wellness: incl MTC, and IFBA synergies
 - Science & Regulatory Update: incl ABA's science program
 - Energy Drinks Update: incl progress on the global guidelines for manufacture and marketing
 - Issues Review: incl NYC ban defeat by the industry, progress on position on taxation
 - Global Jurisdictional Update: incl IBA's issues
 - ICBA Governance/Administration: including forward planning
 - IBA has been a valued voice across the last day and a half
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ICBA – moving forward



- ICBA will continue to represent the global non-alcoholic beverages industry on a range of issues
 - Continue to ensure Codex, the industry's best position is promulgated to ensure no onerous regulations or standards are developed
 - This allows manufacturers to get on with doing what they do best - make great quality, innovative beverages to suit every lifestyle and hydration occasion
 - Moving forward we will ensure members are united on issues of mutual benefit
 - Look for partners and alliances to ensure a united position has greater reach
 - In unity there is strength
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Close...



- Thank you to IBA and delegates
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