

# FUTURE CANNABIS STRATEGIES EUROPE 2023

25<sup>TH</sup>- 26<sup>TH</sup> JANUARY 2023 – LEONARDO ROYAL HOTEL

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## **Building a Future-Ready Cannabis Category: Growth, Awareness & Acceptance in Changing Consumer Demands & Expectations**

The conference brings together strategic business leaders from the European Consumer-Facing Cannabis market. We will explore the CBD industry including Cannabis Products & Devices, Beverages, Cosmetics & Nutraceuticals, together with solution providers for 2 full days of insight.

## 2023 Speakers

- Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData
- Paul Steckler, Managing Director International, Canopy Growth Corporation
- Paul Tossell, Head of Novel Foods and Radiological Policy Team, Food Standards Agency
- Catherine Wilson, Advisory Committee, European Industrial Hemp Association
- Siân Phillips, Executive Director, CTA
- Leslie Cash, Head of Sales, Orange County CBD
- Daniel Khoury, Co-Founder, TRIP
- Olivia Ferdi, Co-Founder, TRIP
- Tom Lorimer, Co-Founder and Global Sales Director, OTO CBD
- Jamie Bartley, Chair, Cannabis Industry Council's Hemp Working Group and CEO, Unyte Group
- Craig Hutchison, Founder and CEO, Mindful Brands
- Hamish Clegg, CEO and Co-Founder, Hilltop Leaf
- Sophia Beard, Head of Data & Analytics, Sanity Group
- Tim Phillips, Managing Director, CBD-Intel
- Pedram Mehrshahi, Co-Founder, Kloris CBD
- Matt McNeil, Director & Co-Founder, Kloris CBD
- Kim Smith, Director & Co-Founder, Kloris CBD
- Laura Willoughby MBE, Founder, Club Soda
- Terry O'Regan, President, Brains Bio
- Aidan Healy, CEO and Founder, Healy Consultants
- Wendi Young, President / CEO, Triverity Laboratories
- Dr. Elisa Le Floch, Global Product Lines Manager, AirNov Healthcare Packaging
- Libby Clarke, Managing Consultant Toxicology, Broughton

# FUTURE CANNABIS STRATEGIES EUROPE 2023

25<sup>TH</sup>-26<sup>TH</sup> JANUARY 2023

## Wednesday 25<sup>th</sup> January 2023

08:15 –  
08:50

Registration and refreshments

08:50

Chair's opening remarks

**Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData**

### **Fireside Chat: The Development of Cannabis Worldwide in Comparison the UK**

09:00

- Evaluating the development of the cannabis market worldwide and analysing how that development can inform the UK market

**Paul Steckler, Managing Director International, Canopy Growth Corporation**

### **Advancing The Cannabinoid Scientific Landscape**

9:30

- Clinical trial design, hurdles, and opportunities
- Pillars of pharmaceutical drug development
- IP creation, commercial rights & agreements
- New product development for pharmaceutical & nutraceutical markets

**Terry O'Regan, President, Brains Bio**

### **FSA Regulations and the CBD Market**

10:00

- Investigating how the recent developments of the FSA regulations have affected the CBD market
- Understanding how to navigate the FSA regulations and how to still deliver a high-quality product that meets consumer demands and standards

**Paul Tossell, Head of Novel Foods and Radiological Policy Team, Food Standards Agency**

### **The Impact of CBD Data Gaps on Novel Food Applications**

10:30

- EFSA has highlighted a range of toxicological concerns CBD and published new data requirements that must be fulfilled for successful Novel Food Applications.
- This presentation will discuss the insufficiencies relating to the current body of data and potential strategies that applicants of paused and future Novel Food evaluations could consider to achieve success in gaining access to the European market.

**Libby Clarke, Managing Consultant Toxicology, Broughton**

11:00

Morning refreshments and networking

### **The Future of CBD "Sales Trends and Forecasting"**

11:30

- Industry Overview
- Growth Drivers

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- Pitfalls and Dangers
- Looking forward

**Leslie Cash, Head of Sales, Orange County CBD**

#### **Humidity Management: What To Consider For Cannabis?**

- 12:00
- Looking at the impact of relative humidity on cannabis quality
  - Finding opportunities of the right humidity to support the cannabis value chain
  - Discovering EQius® a new solution to maintain humidity

**Dr. Elisa Le Floch, Global Product Lines Manager, AirNov Healthcare Packaging**

12:15 **Networking Lunch Break**

#### **Using Analytical Data to Develop Good Products**

- 13:30
- Understanding how cannabinoids react with different ingredients, production processes and packaging and how this affects the stability of the product
  - Using data to prevent costly remediation and false labelling claims
  - Preparing a dataset to satisfy retail and regulatory requirements

**Wendi Young, President / CEO, Triverity Laboratories**

#### **UK Supply of Medical Cannabis**

- 14:00
- How patients access medical cannabis
  - The challenges of supply
  - A path to U.K. produced CBPMs

**Hamish Clegg, CEO and Founder, Hilltop Leaf**

14:30 **Afternoon Break**

#### **Maximize Annual Net Cash Flow**

- 15:00
- Business set up location?
  - How to legally minimise EU taxes?
  - EU Government grants?
  - Corporate finance strategies?

**Aidan Healy, CEO and Founder, Healy Consultants**

#### **CBD Drinks Gain Mass Popularity, but Are They Here to Stay?**

- 15:30
- Investigating how the changes in consumer demands in terms of their health, wellness and lifestyle has seen a growth in CBD drinks
  - Discovering the commercial and innovation opportunities that lie within the CBD beverages industry
  - Evaluating the extent to which CBD drinks have become a good alternative to alcohol beverages
  - Examining how to increase the saleability of CBD drinks

**Daniel Khoury, Co-Founder, TRIP**

**Olivia Ferdi, Co-Founder, TRIP**

16:00 **Chair's Summary and Close of Day 1**

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**Thursday 26<sup>th</sup> January 2023**

08:30 –  
08:40 Registration and refreshments  
08:50

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Chair's Opening Remarks

Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData

**Panel Discussion. A Difficult Road to Success. How to Stay Competitive Amid the Saturation in the CBD and Hemp Market**

- Understanding where commercial and innovation opportunities lie within the CBD and Hemp industry despite the current saturation of new brands
- Examining the extent to which the current high supply of products and relatively low consumer demand affects your business
- Investigating the challenges associated with creating competitive and innovative products, and assessing the best strategies to achieve commercial success

09:00

**Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData**

**Jamie Bartley, Chair, Cannabis Industry Council's Hemp Working Group and CEO, Unyte Group**

**Tom Lorimer, Co-Founder and Global Sales Director, OTO CBD**

**Pedram Mehrshahi, Co-Founder, Kloris CBD**

**Matt McNeil, Director & Co-Founder, Kloris CBD**

**Kim Smith, Director & Co-Founder, Kloris CBD**

**Aidan Healy, CEO and Founder, Healy Consultants**

**CBD Brands in Adult Social Moments**

- Exploring how Cannabis, Alc, Non-Alc play in the same game of adult socialising
- Awareness building required
- Educating the trade and consumers (clear and concise)
- Emotional brands required (differentiated, relevant, trusted)

09:45

**Craig Hutchison, Founder and CEO, Mindful Brands**

**Presents: Carbon Credits and UNCTAD Special Report on Hemp**

- The need to utilise the whole plant
- Carbon Capture and Emission Prevention
- Hemp and Carbon Credits

10:15

**Catherine Wilson, Advisory Committee, European Industrial Hemp Association**

10:45

**Networking Coffee Break**

**Hosted Roundtable Discussions**

11:15

Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.

**Cannabinoid Product Development**

- Clinical Trials Pathways
- OTC vs pharmaceutical products
- UK & EU opportunities
- Emerging trends and additional cannabinoids
- Product development & innovation

RT 1

RT 2

**Terry O'Regan, President, Brains Bio**

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### **Challenges and Opportunities for CBD in the Alcohol-Free Drinks Boom?**

- Laura Willoughby MBE from Club Soda hosts a roundtable to discuss CBD and the alcohol-free space. With alcohol-free, a fast-growing market and functional drinks being the new hero within that category, there is a unique opportunity for CBD. But is it that easy?
- How do you educate a drinks consumer about the benefits of CBD to enhance a social situation?
- Where does CBD fit alongside other functionals, such as Gabba stimulating drinks and other natural ingredients?
- How do you encourage the on-trade to take CBD product?

**Laura Willoughby MBE, Founder, Club Soda**

### **The Politics of Cannabis and the Hemp Sector in the UK**

RT3

- Exploring the progress of Cannabis and the Hemp Sector within the potential landscape of the UK
- Examining the roadmap to the legalisation of Cannabis and the Hemp Sector, and the opportunities that lie beyond

**Crispin Blunt, MP, The House of Commons**

12:15 **Lunch Break**

### **Overview of European Market for Consumer Cannabis Products**

13:15

- Prospects for growth of CBD in Europe given regulatory barriers, and the likely result in the ever-evolving cannabis extract sector – comparison with the US market, growth in intoxicating hemp-derived products e.g., Delta-8, HHC, etc.

**Tim Phillips, Managing Director, CannIntelligence**

### **How to Move Beyond the Glass Ceiling of the word Cannabis**

13:45

- Beyond Novel Foods
- Plan for a UK Cannabis Framework
- Cannabis Tourism
- Making Britain great again with the Cannabis Industry

**Siân Phillips, Executive Director, CTA**

14:15 **Afternoon Break**

### **Data, Data, Data! How Data Analytics Can Help Your Business Become Successful**

14:45

- Understanding the importance of data analytics and how data can provide you with insightful information on how your consumer behaves and what motivates them to purchase your product
- Uncovering how Millenials and Gen Z are at the forefront of the market and how knowing how to approach these consumers is essential for the commercial success of your business

**Sophia Beard, Head of Data & Analytics, Sanity Group**

### **Panel Discussion: A New Niche in the Market: Vapes and CBD Oils**

15:15

- Exploring vapes as a method to smoke CBD oils, and evaluating their advantages and disadvantages of the product

Examining the commercial opportunities within an already saturated market and how to stand out amid consumer demands and needs

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**Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData**  
**Leslie Cash, Head of Sales, Orange County CBD**  
**Tim Phillips, Managing Director, CannIntelligence**

15:45 **Chair's Summary**

15:50 **Close of conference**

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