

Wednesday January 24, 2024

Time	What's happening
12:00 – 17:00	ECBC Beer Judging (not open to attendees)
16:00 – 18:00	Brewery Tour Horizont Brewery (15:15 Bus Pick-up Tokio Restaurant, Széchenyi István tér 7-8, Budapest, 1051. 200m from the CEBC venue.)
18:00 – 20:00	Exhibitor set-up time
19:00 – 21:00	Welcome party at Ruin Brew Brunch and Beer. Akácfa u. 54-56, BP 1073. Open to all presenters, exhibitors, sponsors, and attendees. Live Music

Thursday January 25, 2024

Time	What's happening	Presenter
07:00 – 08:30	Exhibitor set-up time	
08:00 - 09:00	Registration and Badge Pick Up	
09:00 - 17:30	Trade Fair Floor Open	
09:00 - 09:15	Welcoming Announcements	Evan Rail
09:15 - 10:15	Building a Better Beer Culture	Keynote speaker: Jeff Alworth
10:15 – 11:15	Brand storytelling: A way to own a unique voice in a noisy craft beer market.	Andrea Dickinson
11:15 – 11:30	Coffee Break	
11:30 – 12:30	Sensory training (Seminar will include tasting)	Cara Simpson
12:30 – 14:00	Lunch Break	
14:00 – 15:00	How to manage hops in no and low alcohol beers	Enrico Prenni
15:00 – 16:00	Grodziskie: History, Revival, and Brewing Tips	Marek Kamiński
16:00 – 16:30	Meet the brewer	Amine Maissour Lead Brewer Maktoob Brewery Romania
17:00	Trade Fair Floor Closes	
19:00	Craft beer boat cruise (Meeting point: Vigadó Tér Pier 5.)	

Friday January 26, 2024

Time	What's happening	Presenter
08:00 - 09:00	Registration and Badge Pick Up	
09:00 - 16:00	Trade Fair Floor Open	
09:00 – 10 :00	Designing Great Beers with a focus on efficiency and cost savings from the Malt side	Artur Kamiński
10:00 – 11:00	The state of the industry, upcoming trends and where will we be in 2025 Mate Farkas - Feher Nyul, Marek Kamiński - Kingpin Brewery, Jeff Alworth, Laurentiu Banescu - Zaganu	Panel discussion
11:00 – 11:15	Coffee break	
11:15 – 12:15	Innovative fermentation technologies to produce fresh Low and No Alcohol beer	Gilles Goemaere
12:15 – 13:30	Lunch Break	
13:30 -14:30	Funding opportunities for breweries and how to structure your business to get them.	Dávid Szilágyi, Gábor Benedek, and Vivien Roka
14:30 – 15:30	The best practices in Content Creation for Beer Brands	Kevin Jackson
15:30 – 16:30	Cost savings in the brewing process from the yeast side.	Carlos De La Barra
16:30 – 17:30	European Craft Beer Cup Awards Ceremony	
18:00 – 0:00	Closing Party at Craft Head Brewpub and Bistro	

Saturday January 27th, 2024

Time	Master Brewing Class	
08:00	Bus Pick-up for transport to the brewery	
09:00 – 16:00	<p><u>Trainer:</u> Oliver Himmel, head brewer Brew your Mind (Top-rated craft brewery in Hungary).</p> <p><u>Style:</u> Hazy IPA.</p>	