

# International Sugar Organization



## 20<sup>th</sup> INTERNATIONAL SEMINAR

*Competitive edge in sugar –  
the road to 2020*

Tuesday 29<sup>th</sup> and Wednesday 30<sup>th</sup> November 2011



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## 20<sup>th</sup> Seminar – 2011

The 20<sup>th</sup> ISO “Jubilee” Seminar takes place in a much more favourable economic climate than its last three predecessor events, when the worldwide economic crisis had a strong impact on our sugar beet and cane based industries.

Relatively high sugar prices, the ever increasing demand for sugar and renewable energy from ethanol and co-generation, as well as bioproducts are offering new opportunities and options which are all strong indicators towards a promising future.

Crucial questions are: whether the world sugar economy will be able to exploit its competitive advantages fully using its wide diversification potential, its sustainable production, as well as its positive environmental impacts and what are the challenges the road to 2020 has in store, like for example, drastic policy changes, scarcity of natural resources and land use for food or energy?

Internationally renowned, top class speakers will give their assessment and outlook on policy, market and financial drivers relevant to the future development in the coming years.

The Chairman of the 20<sup>th</sup> “jubilee seminar” will be Ambassador Fernando Nebbia, President of Centro Azucarero Argentino. Ambassador Nebbia is an internationally highly respected personality with a distinguished career in government and industry.

Simultaneous interpretation will be provided in English, French, Russian, Spanish, Portuguese, German and Italian.

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### Registration

The registration fee of £835.00 also covers: lunch and an evening reception on 29 November, refreshments on 29<sup>th</sup> and 30<sup>th</sup> November, a hard copy of the ISO’s Sugar Yearbook and online copies on the ISO’s website (with a username and password) of Statistical Bulletin; Monthly Market Report (in English, French, Russian or Spanish); Quarterly Market Outlook (in English, French, Russian or Spanish); and online access to the Seminar Proceedings immediately following the event. Space is strictly limited so early registration is recommended. Details of methods of payment can be found on the enclosed registration form. Please submit the registration form with payment not later than Friday 11<sup>th</sup> November 2011.

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Should you be unable to attend in person you can access the Seminar Proceedings online (with a username and password) for a **cost of £350**. Please indicate on the registration form if you wish to purchase this service.

20<sup>th</sup> ISO SEMINAR - DRAFT PROGRAMME  
Tuesday, 29<sup>th</sup> November 2011

*Morning Session*

08.15 Registration

09.30 Welcome Dr. Peter Baron, Executive Director, ISO

Opening remarks by Chairman Amb. Fernando Nebbia, President,  
Centro Azucarero Argentino, Buenos  
Aires

09.45 Opening address Rt. Hon. Jim Paice MP, Minister of State  
for Food and Agriculture, Department  
for Environment, Food and Rural Affairs,  
UK

10.00 EU – Sugar Policy Options post José Silva Rodriguez, Director General,  
2015 DG AGRI, European Commission,  
Brussels

10.40 Where stands Brazil in 2020? Dr. Plinio Nastari, President, DATAGRO,  
Brazil

**11.15 Coffee break**

11.45 Indian challenges for the new Narendra Murkumbi, President, Indian  
decade Sugar Mills Association and Vice  
Chairman and Managing Director, Shree  
Renuka Sugars, India

12.25 China - Quantum leap for sugar Simon Tyler, Head of Trade Finance -  
consumption? Commodities, China Construction Bank  
(London) Ltd

**13.15 Lunch: Britannia Hotel, Canary Wharf**

*Afternoon session*

15.15 Scarce natural resources – Dr. Molly Brown, Research Scientist,  
threats to agriculture/sugar Biospheric Sciences Branch, NASA  
Goddard Space Flight Center, USA

16.00 Sugar demand/supply by 2020 Dr. Leonardo Bichara Rocha, Senior  
Economist, ISO, London

**16.40 Coffee break**

17.20 Expectations to meet the Jacob Robbins, Managing Director,  
challenges of future growth - Global Sweeteners, Coca Cola CEPG,  
an industrial user's view Singapore

**18.00 Close of first day**

**19.30 Reception, Institute of Directors, 116 Pall Mall, Piccadilly, London SW1**

Wednesday, 30<sup>th</sup> November 2011

*Morning Session*

09.00 Place of sugar and ethanol in the commodity cycles Rob Coviello, Head, Global Sugar Trading, Bunge Ltd, USA

09.40 Refining – a bright future? Abhishek Nanda, Manager, Trading, Al Khaleej Sugar Co, Dubai

**10.20 Coffee break**

10.40 Panel on financialisation – Options in sugar and ethanol Patrick Funaro, Executive Director, Natixis Brasil S/A Banco Múltiplo, Brazil

Keith Flury, Senior Commodity Analyst, Agri Commodity Markets Research, Food & Agribusiness Research & Advisory, Rabobank, UK

James Proudlock, Executive Director, JP Morgan Securities Ltd, London

Michael McDougall, Senior Vice President, Newedge USA LLC

**12.00 Lunch break**

*Afternoon Session*

14.00 Cuba – Phoenix out of the ashes? Lourdes Castellanos Jiménez, Vice Minister, Ministry of Sugar (MINAZ), Havana

14.40 World sugar/ethanol trade outlook Toby Cohen, Director, Czarnikow Group Limited, London

15.20 Production costs - key to success Martin Todd, Managing Director, LMC International Ltd, Oxford

**16.00 Close of seminar**

*For reasons not under the organizers' control, this agenda may be altered until the date of the event.*