

# International Sugar Organization



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

*Crunch time goodbye – sugar and  
bioenergy flying high?*

Tuesday 30 November & Wednesday 1 December 2010



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## 19<sup>th</sup> Seminar – 2010

The world economy is trying to shake off the nasty effects of the deep rooted financial crisis. This goes also for the sugar and ethanol industries world wide which were not left unscathed by those global events. The drying up of credit has thrown many sugar crop processing industries, being very capital intensive, into serious trouble.

The crucial questions are whether we are out of the doldrums and what is needed to turn the recent challenges into future opportunities? Against the background of this complex scenario this year's ISO seminar programme tackles various strategic industry options, diversification and bio-products from sugar crops, financial issues, policy developments in various parts of the world and analyses the outlook for the major market makers, Brazil and India.

Authoritative speakers from Africa, Australia, Europe and the Americas will give their interpretation and judgement on decisive policy, economy and market aspects shaping the face of the future world sugar and ethanol economy.

The Chairman of the seminar will be **Sr. José Orive from Guatemala, Executive Director of the Central American Sugar Association, (AICA)**, one of the most experienced and highly respected international sugar negotiators with an excellent reputation.

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

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### Registration

The registration fee of £795.00 also covers: lunch and an evening reception on 30 November, refreshments on 30 November and 1 December, copies of the ISO Sugar Yearbook; Statistical Bulletin; Monthly Market Report; Quarterly Market Outlook; and on line access to the Seminar Proceedings immediately following the end of 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 12<sup>th</sup> November 2010.

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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.

## 19<sup>th</sup> ISO SEMINAR - DRAFT PROGRAMME

Tuesday 30 November 2010

### *Morning Session*

08.15 Registration

09.30 **Welcome** **Dr Peter Baron**, Executive Director, **ISO**  
**Opening remarks by Chairman** **José Orive**, Executive Director, **Central American Sugar Association**, Guatemala

09.45 *India – what next?* **Vivek Saraogi**, President, **Indian Sugar Mills Association**, India

10.20 *Brazil – a roadmap for the new decade* **Marcos Lutz**, Chief Executive Officer, **Cosan**, Brazil

*11.00 Coffee break*

11.30 *A vision for the European sugar industry* **Eric Lainé**, President, **Confédération générale des planteurs de betteraves (CGB)**, France

12.15 *Turkish sugar future - EU enlargement or other options?* **Recep Konuk**, President, **Pankobirlik**, Chairman of the Board, **Konya Sugar Industry**, Turkey

*13.00 Lunch: Britannia Hotel, Canary Wharf*

### *Afternoon session*

15.00 *Price risk management and export marketing* **Neil Taylor**, Chief Executive Officer, **Queensland Sugar**, Australia

15.40 *Sugar and ethanol - an attractive asset class?* **Andy Duff**, Food and Agribusiness Research, **Rabobank**, Brazil

*16.20 Coffee break*

16.40 *Bio-products from sugar crops* **Christoph Shilling**, Chief Executive Officer, **Genomatica**, USA

17.20 *Sugar crop based biofuels - a vision* **Philip New**, World President, **BP Biofuels**, UK

*18.00 Close of first day*

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

Wednesday 1 December 2010

***Morning Session***

- 09.00 ***World sugar and ethanol - strategic drivers in the post-crunch era*** **Lindsay Jolly**, Senior Economist, **ISO**, London
- 09.40 ***Global opportunities for co-generation*** **Dr. Plinio Nastari**, President, **DATAGRO**, Brazil
- 10.20 Coffee break*
- 10.40 ***Is Africa invading the European market?*** **Graham Clark**, Managing Director, **Illovo Sugar**, South Africa
- 11.20 ***What to expect from the Customs Union in the CIS market?*** **Andrey Bodin**, Chairman of the Board, **Russian Sugar Producers Union**, Russia

*12.00 Lunch break*

***Afternoon Session***

- 14.00 ***NAFTA - from confrontation to cooperation*** **Jack Roney**, Director of Economics & Policy Analysis, **American Sugar Alliance**, USA  
**Sandra Marsden**, President, **Canadian Sugar Institute**, Canada  
**Juan Cortina Gallardo**, Chairman, **Camára Nacional de las Industrias Azucareras y Alcoholera**, Mexico
- 15.20 ***Crystal ball gazing – sugar and biofuels in 2020*** **Prof. Philippe Chalmin**, **Université Dauphine Paris**. France

*16.00 Close of seminar*

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