

REGISTRATION BROCHURE



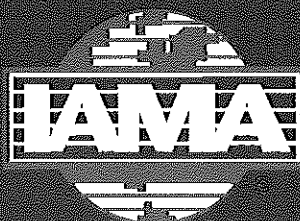
FOOD CHAINS

CONNECTING VALUE WITH VALUES

12th World Food and Agribusiness
Forum & Symposium

The Netherlands

June 6 - 11, 2002



International Food and Agribusiness
Management Association

For Up to Date Conference Info: <http://www.foodchains.nl>

INVITATION



Heinz Imhof

**Chairman of the Board
Syngenta AG**

IAMA President

As president of IAMA, and on behalf of the head of the Department of Management Research of Wageningen University, Prof.dr.S.W.F. (Onno) Omta, it is my honor to introduce the 12th World Food and Agribusiness Forum & Symposium, to be held in The Netherlands, June 6 - 11, 2002.

On June 6 - 8, the IAMA Academic Symposium will collaborate with the Chain Conference of the Wageningen University. The theme of the 5th Chain Conference is "Paradoxes in Chains and Networks". The goal of this important part of our meeting is for food and agribusiness researchers to present ongoing projects, expand theoretical thinking into actions and facilitate a dialogue with industry leaders as well as with one another. On June 6 the Chain Conference will hold their welcome reception.

The 12th World Food and Agribusiness Forum will kick off on the evening of June 9 with a welcome reception at the Floriade.

The Forum will be held June 10 - 11. The theme of the 2002 Forum is: Food Chains, Connecting Value with Values. At the Forum there will be speakers representing the stakeholders groups involved in the food chain: they will present their views on how Economy, Ecology and Ethics interact in Food & Agribusiness, and how do their industry or association answer to this great challenge.

We are confronted with great challenges in Food Chains. The 2002 Forum will have speakers from all stakeholders groups involved in the food chain and their different points of view on how Economy, Ecology and Ethics interact in Food & Agribusiness.

On behalf of IAMA, I invite you to attend the 5th Chain Conference & 12th IAMA Forum.

5th Chain Conference & IAMA Forum Schedule, June 6 - 11, 2002

Most events will take place at the Grand Hotel Huis ter Duin. The IAMA Welcome Reception (Sunday, June 9) will take place at the Floriade site. IAMA will provide round-trip transportation to the Floriade. For up to date conference information, please contact the IAMA or www.foodchains.nl.

Thursday, June 6, 2002

18.00 to 22.00 Registration Desk - Level 1
19.00 to 22.00 5th Chain Conference Welcome Reception

Friday, June 7, 2002

07.00 to 18.00 Registration Desk - Level 1
08.30 to 18.00 5th Chain Conference
19.00 to 22.00 5th Chain Conference Dinner

Saturday, June 8, 2002

07.00 to 18.00 Registration Desk - Level 1
08.30 to 18.00 5th Chain Conference

Sunday, June 9, 2002

08.00 to 17.00 Registration Desk - Level 1
12.00 to 20.00 IAMA Meeting Plaza at the Floriade
17.00 to 20.00 IAMA Welcome Reception at the Floriade

Monday, June 10, 2002

07.00 to 17.00 Registration Desk - Level 1
08.30 to 17.00 IAMA Forum
17.30 to 18.30 IAMA General Assembly
19.30 to 22.00 IAMA Presidential Banquet

Tuesday, June 11, 2002

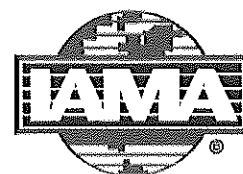
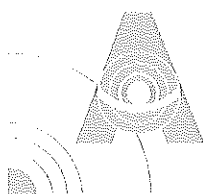
07.00 to 12.00 Registration Desk - Level 1
08.30 to 17.00 IAMA Forum
17.30 to 18.30 Post Conference Cocktails

June 6-8, 2002

5th International
Conference on
Chain and
Network Management
and IAMA Symposium

June 9-11, 2002

2002 Floriade
and
12th World
Food & Agribusiness
Forum



IAMA at the Crossroads



Morton Satin
Executive Director

IAMA Mission

IAMA is a worldwide leadership forum to stimulate strategic thinking across the food chain. It brings together food and agribusiness leaders, academics, government policy makers and other concerned stakeholders.

IAMA is a knowledge association dedicated to an efficient food system that is sensitive to the needs of consumers, safe, environmentally responsive and sustainable and has a high level of business integrity.

The globalization of trade has brought many new challenges to the food and agribusiness world. As a global reference organization focused upon the food chain, IAMA will respond with a dynamic approach to provide its membership with the most up-to-date information on key areas of strategic interest.

IAMA will expand activities in its core fields of interest, i.e. Education and Knowledge Transfer and Effective Food Chain Management. Additional attention will be paid to the critical areas of Food Safety and Security, the Contribution of Technologies to Agri-Food Chains and the Contribution of the Food and Agribusiness Sector to Global Economic and Social Development. Working as virtual teams, coordinated through the Executive Director, our business and academic membership will be extensively engaged in all five focus areas to directly support the preparation of the intellectual material for the Annual Forum.

Consistent with our mandate to increase the effectiveness of food chain management, IAMA will be in the forefront of the global debate on food and agriculture. By providing authoritative information on all aspects of the food chain including market trends, food safety standards, food security issues, traceability, and identity preservation, we will encourage policy development based on fact rather than fancy. IAMA will also provide knowledge on the role of modern life sciences as a factor of change in the global food and agribusiness sector.

This will involve comprehensive engagement between IAMA and other international organizations supporting work in this area such as WHO, FAO and CODEX to support studies as well as joint seminars. The goal will be to encourage and promote more efficient and effective food and agriculture manufacturing practices and to establish our Association as the most credible and authoritative source of information for the sector.

In order to ensure a fully informed public, IAMA will develop new mechanisms for consumer education and contribute to popular communications on these matters. From the ranks of our membership, we will develop a roster of effective commentators and establish a valuable press and communications program. A new electronic newsletter will be published regularly to ensure the membership and public media is kept up to date with the key current issues in the food and agribusiness sector.

Our goal is to position IAMA as the platform for all stakeholders, from farm to consumer, to discuss food chain related concerns and issues. IAMA will provide the most valuable global networking opportunities for the food chain sector to consumers and NGO groups and become the intellectual center and bridge between the academic, the business and the public worlds.

Morton Satin, Executive Director

www.ifama.org

www.ifama.org

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www.ifama.org

IAMA's Partners

The following organizations are actively involved with the 12th Annual IAMA World Forum and Symposium:

ACDI / VOCA
Agri Chain Competence Center
Arcadis
Archer Daniels Midland Company
Association Grupe Essec
Baker Tilly International
Buenos Aires University
CIAA
ConAgra Foods
Dutch Ministry of Agriculture
Dutch Product Board of Horticulture
European Commission
Farm Foundation
Food Distributors International
Harris Nesbitt

Harvard University
Imperial College in Wye
International School Larenstein
KEKI
KLICT
Land O'Lakes
New Mexico State University
Numico
Nutreco
OECD
Ordina / Rijnconsult
PriceWaterhouseCoopers
Rabobank International
Royal Ahold
Royal Cebeco Group

SGS
Sociedade Portuguesa de Inovação
South Africa Agribusiness Chamber of Commerce
Stoas GreenWise
Syngenta
Texas A&M University
The German Agricultural Society (DLG)
TNO
University of Guelph
University of Naples
University of Sao Paulo
Wageningen University and Research Center
Wilfrid Laurier University
World Bank

FOOD CHAINS: Connecting Value

Monday, June 10, 2002

08.30 – 08.45

Session 1

Pické

Forum Opening

Heinz Imhof, President of IAMA

The 3 Es in Food and Agribusiness Economy, Ecology and Ethics

The current annual reports of most international companies have broadened their coverage of the traditional subjects of profit, loss and business trends to include a substantial section on "corporate social responsibility". Why? Isn't there a conflict between the traditional priority of maximizing private shareholder value and expending resources on public ecological and ethical concerns? How do companies resolve this contradiction?

Many believe that the key to meaningful corporate social responsibility lies in the right combination of the 3 Es. But do we know enough on how successful 3 Es models work? What should we measure? How should we report it? Is the model sustainable when profits decline? These and other aspects will be the focus for the first day of the forum dedicated to, "Connecting Value with Values".

Moderator – Sessions 2 – 5

C. Ford Runge, University of Minnesota, USA

08.45 – 09.45

Session 2

Pické

The Concept of Social Accountability

The 3 Es - A Conceptual Framework

John Abernathy, Texas Tech University, USA

What are the critical ecological and ethical aspects operating in the agri-food business and why do all stakeholders need to understand them?

The 3 Es - Models and Reporting

Robert Eccles, Advisory Capital Partners, USA

What models are available in the agri-food business to manage and measure economy, ecology and ethics and how should they be reported to internal and outside stakeholders?

09.45 – 10.30

Networking Break

Keizerzaal

Stakeholders Views on Social Accountability in Agri-Food Chains

10.30 – 12.00

Session 3

Pické

3 Es and the Global Seed and Crop Protection Business

Rolf Furter, Syngenta Agro, Switzerland

Many believe that 'organic' is the ultimate ecological performance. In practice, however, integrated crop management appears to have a more viable outlook when combining economy with ecology and ethics.

3 Es and the EU Agricultural Sector

Risto Volanen, European Farmers' Association, Brussels

The EU will review the Common Agricultural Policy. Reductions of over-capacity must be combined with lower costs, higher quality and greater focus on food safety, ecology and animal welfare. Can farmers live up to such expectations?

3 Es and the Global Harmonization of Food Legislation

Thomas Billy, Chairman, Codex Alimentarius Commission

Different views between various countries and trade blocs on genetic modification, hormones, the precautionary principle and many other trade barriers continue to be held. How can the Codex help find balanced solutions?

3 Es and the Impact on Food Manufacturing

Hans Jöhr, Nestlé, Switzerland

What will the global food manufacturing industry need to do to strike a meaningful balance between profitability and social accountability?

12.00 – 13.30

Lunch

Keizerzaal

13.30 – 15.00

Session 4

Pické

3 Es - New EU Member States

László Vajda, Ministry of Agriculture and Regional

Development, Hungary

In a market driven economy, how can new EU member states make the 3 Es work for them?

3 Es – The Responsibility of a Financial Intermediator

Bart Jan Krouwel, Rabobank Nederland, The Netherlands

How is the Bank dealing with sustainability and social innovation as well as the necessity and challenge of balancing short and long-term benefits?

The View of an International Retailer on Balancing the 3 Es

Roland Vaxelaire, Carrefour, Belgium

How do the 3 Es work in retailing practice? How do consumers and other stakeholders respond to this strategy?

3 Es and Consumer Expectations

Willemien Bax, The European Consumer's Organisation

(BEUC), Belgium

Consumer awareness regarding food safety and quality and consumer interest in environmental and social responsibility of food production are increasing. How will this influence consumer expectations and behavior?

15.00 – 15.45

Networking Break

Keizerzaal

15.45 – 17.00

Session 5
Forum Discussion

Pické

17.30 – 18.30

Session 6
IAMA General Assembly

Keizerzaal

19.30 – 22.00

Presidential Banquet

Pické

For Up to Date Conference

CONVENIENT REGISTRATION. CHOOSE THE EASIEST METHOD FOR YOU:

On-line:
www.ifama.org
secure Encryption!

By Fax (24h/day):
+1-979-862-1487
Include your credit card information

By Regular Post:
IAMA Business Office, P.O. Box 14145
College Station, Texas 77841-4145 U.S.A.
See Reverse for Overnight Delivery Address

Title: ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. (please choose one)

Employer type: ☐ Industry ☐ University ☐ Government ☐ Student
☐ NGO ☐ Other

First name:

Last(sur) name:

Company/Institution:

Division/department:

Profession Title:

Street Address / P.O. Box:

Postal Code:

City:

State:

Country:

Telephone Number (including country code):

Fax Number (including country code):

E-mail address:

URL Address: http://

Name of accompanying person(s):

Dietary needs:

☐ I have special needs, please contact me.

I will stay in: ☐ Huis ter Duin

☐ Astoria

☐ Prominent Inn

☐ Mercure

☐ Other

Arrival date (dd/mm/yyyy):

Departure date (dd/mm/yyyy):

Payment type: ☐ Check/Money Order Made Payable to 'IAMA'
☐ Mastercard (16 digits)

☐ Visa (13-16 digits)
☐ AMEX (15 digits)

(U.S. funds drawn on a U.S. bank only)

Card number:

Expiration date (mm/yy): /

Printed cardholder name:

Signature:

Registration fees, see backside for information about packages (all prices in \$US)

		Before April 5	After April 5	
Package A – Forum & Chain Conference (Thursday– Tuesday)	Professional	\$ 800	\$ 900	
	Students	\$ 300	\$ 350	\$ _____
Package B - Chain Conference Only (Thursday – Saturday)	Professional	\$ 450	\$ 550	
	Students	\$ 200	\$ 250	\$ _____
Package C – Forum Only (Sunday – Tuesday)	Professional	\$ 575	\$ 675	
	Students	\$ 200	\$ 250	\$ _____
Package D – Chain Conference Guest (Thursday – Saturday)	Spouse or Guest	# _____ x \$ 100.00		\$ _____
- Forum Guest (Sunday – Tuesday)	Spouse or Guest	# _____ x \$ 200.00		\$ _____
Cultural Activities	Amsterdam Shuttle	# _____ x \$ 50 per person		\$ _____
	Monday tour	# _____ x \$ 75 per person		\$ _____
	Tuesday tour	# _____ x \$ 75 per person		\$ _____
	Post-Conference tour	# _____ x \$ 350.00 (single)		
		# _____ x \$ 650.00 (double)		\$ _____
IAMA 2002 Membership Dues		# _____ x \$ 125		\$ _____
Society on Chain and Network Science (including 2 year subscription Journal)		# _____ x \$ 25		\$ _____

Registration Confirmation

You will receive written confirmation from IAMA for your meeting registration within 14 days of receipt. If you do not receive confirmation after 30 days, please contact IAMA. Your hotel will send confirmation.

For Regular Post
IAMA Business Office
P.O. Box 14145
College Station TX 77841
U.S.A.

Tel: +1-979-845-2118
Fax: +1-979-862-1487
E-mail: iama@tamu.edu

For Package & Overnight Delivery
IAMA Business Office
525 Ireland, Blocker 333D
College Station TX 77843-2124
U.S.A.

Tel: +1-979-845-2118

Registration Cancellation

A full refund will be granted in response to written requests prior to May 10, 2002. After this date, a refund less a US \$200 cancellation fee will be granted. Substitutions are permitted at any time by notifying the IAMA Business Office. No refunds for cancellations will be made after June 1st. Please note, all refunds less administration fees, if applicable, will be processed after June 24, 2002.

Conference Attire

Chain Conference: Business Casual - Thursday - Saturday

Floriade: Business Casual - Sunday

Forum: Business Attire - Monday - Tuesday

Tours: Casual Seasonal

June day-time temperatures range from 57 - 77 F (15 - 25 C)

Summary of Forum & Chain Conference Schedule Noordwijk, June 6 - 11, 2002

Most events will take place at the Grand Hotel Huis ter Duin.
The IAMA Welcome Reception (Sunday June 9) will take place at the Floriade site. IAMA will provide round-trip transportation to the Floriade.

Thursday, June 6, 2002

18.00 to 22.00 Registration Desk - Level 1
19.00 to 22.00 Chain Conference Welcome Reception

Friday, June 7, 2002

07.00 to 18.00 Registration Desk - Level 1
08.30 to 18.00 Chain Conference
19.00 to 22.00 Chain Conference dinner

Saturday, June 8, 2002

07.00 to 18.00 Registration Desk - Level 1
08.30 to 18.00 Chain Conference

Sunday, June 9, 2002

08.00 to 17.00 Registration Desk - Level 1
12.00 to 20.00 IAMA Meeting Plaza at the Floriade
17.00 to 20.00 IAMA Welcome Reception at the Floriade

Monday, June 10, 2002

07.00 to 17.00 Registration Desk - Level 1
08.00 to 17.00 IAMA Forum
17.30 to 18.30 IAMA General Assembly
19.30 to 22.00 IAMA Presidential Banquet

Tuesday, June 11, 2002

07.00 to 12.00 Registration Desk - Level 1
08.00 to 17.00 IAMA Forum
17.30 to 18.30 Post Conference Cocktail

Registration Package Descriptions

Package A - FORUM & CHAIN CONFERENCE

- Chain Conference Welcome Reception: Thursday Evening
- Chain Conference: Friday - Saturday
- Chain Conference Dinner: Friday Evening
- Chain Conference Lunches and Breaks: Friday - Saturday
- Floriade 2002 - feel the art of nature: Sunday Afternoon
- IAMA Welcome Reception at the Floriade: Sunday Evening
- World Food & Agribusiness Forum: Monday - Tuesday
- IAMA Presidential Banquet: Monday Evening
- Lunches and Breaks: Monday - Tuesday

Package B - CHAIN CONFERENCE ONLY

- Chain Conference Welcome Reception: Thursday Evening
- Chain Conference: Friday - Saturday
- Chain Conference Dinner: Friday Evening
- Chain Conference Lunches and Breaks: Friday - Saturday

Package C - FORUM ONLY

- Floriade 2002 - feel the art of nature: Sunday Afternoon
- IAMA Welcome Reception at the Floriade: Sunday Evening
- World Food & Agribusiness Forum: Monday - Tuesday
- IAMA Presidential Banquet: Monday Evening
- Lunches and Breaks: Monday - Tuesday

Package D - ACCOMPANYING GUEST CHAIN CONFERENCE

- Chain Conference Welcome Reception: Thursday Evening
- Chain Conference Dinner: Friday Evening
- Chain Conference Lunches and Breaks: Friday - Saturday

-- ACCOMPANYING GUEST FORUM

- Floriade 2002 - feel the art of nature: Sunday Afternoon
- IAMA Welcome Reception at the Floriade: Sunday Evening
- World Food & Agribusiness Forum: Monday - Tuesday
- IAMA Presidential Banquet: Monday Evening
- Lunches and Breaks: Monday - Tuesday
- Monday and Tuesday Tours or Amsterdam Shuttle

Tours / Partner Program

Amsterdam Shuttle, June 10 and 11

- Round-trip transportation to Amsterdam

Monday Tour, June 10

- Round-trip transportation to Amsterdam
- Cruise through the canals of Amsterdam Lunch
- Entrance to the Rijksmuseum
- Entrance to Anne Frank House
- Tour guide and lunch

Tuesday Tour, June 11

- Bus trip from Noordwijk to The Hague, Delft and back to Noordwijk
- Entrance to Madurodam (Holland in miniature)
- Entrance to the blue earthenware museum
- Tour guide and lunch

Post Conference Tour, June 12 -13

- Round-trip Transportation
- 2 Lunches, 1 Breakfast, 1 Dinner
- Wednesday night hotel accommodation
- Tour Guide

NOTE: A minimum of 20 persons is required for this tour. The closing date for registrations is April 5, 2002. You will be informed by April 15, 2002, if the tour will take place

IAMA World Food and Agribusiness Forum
5th International Conference on Chain Management in
Agribusiness and the Food Industry
June 6 – 11, 2002

Group Name: IAMA FORUM / CHAIN CONFERENCE / WAGENINGEN

Please tick the appropriate hotel:

<input type="checkbox"/> Huis ter Duin	Fax: +31 (0) 71 364 91 50
<input type="checkbox"/> Mercure Hotel	Fax: +31 (0) 71 361 67 96
<input type="checkbox"/> Hotel Astoria	Fax: +31 (0) 71 361 66 44
<input type="checkbox"/> Prominent Inn Hotel	Fax: +31 (0) 71 361 13 65

First Name:

Last (SUR) Name:

Street Address / P.O. Box:

City:

Postal Code:

Country:

Telephone number (incl. country code):

Fax number (incl. country code):

Country of origin:

Passport number:

Accompanying person(s):

Guest passport number:

Country of origin:

Arrival date (dd/mm/yyyy):

Departure date (dd/mm/yyyy):

☐ Single Occupancy

☐ Double Occupancy

of Beds:

☐ One Bed

☐ Two Beds

Smoking preference: ☐ NON-smoking ☐ Smoking

Payment:

☐ Visa

☐ Mastercard

☐ AMEX

☐ Diners

Card number:

Expiration date (MM/YY):

Printed Cardholder Name:

Signature:

HOTEL RESERVATION DEADLINE !!
APRIL 5th, 2002
FAX DIRECTLY TO HOTEL

IAMA World Food and Agribusiness Forum

5th International Conference on Chain and Network Management in Agribusiness and the Food Industry

June 6 – 11, 2002

Conference Venue and Hotel

The Grand Hotel Huis ter Duin will serve as the headquarter hotel and conference site for the 2002 IAMA Forum and Chain Conference. This majestic hotel has been situated for more than a hundred years at the highest peak of the dunes directly on the beach and offers a superb view over the North Sea. Grand Hotel Huis ter Duin is centrally located for Amsterdam and other major cities in the Netherlands. All reservations should be made directly with the hotel of your choice by completing the hotel reservation form on the reverse side and faxing directly to the hotel.

All alternate hotels are walking distance of the Grand Hotel Huis ter Duin. More information about the hotels can be found on the internet page, www.foodchains.nl. More hotels can be found at the web-page of the tourist office in Noordwijk, www.vvv-noordwijk.nl.

The prices mentioned below for the alternate hotels are subject to change. For exact pricing, contact the hotel of your choice directly.

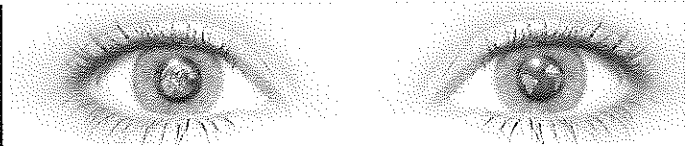
HOTEL RESERVATION DEADLINE !!

APRIL 5th, 2002

To receive the conference rate for the Grand Hotel Huis ter Duin, you must book your room by April 5th. Otherwise, prevailing market rates are applicable.

Blocked rooms at the alternate hotels will be released April 5th, 2002.

CONFERENCE HOTEL	
Name: Hotel Huis ter Duin - 5 Star Koningin Astrid Boulevard 5 2202 BK Noordwijk Tel: +31 (0) 71 365 1300 Fax: +31 (0) 71 364 9150 Single Room € 180 (Incl. Breakfast and VAT) Double Room € 193.50 (Incl. Breakfast and VAT) Note: Huis ter Duin room rates include Full Breakfast and are inclusive of 19% VAT!	Name: Hotel Astoria – 3 Star Emmaweg 13 2202 CP Noordwijk aan Zee Tel: +31 (0) 71 361 00 14 Fax: +31 (0) 71 361 66 44 Single Room € 57,- Double Room € 82,-
Name: Prominent Inn Hotel – 4 Star Koningin Wilhelminaboulevard 4 2202 GR Noordwijk Tel: +31 (0) 71 361 22 53 / 364 89 70 Fax: +31 (0) 71 361 13 65 Single Room € 72,60 Double Room € 102,10	Name: Mercure Hotel - 3 Star Kon. Wilhelmina Boulevard 8 2202 GS Noordwijk Tel: +31 (0) 71 361 92 05 Fax: +31 (0) 71 361 67 96 Single / Double Room € 100



Tuesday, June 11, 2002

How System Innovations Contribute to Connecting Value with Values

"Changing consumer requirements are placing greater demands on production systems in the agro-food sector. Now, stakeholders judge enterprises on the basis of good manufacturing practices and expect contributions to solve societal problems. Societal demands and transparency issues are reconfiguring agro-food chains to connect value with values. These challenges, faced by agro-food chains across the world, cannot be solved by traditional methods, but require new ways of thinking and system innovations that lead to new products, services and functions."

Moderator – Sessions 7 – 8
M. Cook, University of Missouri, USA

08.30 – 10.00 Session 7 Pické

Introducing the Value of System Innovations

Building Advantage Through System Innovation

Jim Rice, Massachusetts Institute of Technology, USA

System innovations do not develop overnight. Knowledge is not only understanding change but working together to create solutions. Experience with system innovations helps build a general framework or toolkit. Supply chain management and collaboration throughout the chain will be highlighted.

Transparency in Food Chains

Adrian Polhill, Soci t  General de Secur t , Switzerland

This session will discuss organizational and technological knowledge as well as models or methods to encourage transparency in chains and networks. The premise in chain management should guarantee tracing and tracking, safety and quality to the consumer.

Sustainable Agriculture Initiative (SAI)

Jean-Yves Dupr , DANONE Group, France

The Sustainable Agriculture Initiative is a platform created by the food industry (initiated by DANONE, Nestl , and Unilever) to actively support the development and communication of sustainable agriculture involving different stakeholders. Environmental, economic and social aspects are simultaneously integrated with this approach.

10.00 – 10.45 Networking Break Keizerzaal

10.45 – 12.15 Session 8 Pick 

System Innovations in Different Economies

New Developments in Agriculture of Developed Economies

Cees Slingerland, Arcadis, The Netherlands

Simultaneously encouraging the growth of prosperity and securing the well-being of citizens is an enormous task in densely populated regions. Arcadis' European example provides solutions with multi-functional property (multiple uses for the same property).

Introducing Fresh Supply Chains in Developing Countries

Amr Rizkana, HEIA, Egypt

This presentation will highlight HEIA, a group of producers/exporters from Egypt, and their contribution to system innovation. Their successful strategy entails taking the lead in introducing programs in terms of GAP, hygiene and transport efficiency and transferring best practices to partners in the food chains.

System Innovation in Transition Countries

Atilla Boros, HAJD -B T, Hungary

The transition of competitive state owned enterprises to competitive private companies that are reliable partners in cross-border food chains is quite complex. This example from the poultry sector shows us how difficult it is to really connect value with values.

3 Es in the Wine Industry in South Africa

Free market economy deregulation and global agricultural environmental issues have impacted the South African export market. The South African wine industry provides an excellent case of integrating the 3 Es into industry and firm strategies.

12.15 – 13.30 Lunch Keizerzaal

13.30 – 15.00 Session 9 Pick 

Do Economy, Ecology, and Ethics Relate to Trade?

Mike Moore, Director General, WTO

The overriding purpose of the multilateral trading system operated by the WTO is to help trade flow as freely as possible while reducing the chances of undesirable side-effects. This involves removing trade barriers, ensuring that everyone knows the trade rules that apply worldwide and providing the assurance that there will be no sudden changes of policy. WTO's role as a forum for negotiations has resulted in considerable growth in international trade. In response to this rapid expansion, countries have established diverse regulatory approaches to the production, marketing and development of food and agricultural products. These differences have raised unique challenges for trade, agricultural, and consumer-related policies.

15.00 – 15.30 Networking Break Keizerzaal

15.30 – 16.45 Session 10 Pick 

Round Table & Forum Closing

The Forum will be concluded with a round table discussion with leading business and academic executives who will review the Forum and Chain Conference for important issues and outcomes. This will be a lively and enlightening event.

17.30 – 18.30 Closing Cocktail Keizerzaal

5th International Conference on Chain and Network Management in Agribusiness and the Food Industry

Theme: Paradoxes in Food Chains and Networks

For the fifth time, the International Conference on Chain Management in Agribusiness and the Food Industry invites researchers and managers from all over the world to discuss research results in the field of food chains and networks. At the conference, researchers will present results of ongoing projects and ideas for action, expand theoretical thinking and facilitate a dialogue with consultants and CEOs from agribusiness and food industries.

The modern consumer demands high-quality products, in broad assortments throughout the year, and for competitive prices. Society imposes constraints on companies in order to economize on the use of resources, ensure animal friendly and safe production, and restrict pollution. Together with technological developments and increased international competition, these demands have changed the production, trade, and distribution of food products beyond recognition. Demand is no longer confined to local or regional supply. The food industry is now swiftly becoming an interconnected system with a large variety of complex relationships. This is changing the way food is brought to the market. Currently, even fresh produce shipped from halfway around the world can be offered at competitive prices. These developments are accompanied by national and international regulations and legislation in the area of food quality and safety.

In response to these changes, business strategies must now focus not only on traditional economical and technological interests, but also on typical issues such as the safety and healthfulness of food products, animal friendliness, the environment, etc. To effectively address paradoxical demands facing businesses, many problems and opportunities must be approached from a multi-disciplinary perspective, and trade-offs must be made between different aspects of production, trade and the distribution of food.

The theme of the 2002 conference is "Paradoxes in chains and networks". Papers will focus on the paradoxes caused by conflicting interests in the fields of economics and ethics, technology and environment, legislation and internationalization, etc. Some of the major issues to be discussed include:

- Consumer attitude and technology input in food chains and networks
- Compliance of production and distribution systems with consumer demand
- Technological innovation in food chains and networks
- Costs and benefits of sustainable production, trade and distribution in food chains and networks
- Opportunities and constraints to cross-border food chains and networks
- Standards in relation to national and international legislation and regulations
- Systems to guide and control processes and flows of goods throughout the international supply chain
- Legal and ethical issues and the competitiveness of food supply chains and networks

Format

You make the conference! We offer the following format:

- plenary sessions with keynote speakers
 - Prof. D.R. Hughes, Imperial College at Wye, United Kingdom
 - Prof. L.-A. Lefebvre, ePoly, Canada
 - Prof.dr. S.W.F. Omta, Wageningen University and Research center, The Netherlands
- parallel sessions with paper presentations: between 75 and 100 high quality papers from researchers from a wide range of countries will be presented
- poster presentations on ongoing research
- plenary debate. Saturday, June 8, there will be a plenary panel discussion on research-business collaboration

Organization

Advisory Committee

- Prof. M. Boehlje, Purdue University, USA
- Ir. ing. H. de Boon, Royal Cebeco Group, The Netherlands
- Prof. M.L. Cook, University of Missouri, USA
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Social Events and Cultural Tours

Chain Conference Social Activities - June 6-8

The 5th Chain Conference Welcome Reception will be held at 19.00 on Thursday, June 6 at the Huis ter Duin Hotel. The reception will feature a chain and network game (starting at 20.00). Beverages and snacks will be served.

On Friday evening, all registered participants are invited to a buffet dinner at the Huis ter Duin Hotel at 19.00. The KLICT "Best Paper Award" will be presented during dinner.

Forum Welcome Reception - June 9

Floriade 2002, *feel the art of nature*

IAMA invites all participants of the Forum to the Floriade & Welcome Reception sponsored by Arcadis, a leading, global, knowledge-driven service provider, active in the fields of infrastructure, buildings, environment and communications.

Floriade 2002 is a world horticultural exhibition in the Netherlands that is held once every ten years. It will run from April 6 until October 20 and is expected to attract three million world visitors. The Floriade also features a world of food and beverage choices.

The Welcome Reception will begin at 17.00 with a presentation by the Dutch Minister of Agriculture, Nature Management & Fisheries.

Buses will depart Noordwijk at 11.00 and leave the Floriade at 20.00 to return to the Huis ter Duin Hotel.

For more information on the Floriade: www.floriade.com

Forum Cultural Tours - June 10-11

Amsterdam Shuttle - June 10 - 11 **\$ 50.00**
Depart: 09.00 Return 17.00

For those of you who would like to visit and shop in Amsterdam on your own, a shuttle will depart the hotel Monday and Tuesday at 09.00 and depart the city center for its return at 16.00.

Monday Tour - June 10 **\$ 75.00**
Depart: 09.00 Return: 17.00

The bus will take you to Amsterdam, the capital of the Netherlands, noted for its beautiful historic canal houses. Many buildings and houses were built in the 17th century, the Golden Age. A relaxing boat trip through the canals of Amsterdam will reward you with views that inspired generations of painters. Following the canal tour, lunch will be provided.

The afternoon will be spent with a guided tour of The Anne Frank House and the Rijksmuseum, the largest museum of art and history in The Netherlands. It is best known for its collection of 17th-century Dutch masters, with twenty Rembrandts and works by artists Vermeer, Frans Hals and Jan Steen. Displayed at the heart of the museum is Rembrandt's world famous painting "Night Watch".

Tuesday Tour - June 11

Depart: 09.00

\$ 75.00

Return 17.00

This guided tour will visit The Hague and Madurodam where you will see a miniature replica (1:25 scale) of The Netherlands. Here you will find the Alkmaar cheese market, famous city halls, the canals of Amsterdam and the Rotterdam port. Windmills turn, ships sail and modern trains traverse the city on the world's largest miniature railway. The Netherlands in a nutshell!

Following the visit to this tourist site, lunch will be provided in Delft where you will spend the afternoon. Delft is renowned for its blue earthenware. When the potters became acquainted with imported Chinese porcelain, they began manufacturing Delftware with beautiful designs. You will visit one of the oldest Royal earthenware factories dating back to the 17th century and see hand-painted products according to old traditions. This visit will include the oldest parish church of Delft and the "New Church" with the restored tomb of the Prince of Orange.

Forum Post Conference Tour - June 12-13

Wednesday and Thursday, June 12 - 13, 2002

\$ 650.00 (Couple)

\$350 (single)

Depart: 08.00, June 12

Return: 17.00, June 13

This two day guided tour will visit many beautiful spots in The Netherlands and Belgium. The tour includes transportation, breakfast, 2 lunches, dinner, and the Wednesday night hotel.

Wednesday June 12

The Netherlands is world-famous for its windmills, especially in the Dutch village Kinderdijk. In 1740, no less than 19 mills were built there and have been well preserved today. Nowhere else in the world will you find as many windmills as in Kinderdijk. In 1997 the mills were put on the World Heritage List of UNESCO. We will visit one of these mills.

In the afternoon we will travel to the Delta Works. In 1953 an enormous storm flooded the lowlands and caused much damage. To prevent further disasters of this magnitude, the four great sea-arms in the southwest of the Netherlands are now protected by dams. The tour will include a visit to one of the dams. Late in the afternoon we will depart for Bruges, a beautiful mediaeval city in Belgium. We will have dinner in Bruges and spend the evening in this city.

Thursday June 13

Following breakfast, we will take a two-hour guided walking tour through Bruges, famous for its 13th - 15th century buildings. The tour will end at a Belgian brewery where you will enjoy a typical Belgium lunch. After lunch, we will tour the 1856 vintage brewery and sample its excellent selection of beers.

The bus will return to Noordwijk and the Hotel Huis ter Duin at 17.00 on Thursday.

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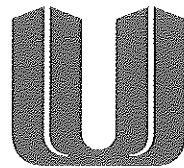
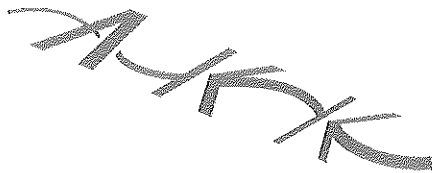
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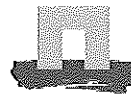


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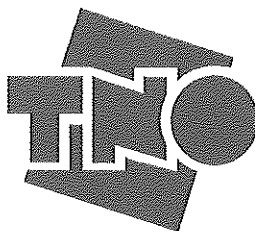
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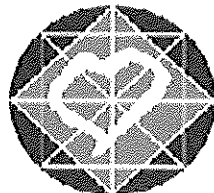


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