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FORUM SPEAKER BIOGRAPHIES

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Jay Akridge is director of the Center for Food and Agricultural Business at Purdue University he also the James and Lois Ackerman professor in the department of Agricultural Economics at Purdue. His primary responsibilities include leading the center and the MS-MBA dual degree program in Food and Agribusiness Management, a partnership with the Kelley School of Business at Indiana University; working with food and agribusiness managers in the center's professional development programs; conducting research on agribusiness management and marketing issues, and teaching graduate and undergraduate courses in strategic management for food and agribusiness firms.

Walter J. Armbruster, President of Farm Foundation, has been with the organization since 1968. Prior to that, he served for two years as staff economist in the Agricultural Marketing Service, and eight years with the Economic Research Service, both in the U.S. Department of Agriculture, Washington, D.C. Mr. Armbruster works as a catalyst to improve the economic and social well-being of U.S. agriculture, the food system and rural communities, assisting private and public sector decision makers in identifying and understanding forces that will shape the future. An agricultural economist with a doctorate from Oregon State University a masters and bachelor of science degree from Purdue University. Mr. Armbruster has served as president of the American Agricultural Economics Association, the American Agricultural Law Association and IAMA.

Adrie J.M. Beulens is currently professor of information systems and head of the Information Technology Group at Wageningen University (WUR). He was director and dean of Wageningen School of Management of Wageningen University until 2002 and dean and director of the Faculty of Informatics at the Haagse Hogeschool until 1995. He taught at the Rotterdam School of Management until 1988 and has worked in senior management and consulting for a variety of companies. He is author of many journal articles and has co-authored several books in the areas of ECR, logistics and Model Based Decision Support Systems (DSS). He was scientific director for the focus area, Transparency for KLICT2001/2005.

Hon. Carole L. Brookins is an international consultant known for her work as a policy and trade strategist on issues of global political economy and its effect on the food and agriculture sector. Her career has included positions as chairman and CEO, World Perspectives, Inc. and the U.S. Executive Director of the World Bank, 2001-2005. Ms. Brookins played a leading role in developing collaborative programs between the World Bank's International Development Agency (IDA) and the International Finance Corporation, providing critical support to small enterprise development in sub-Saharan Africa. She helped President Bush achieve initiatives to deliver IDA assistance in the form of grants instead of loans and adopt results based measurement programs. Carole was a consistent advocate for partnering public and private sectors to develop infrastructure in the poorest countries. Ms. Brookins regularly delivers keynote addresses on international economic, trade, agricultural and political issues before U.S. and overseas audiences. She has appeared on nationally televised programs, including "The MacNeil/Lehrer News Hour," and CNN's "Inside Business" and "Crossfire."

Filipe Burgaza is marketing director for the South Latin Division of the Coca-Cola Company. He leads all consumer marketing strategies and programs across Argentina, Chile, Perú, Bolivia, Paraguay and Uruguay. Mr. Burgaz joined The Coca-Cola Company in 1987 as Coca-Cola brand manager in Mexico, the company's most important country in terms of per-capita consumption, and second only to the United States in sales volume. He has a bachelor's of science degree in finance and international management from Georgetown University and received his M.B.A. degree from the Amos Tuck School at Dartmouth College.

Miguel Santiago Campos is Secretary of Agriculture, Livestock, Fisheries & Food for Argentina. He works nationally and internationally representing the Argentine government in the area of agriculture, livestock, fisheries and agribusiness matters. He holds a doctorate in philosophy from the University of Florida, USA with an emphasis in animal production, quantitative genetics, food resource economics and statistical analysis. He obtained his master of science degree from Centro Agronomico Tropical de Investigacion y Ensenanza, CATIE Turrialba, in Costa Rica and bachelor's degree in agricultural engineering from the University of Buenos Aires.

Alberto Emilio de las Carreras is vice president of the Export Chamber and a private consultant. He is former Secretary of Commerce for Argentina, former president of the Argentine Meatpackers Association and the International Meat Secretariat. His expertise lies in the Argentina beef industry, food protection and international food exportation. He has authored 13 books on topics including: beef, agriculture, the environment, sugar, foot and mouth disease, Argentine commerce and international trade.

J. Eduardo Cervantes C., Public Affairs Director, Mexico Division, The Coca-Cola Company, Mexico.

Dennis Conley is a professor of agribusiness in the Department of Agricultural Economics at the University of Nebraska-Lincoln. Professor Conley has taught classes in agribusiness management, price analysis and finance. His research has focused on risk management, marketing and international trade. He is director of the graduate program in agribusiness and supervises the MBA degree with a specialization in agribusiness. Mr. Conley was elected as a Fellow of the International Food and Agribusiness Management Association in 2003.

Daniel Conforte is department head of agribusiness studies in the School of Management and Social Sciences at the Universidad ORT, Uruguay. He holds a master's degree in public administration from the John F. Kennedy School of Government, at Harvard University, Massachusetts, USA.

Jean E. Cordier is a professor at Agrocampus Rennes in France and head of the Département d'Economie Rurale et Gestion. Mr. Cordier is a specialist in marketing commodities and intermediate food products. His research relates to market organization, trade contracts, information systems as well as risk management and strategies for vertical coordination within the food sector. As a consultant, he's extensively worked with European companies and professional organizations. He works in Eastern Europe, Africa and Asia under programs for different international organizations.

Miguel Dupont is marketing manager for Compañía de Alimentos, Fargo. Previously, he worked for several advertising agencies including: Verdino Bates, Savaglio TBWA, Gowland Publicity. As an account advertising executive, Mr. Dupont serviced many high profile companies including—Nestlé, Arcor, La Nación, Shell, Carrefour Hypermarkets, and Adidas.

Peter Goldsmith graduated in 1995 from the Ohio State University with a doctorate in agricultural economics. In November 2003, he was appointed the *NSRL Fellow in Agricultural Strategy*. He holds adjunct professorships at the Universidad de Belgrano and Universidad Catolica in Buenos Aires. Mr. Goldsmith also received an MBA in finance, and undergraduate degrees in dairy science and political science. He was the 1997 winner of the *Edwin G. Nourse Award* for outstanding doctoral research on cooperatives. His research interest is structural change in the agri-food supply chain and its affect on agribusinesses and farmers.

Allan Gray's research interests are agribusiness management, strategic planning, decision making under uncertainty, and simulation. Current research is being conducted on the attitudes and buying behaviors of large commercial producers, the impacts of alternative farm policy proposals, and the management implications of real options thinking. His publications cover a range of topics including: The implications of the 2002 farm bill for agricultural producers; a simulation approach to agribusiness behavior modeling; and risk/reward sharing in vertical arrangements between producers and processors.

Josef Haber attained his doctorate in agricultural sciences and is a Value Chain Manager in the Agricultural Products Unit of BASF AG. Since joining BASF in 1985, Mr. Haber has held a variety of positions in the Ag-chem business including product development, sales and marketing. In 2001, he built up the Food Value Chain Team in the European business organization. This team takes care of the alignment of the crop protection operation with the growing needs of various food value chain players. At present, he is managing new business projects in global marketing. He focuses on value-added products both for BASF's farming customers and their downstream partners.

Torsten Hemme is founder and director of the IFCN Dairy Research Center in Braunschweig, Germany. Mr. Hemme obtained his master's and doctorate from the University of Göttingen in agricultural economics. His scientific work is featured in 168 publications and 190 presentations nationally and internationally. Mr. Hemme has led various dairy related research projects funded by FAO, WTO, Ministries of Agriculture and agribusiness companies. The IFCN Dairy Network is a global approach to collect, analyze and disseminate information on milk production. Dairy oriented research organizations from more than 50 countries and 18 dairy oriented agribusiness companies like DeLaval, Fonterra and Pfizer are partners of the network.

Rodolfo Hisch joined Rabobank in 2003 as part of the Food and Agribusiness Research Department in Brazil. He is responsible for the analysis of developments in the sectors of grains and oilseeds, sugar and ethanol, and cotton. He has been involved in research and

advisory projects related to the Brazilian Agribusiness, especially in grains and oilseeds, sugar and ethanol, and meats. Previously, Mr. Hirsch worked as a grain merchandiser at Archer Daniels Midland in Decatur, Illinois. He earned his master of science degree in agribusiness management from the University of Illinois, USA and a bachelor's degree in agronomy engineering from the University of Sao Paulo, Brazil.

Jenny Houghton was born in southwest region of Western Australia. She earned her bachelor's degree in education and obtained a commercial pilot's license, examiner and instructor certifications in Perth. She moved to Victoria 16-years-ago to start a successful hot air balloon charter company. While working her hot-air balloon business in the mornings, she spent her afternoons establishing an award winning boutique-vineyard. Since selling her hot air balloon business, she is taking her wine to new heights. Ms. Houghton is passionate about wine and dedicated to the Shiraz variety, in particular.

Ulrich Kihm, Chief Executive Officer of SAFOSO Switzerland, Safe Food Solutions Inc.—a consulting company specializing in food safety at a global level, built his career on his extensive knowledge of infectious diseases and zoonoses, combined with more than 15 years of experience in the field of animal health at an international level. His professional experience includes technical management at a high security institute which conducts research and diagnostic services for highly contagious animal diseases. He has participated in a wide range of international activities, in particular with the OIE and FAO, and special projects in developing countries. For the past 10 years he has been the chief veterinary officer of Switzerland, working to control BSE among other important diseases (e.g. Salmonella). He is a faculty member at the University of Bern, Switzerland and teaches veterinary public health.

Hans Jöhr served as the president of IAMA from June 2003 - June 2004. He is the corporate head of agriculture at Nestlé in Vevey, Switzerland and is responsible for providing technical and strategic leadership in the groups' world-wide agricultural raw material supply chain. Prior to moving to Nestlé in 2000, Mr. Jöhr served as chief executive officer of AFC Consulting in Brazil where he engaged in agribusiness and forestry, consulting and management. He is a member of the board of IPC (Intl. Policy Council on Agriculture Food and Trade) and a member of the advisory council of the Swiss State Secretariat of Economic Affairs (SECO). He also serves as the chairman of SIPPO (Swiss Import Promotion Programme). Mr. Jöhr is the past president of the Swiss-Brazilian Chamber of Commerce in São Paulo, Brazil and has consulted in over 40 countries. He is the author of more than 30 publications in Brazilian and international newspapers.

Eluned Jones is a professor and director of the Master of Agribusiness Program and chairs the Intercollegiate Faculty of Agribusiness at Texas A&M University. She joined the Department of Agricultural Economics in 2002 after 14 years at Virginia Tech in research, teaching and extension. She is nationally and internationally recognized for her multidisciplinary research analyzing the role of public and private institutions in agribusiness markets, and particularly in emerging market economies. She is a co-recipient of awards for excellence from the Southern Agricultural Economics Association and the American Society of Agronomy, and is a Fellow of the Kellogg-funded Leadership Development Program at the National Center for Food and Agricultural Policy in Washington, DC. She received her doctorate from Texas A&M University in 1987.

Dr. Alberto Cesar Lambierto is a specialist in infectious diseases and clinical medicine. He is medical director for Otamendi y Miroli Medical Center and Medicus, South America. He is a professor and cofounder of the Professionals Registration Council for the National Academy of Medicine and a board member of the General Internal Medicine Society. Dr. Lambierto is deputy head of the Argentine Society for Infectology. He earned his medical degree from the University of Buenos Aires.

Héctor Laurence, President of IAMA and founder and president of its Argentine Chapter, has served as corporate vice president of Pioneer Hi Bred International, for several years—overseeing their Latin America operations. He is founder and president of several companies in the agribusiness sector such as HL Partners, SA and Mc Laren Holdings, SA. Mr. Laurence is currently president of the Fundación Vida Silvestre Argentina and was formerly president of the Argentine Seed Association, Arpov in Argentina, a board member for the FIS, and corporate vice president of Morgan Seeds.

Woody Majjers studied at Wageningen University and spent one year in Zambia developing a course. Mr. Majjers then spent four years consulting in the Netherlands. Since 1994, he's worked for the Agri Chain Competence Center. The mission of ACC is to strengthen and vitalize agri supply chains to improve the supply of safe and high quality food to consumers. In 2000, he became the managing director of ACC. Since 2003, he's been a part-time professor, on supply chain management at INHOLLAND University.

Miguel Angel Marra is the laboratory chief of Bunge Argentina in the San Jeronimo's industrial complex, since 2003. He is responsible for quality control and manages the corporate microbiological lab, which is designed to satisfy market requirements, research & development and special customer requests. In addition, he is the quality coordinator for Bunge's bottled oil trade, which includes Chile as a principal customer. He deals with the different quality systems implemented by the company such as ISO 9001 and GMP 13 and he participates in the internal audits. Mr. Marra earned his bachelor's degree in chemistry from de UCA (Argentine Catholic University).

Josué de la Maza is responsible for marketing, research, communication and corporate nutrition in the Food and Beverages Division of Nestlé Argentina. He earned his marketing degree from Tecnológico of Monterrey, Mexico and worked as market research specialist for Heuristic and Marketing International in Mexico City before joining Nestlé in 1995. At Nestlé, he has worked as sub

director for the Dairy Unit in charge of marketing and trade marketing for shelf stable dairy products and collaborated at the head office in Switzerland as a marketing advisor for the dairy businesses in charge of Latin America.

Ross McLaren joined J. Sainsbury plc., a division of Shaw's Supermarkets parent company in 1967 as a meat buyer trainee after earning a degree in agriculture and animal husbandry from Aberdeen University. He worked in the buying departments and headed up Dairy, Frozen Food and Produce Division. He was appointed to departmental director in 1983 and became responsible for a major trading division, as well as serving on the board of Sainsbury's Hypermarket Subsidiary, Savacentre. Later, he was appointed to Vice President Procurement for Shaw's, then Managing Director of Homebase, the Sainsbury's D.I.Y. (Do-It-Yourself) subsidiary. He returned to the United States as president and chief executive officer of Shaw's Supermarkets, Inc. in August 1998. In 2000, Ross was elected president of IAMA. Ross officially retired from Shaw's Supermarkets in the Fall of 2002. Mr. McLaren was a 2003 recipient of the "Fellows" award. The highest award given by IAMA given only to members who have made outstanding and sustained contributions to the success of the organization and are demonstrated leaders in the food and agribusiness industry.

Felisa Miceli is an Argentine economist, and the Minister of Economy and Production for Argentina. Ms. Miceli consultants with national and provincial governments on a variety of issues including: financing and investments, education, intuitional fortification, financial reform and provincial economic and agricultural development. She was granted a faculty position in the Department of Economic Sciences at the University of Buenos Aires and is former president of the Bank of Argentina Nation.

Luis Schmidt Montes is president of the National Agricultural Association in Chile and former chairman of the same institution, which is the oldest agricultural association in Chile (167 years old). He helped develop a demonstrative and experimental farm project near Beijing, China, where Chilean fruit production, practices and technology are being implemented in association with Chinese growers and has been instrumental in the development of Good Agricultural Practices Program (GAP) for all the Chilean agriculture industry. Mr. Montes has spearheaded promotion and marketing campaigns for Chilean fruit in the USA and Europe. He earned his degree in civil engineering from Catholic University, Chile.

William P.Mott founded Agland Investment Services Inc. in 1976 to utilize his skills working in developing countries. Prior to being a consultant, he worked with a number of agribusiness firms, including two multi-national food processors—Libby, McNeill and Libby, and the Nestlé Corporation. While with Nestlé, Mr. Mott served as managing director of Nestlé's Processed Fruit and Vegetable Division, a joint venture in Japan. Mr. Mott manages a number of California and internationally based food industry projects for both private and public sector clients. Projects often involve the transfer of new technology, the development of international markets for value-added products or the financing of new and innovative projects. Mr. Mott has managed agriculture and food industry projects for over 20 countries.

Marcos Fava Neves, Professor of Marketing & Strategy in the Business Department of FEA/University of São Paulo, has been the Senior Researcher of the PENSA Agribusiness Program since 1992. He also coordinated and participated in strategic management projects, marketing planning and distribution/sales planning. He has conducted strategic marketing planning for the orange chain in Brazil (2004) and for the wheat chain in Brazil (2003). He is a member of the Board of IAMA, has eight books published in agribusiness, more than 50 articles published in international conferences and journals and lectures done in several countries.

André Papaleo, Agribusiness Solutions Director for Oracle Latin America, works with mapping and segmenting the agribusiness industry in concert with alliances, sales, presales and marketing. He joined Oracle in early 2005, to help create a strong niche in the agribusiness sector throughout Latin America. Mr. Papaleo has extensive experience both in agribusiness and in Information Technology. His hybrid background has granted him opportunities in both fields. He is a former CIO at Bansicredi S/A and Avipal S/A, and worldwide vice president for E-Business at Carrier Corporation in the United States, where he built an international portal that generated \$1.2 billion in annual sales.

Félix Peña is a specialist in international economic relations and negotiations; economic integration and foreign trade policy. He is a professor at Universidad Nacional de Tres de Febrero; director of the master's program in International Trade Relations; director of the Institute of International Trade-BankBoston Foundation; and an independent consultant. He has written numerous articles on both the legal and international relations field, including collaboration with Celso Lafer—"La Argentina y el Brasil en el Sistema de Relaciones Internacionales." He also authored "Momentos y Perspectivas and La Argentina en el mundo y en América Latina."

Eduardo Pulenta, President of Pulenta Estate, is a third generation winemaker, coming from Italian roots. He holds a degree in oenology and frutihortícola and was technical manager for the Trapiche Winery Peñaflor S.A. for 22 years. He and his brother Hugo, decided to continue in the family tradition and built the Pulenta Estate four years ago. They operate 135 hectares of high-quality 16 year-old vineyards which are located in Alto Agrelo, Lujan de Cuyo, Mendoza, Argentina.

Roberto Rodrigues, Minister of Agriculture, Livestock and Food Supply for Brazil, is former Secretary of Agriculture and Supply for the state of São Paulo. He obtained his degree in agronomy at São Paulo State University and holds several post graduate degrees in rural management. He has published two books and hundreds of articles on agriculture, cooperatives and rural economy.

Johan van Rooyen, CEO of the SA Wine & Brandy Company (SAWB), is a professor and ABSA chair of agribusiness management at the University of Pretoria. He has published more than 100 scientific peer reviewed papers and authored/co-authored five academic books.

Jeremy Russell has headed public affairs for the National Meat Association since 1997. In his current role, he divides his time between internal association communications, public relations, national legislative affairs and international meat trade. In addition to being the NMA's executive director, he is the official point of contact for media, legislative officials and other trade associations.

Daniel Osvaldo Scioli, Vice President of the Argentine Republic, presides over the Senate of Argentina's Congress where laws are approved. Among his many duties, he is a member of the Small and Medium Business Enterprise Committee, president of a non-governmental organization helping children, elders and disabled people. He is former secretary of Tourism and Sports for Argentina and an advisor to the Argentinean Sports Association.

Jerry Steiner, Executive Vice President of Commercial Acceptance for the Monsanto Company, is responsible for globally leading corporate, government, public and industry affairs, as well as developing business with downstream partners in the grain and food industry. Mr. Steiner has worked with Monsanto for over 20 years and been involved in biotechnology issues for eight years. He received his bachelor's of science degree in Agricultural Economics from the University of Wisconsin and holds an MBA from Washington University in St. Louis, Missouri.

Fernando Vilella is co-director of the food and agribusiness program in the Agronomy School at the University of Buenos Aires. He is also a professor and chair of vegetable production—FAUBA. He served as dean of Agronomy School from 1998-2006 and chairman of the Irrigation and Drainage Association. He has written numerous books, chapters contributions, and scientific- technical papers. He is a scientific advisor for several institutions including the Universidad de la República, FODEPAL, Jardín Botánico, Comité Editorial Revista Alimentos Argentinos SAGPyA. He has received numerous awards from La Nación newspaper for his work at the Agronomy School.

Lynn F. White, President of John Deere Agri Services, will serve as the IAMA Board President in 2007-2008. Prior to joining Deere in 2000, Mr. White served as Senior Vice President of Corporate Development for IMC Global Inc., a leading crop nutrients producer. He was an officer of the company and also served as Acting Chief Financial Officer in 1997-98. Prior to joining IMC, Mr. White was general manager of Chicago-based FMC Corporation's worldwide Food Ingredients Division. During his 17 years at FMC, Mr. White's responsibilities included a wide array of domestic and international assignments, including serving as Business Director for an FMC division in the United Kingdom. He also held positions in its Agricultural Chemicals Group, serving as Group Director, Planning and Development, in Philadelphia and later as area director in Brussels with responsibility for Europe, the Middle East and Africa.

Gianluigi Zenti, Academia Barilla S.p.A. President, established a track record of exceptional achievements during a uniquely diverse 12-year Barilla career, working in all businesses, start up and turnaround situations in Italy and internationally. Barilla assigned him in 2001 the task to initiate and develop a new company with the objective to become the global flagship brand of Italian Gastronomic Culture by offering exclusive, customized services and top quality food products. He was also responsible for the creation, together with Renzo Piano, of the Academia Barilla HQ in Parma: the most technologically advanced culinary center in Europe. Mr. Zenti is will serve as IAMA Board President, 2006-2007.

José Zilio is a strategic, commercial and technical consultant working with value-added products in agribusiness. He holds a degree in chemical engineering from Federal University of Rio Grande do Sul, Brazil and has 38 years experience in the soybean industry. For 20 years, he's worked on five continents introducing value-added soybean derivatives—isolated protein, concentrated protein, textured protein, soybean flour, lecithin, hydrogenated oils to the marketplace. He collaborates with class and governmental entities in agribusiness projects and legislative bills on food, biotechnology, and renewable fuels. Mr. Zilio has published articles and given lectures for specialized audiences on biotechnology, agribusiness, functional soybean ingredients, marketing nutritional and functional products, biomass, biofuels, animal nutrition and sugar cane.