

Conference Program



International Food and Agribusiness Management Association

19th Annual World Forum and Symposium

**GLOBAL CHALLENGES**

**LOCAL SOLUTIONS**



BUDAPEST, HUNGARY  
JUNE 20 - 23, 2009



IAMA Business Office

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EGER



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HAJDUSZOBOSZLO

## PRESIDENT'S MESSAGE

Dear Friends of IAMA, Ladies and Gentlemen,

It is my pleasure to welcome you to Budapest, Hungary for IAMA's 19th Annual World Forum, Symposium and Case Conference. In November 2006, we defined the main theme for this international conference, *"Global Challenges and Local Solutions"*, as related to food and agribusiness. Given the events of the past 24 months, the topic remains extremely relevant and timely. Globalization has influenced the food and agribusiness sector in numerous ways. Forum sessions will discuss trends in the agri-food chains and explain why global challenges naturally lead to a variety of local solutions. Panelists will present the latest developments in the world trade of food products, food quality, safety and innovations. Accomplished speakers from Central and Eastern Europe will offer tested successes as possible solutions to broader global challenges. The audience is invited to participate and share local successes from their regions. A regional products session is offered featuring speakers from different European regions who discuss how to connect local identity and food culture to regional products and innovations with a sustainable influence on rural business development.

In recent months, we have seen a global food crisis followed by global financial crisis, and now, a global economic crisis that is predicted by some to rival the crisis of 1929 - 1933. These recent events have necessitated the addition of the closing session, *"Global Economic Crisis: Strategies for Future Development."* Hon. Carole Brookins will lead this session which offers us an opportunity to discuss these issues together before we part ways and return to our respective homes.

To further IAMA's commitment to student development, IAMA worked with various sponsors to provide 32 students with travel grants to attend this year's conference. One exciting portion of the program involving students will be the Student Case Competition. Nine teams comprised of students representing universities from Hungary, Canada, Netherlands and USA will compete by addressing a "real world" problem and presenting their solutions before a panel of international judges from industry and academia.

In addition to an outstanding professional program, we will provide good food, music and entertainment. We hope you will enjoy your visit, make new friends and gain many useful new ideas throughout the conference.

*László Vajda*

Department Head, EU Coordination and International Affairs, Hungarian Ministry of Agriculture and Rural Development  
IAMA President, 2007 - 2009

## SOCIAL EVENTS

**Student - Industry Reception**  
**Sponsored by Coca-Cola**  
**Europa Congress Center, Roof Garden**  
**Saturday, June 20; 7:30PM – 9:00PM**

A casual-social networking event for student, industry, government and academic conference participants.

**Welcome Reception**  
**Sponsored by Ministry of Agriculture, Hungary**  
**Museum of Hungarian Agriculture**  
**Sunday, June 21; 7:00PM – 10:00PM**  
*Buses Depart: 6:30PM Return: 10:00PM*

The evening will feature dinner and a Violin Concert at the Museum of Hungarian Agriculture, which is the largest agricultural museum in Europe. It is located in the City Park near the Vajdahunyad Castle in Budapest. Best Paper and Student Case Competition Award winners will be announced during the reception.

**Presidential Banquet**  
**Sponsored by OTP Bank Plc, Hungary**  
**Lazar Equestrian Park**  
**Monday, June 22; 6:30PM – 11:00PM**  
*Buses Depart: 6:30PM Return: 11:00PM*

The equestrian park, established near Gödöllő, is located about 35 km from Budapest and features the world champion carriage-riding Lázár brothers. Guests can take a walk in the Hungarian village yard and become familiar with ancient Hungarian domestic livestock breeds including the grey cattle, long-wooled sheep, mangalica pig, and the puli dog. The dinner program features an equestrian show with folk and gypsy music.

## 2009 IAMA FELLOWS AWARD

Since its founding, IAMA has been successful due to the vision, hard work and creative efforts of a few key individuals. These individuals have distinguished themselves as leaders in the food and agribusiness industry as well as in service to IAMA. This is the highest award given by IAMA and is awarded 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.

**Gregory A. Baker**

Director, Food and Agribusiness Institute  
Professor, Department of Management  
Santa Clara University, Santa Clara, CA, USA

## GENERAL INFORMATION

### Conference Attire

- IAMA Forum & Symposium: Business Attire
- Welcome Reception: Business Attire
- Presidential Banquet: Business/ Casual
- Tours: Casual/Seasonal

### Translation

Simultaneous English-Hungarian translation provided during all Forum Sessions (Monday - Tuesday).

### Internet Corner (Free of Charge)

Internet access will be available during conference hours

### Recommended - Taxi Company

City Taxi: +361-211-1111



## SYMPOSIUM SESSIONS

### FRIDAY, JUNE 19

**12:00PM - 6:00PM**

IAMA Registration Desk (Lobby)

**5:00PM** (Lobby, 1st floor)

Deadline for Case Competition Teams to Register

**7:30PM** (Törley Vineyard)

*Departure: 6:30PM Return: 10:00PM*

IAMA Board of Directors Dinner

### SATURDAY, JUNE 20

**7:00AM - 6:30PM**

Registration Desk (Lobby)

Poster Display Area (Lobby)

**7:00AM – 8:00AM** (Maastricht)

Student Travel Grant Meeting

**8:00AM – 8:30AM** (Copenhagen)

**Symposium Welcome Session**

*Symposium Co-Chair: Francis Declerck*

Associate Professor,

ESSEC Business School, France

**Agribusiness Megatrends**

*Keynote Speaker: Ernesto Gallo,*

Zamorano University, Honduras

**8:45AM – 10:15AM**

Symposium Sessions (Amsterdam, Bruxelles, Maastricht, Rome, Strasbourg)

Case Conference Welcome Session (Nice)

**FAO Workshop I** (Copenhagen)

**10:15AM – 10:45AM**

Networking Break

**10:45AM – 12:15PM**

Symposium Sessions (Amsterdam, Bruxelles, Maastricht, Rome, Strasbourg)

Case Conference II (Nice)

**FAO Workshop II** (Copenhagen)

Special Session: (Zurich)

*Socio-Economic Development. The Next Green Revolution. See program flyer.*

**12:15PM – 1:30PM**

Lunch

**1:15PM – 6:15PM** (Zurich)

Student Case Competition – Preliminary Rounds

**1:30PM – 3:00PM**

Symposium Sessions (Amsterdam, Bruxelles, Maastricht, Strasbourg, Rome)

Case Conference III (Nice)

**FAO Workshop III** (Copenhagen)

**3:00PM – 3:30PM**

Networking Break

**3:30PM – 5:00PM**

Symposium Sessions (Amsterdam, Rome, Bruxelles, Maastricht, Strasbourg)

Case Conference IV (Nice)

**FAO Workshop IV** (Copenhagen)

**3:30 PM – 5:30 PM**

(Europa Lobby Board Room)

IAMA Executive Committee Meeting

**5:00PM – 5:30PM**

Networking Break

**5:30PM – 7:00PM**

Symposium Sessions

(Bruxelles, Maastricht, Rome, Strasbourg)

Case Conference V (Nice)

**FAO Workshop V** (Copenhagen)

Special Session: (Amsterdam)

*Food Dynamics and Innovation:*

*Challenge of Sustainability*

**7:30PM – 9:00PM**

**Student - Industry Reception**

*Europa Congress Center, Roof Garden*

*Sponsored by:*

**The Coca-Cola Company**

### SUNDAY, JUNE 21

**7:00AM - 6:30PM**

Registration Desk (Lobby)

Poster Display Area (Lobby)

**7:30 AM – 12:00PM**

(Maastricht)

IAMA Board of Directors Meeting

Breakfast provided

**8:00AM – 9:30AM**

Symposium Sessions (Amsterdam, Bruxelles, Rome, Strasbourg, Zurich)

Case Conference VI (Nice)

**FAO Workshop VI** (Copenhagen)

**9:30AM – 10:00AM**

Networking Break

**10:00AM – 11:30PM**

Symposium Sessions (Amsterdam, Bruxelles, Rome, Strasbourg, Zurich)

Case Conference VII (Nice)

**FAO Closing Session** (Copenhagen)

**11:30AM – 12:00PM**

Networking Break

**12:00PM – 1:00PM**

Symposium Sessions (Amsterdam, Bruxelles, Rome, Strasbourg, Zurich)

Case Conference VIII (Nice)

**12:30PM – 2:15PM**

2010 Program Planning Committee Lunch

**1:00PM – 2:15PM**

Lunch

**2:15PM – 3:45PM**

Student Case Competition-Final Round (Copenhagen)

Special Session: (Nice)

*Metropolitan Agriculture I. See program flyer.*

Special Session: (Strasbourg)

*Sustainability in Agri-Food Chain / GRI – SAI See program flyer.*

Discussion Session: (Rome)

*Strategies to Revitalize Albania's Agriculture*

Special Session: (Maastricht)

*Market Opportunities for Hungarian Wine and Spirits*

**Biofuels Session I** (Bruxelles)

**Tension Between the 4 F's**

**Food - Fiber - Fuel - Feed**

This is a two-part biofuels discussion. The first session will provide European and international viewpoints.

*Chair: Hector R. Laurence, President and*

*CEO, McLaren Holdings, Argentina*

*József Popp, Deputy General Director,*

*Research Institute for Agricultural*

*Economics, Hungary*

*Jordi Rosell, Professor, Applied Economy,*

*UAB, Fundacion Triptolemos, Spain*

*Laszlo Mathe, Bioenergy Coordinator, WWF*

*International / WWF Scotland, UK*

**3:45PM – 4:30PM**

**Poster Reception and  
Networking Break**

*Sponsored by:*

**Santa Clara University**

**4:30PM – 6:00PM** (Nice)

Special Session: *Metropolitan Agriculture II*  
See program flyer.



## FORUM SESSIONS

### **Bridge Session:** (Copenhagen) **Agribusiness Education in Past, Present and Future**

This session will provide an overview of agribusiness education programs in four geographical areas that are at distinct points in their evolution as producers and consumers of agricultural and food products, as well as a forward-looking perspective on human capital needs from a leading global employer of agribusiness managers. Lessons from this survey can provide guidance to businesses and educational institutions to ensure that world-class human capital is available to meet the challenges and needs in the next 20 years.

*Chair and Introduction: Mary Shelman,*

Director, Agribusiness Program,  
Harvard Business School, USA

*Csaba Forgács,* Department of Agricultural Economics and Rural Development,  
Corvinus University of Budapest, Hungary

*Gábor Szabó,* Professor, Department of Rural Development and Agricultural Economics,  
University of Debrecen, Hungary

*Csaba Székely,* Professor, Dean. Faculty of Economics,  
University of West-Hungary

*Marcos Fava Neves,* Professor of Planning  
University of São Paulo, and Markestrat  
Researcher, Brazil

*Joydeep Bose,* President and Global Head,  
Human Resources, Olam Int'l. Singapore

*Aidan Connolly,* Vice President,  
Alltech Biotechnology, USA

**7:00PM – 10:00PM**

### **The Welcome Reception**

*Museum of Agriculture*

*Sponsored by:*

**The Hungarian Ministry of Agriculture**

**MONDAY, JUNE 22**

**7:00AM - 6:00PM**

Registration Desk (Lobby)

**7:30AM – 8:30AM** (Rege Hotel, Dining room)

Fellows Breakfast

**8:30AM – 9:00AM** (Copenhagen)

### **Welcome and Fellow Award Ceremony**

*Chair: László Vajda,* IAMA President, Hungary

*Csaba Molnár,* Minister, Prime Minister's Office,  
Hungary

*Sándor Csányi,* Chairman and CEO, OPT  
Bank Plc., Hungary

*Jerry Siebert,* Exec. Vice President, IAMA, USA

**9:00AM - 10:30AM** (Copenhagen)

### **Global Challenges, Local Solutions: Trends in Food and Agribusiness**

Globalization has impacted the food and agribusiness sector in numerous ways. This session discusses trends in the agri-food chains and explains why global challenges logically lead to different local solutions. Panelists present the latest developments in the world trade of agricultural and food products, price fluctuations, food quality, safety issues, and innovations in new product development. A synopsis of the Central and Eastern European solutions, as possible answers to global challenges within the agri-food chain, will be presented. The audience is invited to contribute by sharing experiences from various regions in the world and to discuss the reasons why and how global challenges lead to different local solutions.

*Chair: H. Christopher Peterson,* Nowlin Chair

Consumer-Responsive Agriculture, Product  
Center, Michigan State University, USA

*Hans Jöhr,* Corporate Head of Agriculture,  
Nestlé, S.A. Switzerland

*Csaba Csaki,* Professor and Head of  
Department, Corvinus University Budapest,  
Former Senior Advisor for Agriculture and  
Rural Development Policies, World Bank,  
Hungary

**10:30AM – 11:15AM**

Networking Break

**11:15AM – 12:45PM** (Copenhagen)

### **How the Visegrad - 4 Countries are Responding to Global Challenges**

The entry of Central European countries into the European Union dramatically changed the competitive position of agri-business and the food industry in this region. Although these countries prepared themselves intensively for the change, the reality has produced varied results. CEO's from Visegrad-4 countries representing Poland, Czech Republic, Slovak Republic and Hungary will share their knowledge of this transition and how they overcame barriers to solve problems. Learn how they adapted new strategies to become and remain competitive. What are the essential elements? Do local solutions to global challenges differ significantly from each other? Are solutions in one country more effective than another, and why?

*Chair: Jan van Roekel,* Managing Director,  
STIRR, Netherlands

*Tomás Kreutzer,* Director, Federation of Food  
and Drink Industries, Czech Republic

*György Raskó,* President, Csopak Holding,  
Hungary

*Gerd Boeckenhoff,* General Manager,  
Rabobank, Poland

*Igor Mancel,* Chairman, Wine Growers Union of  
Slovakia, Slovak Republic

**12:45PM – 2:30PM**

Lunch

**12:45PM – 2:30PM** (Zurich)

IFAMR Managing Editor Meeting  
Working Lunch

**2:30PM – 4:00PM** (Copenhagen)

### **Food Products for Health and Well-being: Global and Local Developments**

The food industry is supported by an integrated and strategic body of research in nutrition, food, consumer sciences and food chain management to deliver innovative and high-quality food products for global markets which meet consumer needs and expectations. These products together with recommended changes in dietary regimes and lifestyles are designed to have a positive impact on the overall quality of life. To achieve these goals it is necessary to unite an array of stakeholders which include agriculture, food processing, the supply and ingredient industry, retail, catering, consumers and academia. This session discusses the ongoing commitment of stakeholders to maintain consumer health and well-being.

*Chair: Pál Molnár,* Professor, University  
of Szeged and President, HNC for EOQ,  
Hungary

*Diána Bánáti,* Director General, CFRI, Hungary  
Chair of EFSA MB, Italy

*Antonio Di Giulio,* Head of Unit, Food, Health  
and Well-being, European Commission,  
Belgium

*Joan Prats,* Corporate Responsibility Director  
for Health and Wellness, Coca-Cola Europe  
Group, Belgium

*Hilary Green,* Head of R&D Communications,  
Nestlé S.A., Switzerland

**4:15PM – 5:45PM** (Copenhagen)

### **Regional Products in the Global Arena: Connecting People with the Origin of Food**

Many of today's healthiest eating trends bear a strong resemblance to yesterday. Local farms offering nutritious, peak-of-season produce; slow-cooked dinners foster leisurely family meals; and



## FORUM SESSIONS

an emphasis on minimally processed foods on the regional or local level. Europe possesses a patrimony of agricultural products and foodstuffs based on tradition and regional specialties. The protection of geographical indication is one important tool in rural development and rural sustainability. How can sustainable businesses develop with respect to the triple P: People, Planet and Profit? Representatives from different regions will discuss new developments and regional solutions for sustainable business development and how to connect regional identity and food culture to regional products both in traditional and innovative ways.

*Chair: Francesco Braga*, Associate Professor, University of Guelph, Canada  
*Erhard Höbaus*, Head of Nutrition and Quality Assurance, Ministry of Agriculture, Austria  
*András Seboek*, General Manager, Campden & Chorleywood, Hungary  
*Ariane Angelier*, Head of the Office for Quality Signs and Organic Farming, Ministry of Agriculture, France  
*Arnoud-Jan Bijsterveld*, Professor, Tilburg University, Netherlands

**6:30PM – 11:00PM**

### Presidential Banquet

*Lazar Equestrian Park*

*Sponsored by:*

**OPT Bank Plc**

**TUESDAY, JUNE 23**

**7:00AM - 6:00PM**

Registration Desk (Lobby)

**7:00AM – 8:30AM** (Rege Hotel Dining Room)

Publication Policy Committee Meeting

**8:30AM – 10:00AM** (Copenhagen)

### Biofuels Session II - Tension Between the 4 F's Food - Fiber - Fuel - Feed

Biofuels is a new and rapidly growing agri-industry driven by the pursuit for energy independence, high gasoline prices, alternatives to fossil fuel consumption, sustainability and environmental concerns. Yet competition for the same natural resources is creating tension among the food, feed, fiber and fuel sectors. This session will provide the most accurate data on supply projections, comparative costs, new technologies, trading opportunities and barriers. A team of panelists will explore the answers to the following questions: What have we learned from the 2008 financial crisis? Are biofuels responsible

for the increasing food prices? Is the biofuel industry sacrificing soil land? What surface of the world is being used for the production of biofuels? What percentage of the industry is practicing sustainability? Where are the international trade barriers and opportunities? What is the five-year forecast for predicting future demand?

*Chair: Hector R. Laurence*, President and CEO, McLaren Holdings, Argentina  
*Marcos Jank*, President, UNICA – Sugar and Ethanol Exporters Association, Brazil  
*Hector Huergo*, Director, Diario Clarin, Argentina  
*William Scott*, Vice President, Agland Investment Services Inc., USA

**10:00AM – 10:45AM**

Networking Break

**10:45AM – 12:15PM** (Copenhagen)

### How Governance Policies and Strategies Affect the Agri-Food Sector

Future governance policies will have a significant impact on agro food businesses throughout the entire food chain by becoming a tool for stakeholders to influence the management of agro food chains and networks. The combination of private and public policies can either create a positive flow, or lead to costly debate. Key questions and issues include: How should CEO's and board members respond to governance challenges? How should the interests of globalizing food networks be balanced with those of different stakeholders anchored in local markets? What is the definition of good governance and who will decide on what is right and wrong? Who are the primary recipients of the benefits of good governance; and what should be the future role of public and private partners? With many challenges lying ahead, the historical background of private and public partners influence present and future behavior.

*Chair: Michael Cook*, Professor, Missouri University, USA  
*László Vajda*, IAMA President, Hungary  
*Marty Reagan*, CEO of Ag. Processing, Inc (AGP), USA  
*Reto Battaglia*, General Manager, Battaglia Food Safety Systems GmbH, Switzerland  
*Rodrigo Sanchez Mujica*, CEO, FIRA, Mexico

**12:30PM – 2:00PM**

Lunch

**1:30 PM** (IAMA Registration Desk)

Student Travel Grant Meeting

**2:00PM – 3:30PM** (Copenhagen)

### Impact of the Retail Sector on the Value Chain

The Retail Sector plays an extremely important role among agriculture, food processing and consumers. Although consumers can be influenced by pricing policies, advertising and other marketing tools, the long-term strategies of supermarkets should focus on the real needs and expectations of the consumer. By maintaining direct contact with the people, the retail sector has a major impact on the whole food value chain. Food quality, safety and trust by consumers are the most important issues which can be influenced by several measures and methods.

*Chair: Walter Armbruster*, President Emeritus, Farm Foundation

*Péter Feiner*, Chairman of Board of Directors, SPAR Hungary Trade Ltd., Hungary  
*Tibor Zsombor*, Operations Director, METRO Trade Ltd., Hungary  
*Bernard Guntz*, Director for Investment, AUCHAN Hungary Ltd., Hungary

**4:00PM – 5:30PM** (Copenhagen)

### Closing Panel Discussion: Global Economic Crisis: Strategies for Future Development

The global economic crisis is being felt across many sectors. Most notable is the crisis in financial institutions and markets as well as, the impact on both developed and developing economies. Commodity markets have impacted the global food and agribusiness sector and its participants. The closing session discusses the current situation and its implications for the food and agribusiness sector as well as strategies for managing the consequences.

*Chair: László Vajda*, IAMA President, Hungary  
*Introductory Lecture: Carole L. Brookins*, Managing Director, Public Capital Advisors LLC, USA  
*Paul T. Jasper*, President-elect of IAMA, USA  
*Frans van Bijsterveld*, Head Food & Agribusiness Europe, Rabobank International, Netherlands  
*Jerzy Plewa*, Deputy Director General, DG Agriculture and Rural Development, European Commission, Belgium

**5:30PM – 5:45PM** (Copenhagen)

Presidential Transition Ceremony & Boston 2010



**International Food and Agribusiness  
Management Association**

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**PROGRAM PLANNING COMMITTEE**

László Vajda, IAMA President  
Pál Molnar, Forum and Symposium Co-Chair  
Jan van Roekel, Forum Co-Chair  
Francis Declerck, Symposium Co-Chair  
Woody Majjers, Case Conference Co-Chair  
Mary Shelman, Case Conference Co-Chair  
Imola Kisérdi-Palló, Student Case Competition Co-Chair  
Gregory A. Baker, Student Case Competition Co-Chair

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