

2011 Forum Speaker Line-Up

CONFERENCE CO-CHAIRS



Josef Haber is Value Chain Manager in the Agricultural Products unit of BASF AG. He joined BASF in 1985. 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. Josef will moderate the first session on *Sustainability as a Business Approach*.



Gerhard Schiefer is Director of the International Center for Food Chain and Network Research at the University of Bonn in Germany. He has long-standing experience in food chain issues, chairs the Food Chain Management Group in the European Technology Platform 'Food for Life', and has since the mid-90s organized European workshops on quality and environmental challenges the food sector is faced with. As founding president of the EFITA, he was instrumental in developing the international scientific network of associations (INFITA) dealing with the utilization of new technologies in the food sector which he coordinates. Gerhard will moderate the second session on *Sustainability as a Business Approach*.

OPENING REMARKS & CLOSING



Paul T. (Tuck) Jasper is IFAMA's President. Tuck has been involved with IFAMA since the mid 1990's and has served in many capacities, from conference organizer to board member. Tuck has a long history in the Food Industry which includes working with major US grocer chains including Kroger Company, Topco, as Executive Vice President and COO, Daymon Associates, Federated Foods and Shurfine International as President and CEO. He is currently developing and managing three start up companies which include Covered Logistics and Transportation, Waialua Soda Works and AsepSys LLC. *Tuck will provide opening and closing remarks for the 2011 IFAMA Forum.*



Jesus Serafin Perez, is President of CIAA (Confederation of Food and Drink Industries), has been active in the food and beverage industry for over 30 years. His career has included many high level appointments in this sector and is an active member of numerous boards and executive committees in Spain and abroad. Mr. Pérez is also a honorary recipient of the *Order of Food Merit* by Spain's King Juan Carlos and the Gold Medal of the Council of Spanish Chambers of Commerce. *Jesus will provide the opening remarks to help kick off the 2011 International World Forum and Symposium.*



Mary Shelman is Director of Harvard Business School's Agribusiness Program, and heads the world's premier agribusiness gathering, which is attended by more than 200 CEOs and senior managers from global firms. She organizes and teaches similar programs in Europe, Latin America and Asia. *Mary will moderate a Case Study which explores how China's rapidly expanding middle class and fast food industry may impact China in the future. Mary is also President-Elect and will serve as IFAMA's President in 2011-2013.*

SPEAKERS



Felix Ahers, is CEO of FRoSTA AG, a market leader for frozen ready meals in Germany. FRoSTA is the first and only frozen brand in Germany to completely abandon the use of taste enhancers, colorings, aromas, stabilizers and emulsifiers. *Felix will contribute to the panel discussion on long-term business strategies that are shaping the future in Session 1.*



Dirk Bensmann, is a Deputy Executive Board Member and Plant General Manager of AGRAVIS Raiffeisen AG, an agricultural trade and service company which provides products, know-how, consulting, and services relating to plants, animals, machinery, construction, retailing, and energy in Germany. *Dirk will share long-term sustainability strategies for the commodity trade sector in Session 2.*



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. She has appeared on US televised programs, including "The MacNeil/Lehrer News Hour," and CNN's "Inside Business" and "Crossfire." *Carole will contribute to a panel discussion on Commodity Price Volatility: Needs and Regulation and will moderate the "Hot Topic" Session.*



Jose Antonio Boccherini is the Director of the Agribusiness Department at Instituto San Telmo, the leading agribusiness executive education institution in Spain and Portugal. Using the case method, Prof. Boccherini regularly lectures at San Telmo's agribusiness programs for senior executives and other institutions. Prof. Boccherini is also a regular speaker on issues affecting business model competitiveness in the food chain. *Jose will moderate a Case Study on the Sovena Group in Session 4 which explores the strategic challenges of growing a business from a local firm to a major global manufacturer of olive oil.*



Derek Byerlee, from Australia is an adviser and consultant to a number of international organizations. Formerly he was Rural Strategy Adviser for the World Bank and Co-Director of the 2008 World Development Report: Agriculture for Development. Before joining the World Bank, he was Director of Economics at the International Maize and Wheat Improvement Center, Mexico, and Associate Professor, Michigan State University. He has worked extensively in Africa, Asia, and Latin America, and published widely in several fields of agricultural development, including global demand for farmland. *Derek will contribute to a discussion in Session 7 on Policy and Governance from the prospective of assuring production resources.*



Ralph D. Christy is the J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise and Director of the Cornell International Institute for Food, Agriculture and Development and Professor of Emerging Markets at Cornell

University, USA. He has advised industry leaders and public policy makers on food marketing strategies, economic development, and the organization of the global food economy. *Dr. Christy will contribute to the debate in Session 7 by examining the role of policy and governments in sustainability from an agro-industries perspective.*

Helena Del Rosario, is General Manager of Soyuz Foods International Inc., a Philippine based company that produces 100% fruit purees with no additives or preservatives. *Helena will contribute to a panel discussion on the competitive challenges for small and medium agro-enterprises*



Peer Ederer is an associate partner of the Center for Strategy & Leadership and Director of the Human Capital Project of the Brussels-based Lisbon Council. He heads the Innovation and Growth Project at Zeppelin University, Friedrichshafen and is the Academic Director of the European Food and Agribusiness Seminar. His clients comprise some of the fastest growing companies in Europe, with CEO's who want to accelerate growth through innovation and value-creation strategies and with regional governments interested in innovation-led economic growth. *Peer will contribute to the discussion on Value Creation through Sustainability in Session 2 and moderate a Case Study using EFAS FrieslandCampina's Business Case in Session 4C.*



Martina Fleckenstein is Director of EU Policy, Agriculture & Sustainable Biomass of WWF Germany (World Wide Fund for Nature). Martina works on certification and international commodity markets and the development of sustainable certification schemes. She is running projects on sustainable land use management and spatial planning in Indonesia, Colombia and Brazil. *Martina will contribute to the discussion on standards and compliance through certification in achieving sustainability throughout the supply chain in Session 4B.*



Peter Funk, is General Manager of SGF (Sure-Global-Fair), a membership association committed to industrial self-control of local and European markets for fruit juices and fruit beverages. SGF works on behalf of its members safeguarding compliance with legal and industrial quality and safety standards. Peter also acts as Secretary General of the European Quality Control System for Juices and Nectars (EQCS), Brussels,

which is the umbrella organization for all local control schemes in the European fruit juice industry. *Peter will contribute to a panel discussion on Private Standards vs. Public Regulations in Session 4B.*



Gustavo Grobocopatel heads a family business, Los Grobo—one of the largest farming enterprises in Argentina. He farms more than 630,000 acres of prime production land in the Argentine pampas. Over 40% of the acreage is devoted to soybean production, making him the largest soybean farmer globally. Los Grobo has two core areas of business: industrial specializing in milling and wheat-and agricultural production, where investors have partnerships with the clients. Los Grobo also has extensive operations in Brazil, Uruguay and Paraguay. *Gustavo will contribute to a panel discussion on the Assuring and Managing Scarce Resources in Session 8C.*



Christoph Guenther, is Head of Business development Nutrition Ingredients Europe of BASF SE. Since joining BASF in 1987, he has held a variety of positions and is currently managing the introduction of feed innovations in the European area and is responsible for the S.E.T. Initiative within the Nutrition and Health division of BASF, which has a specific emphasis on sustainability in the Food Value Chain. *Christoph will contribute to the panel discussion on Private Standards vs. Public Regulations in Session 4B.*



Wilfrid Legg is former Head of the Agricultural Policies and the Environment Division for the OECD Trade and Agriculture Directorate. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. His primary emphasis is on agri-environmental policy analysis and the measurement and evaluation of agricultural policies. *Wilfred will provide a global perspective to the debate on policy and government in sustainability.*



Sara Lewis is Coordinator for the Food, Beverage and Agriculture Sector for The Sustainability Consortium. Her work with The Sustainability Consortium focuses on food life cycle and supply chain systems mapping, social and environmental life cycle assessment and supply chain metrics development. *Sara will contribute to the discussion on Sustainability from a Business Governance Perspective.*



Mike Mack is the CEO of Syngenta AG, a \$12 billion agribusiness involved in the discovery, development and manufacture of products designed to improve crop yields and food quality. One of the biggest challenges facing society by 2050 is the need to provide food and feed for more than 9 billion people and according to Mack, agriculture can significantly contribute to tackling this global challenge. *Mike will share long-term thinking and corporate strategies that are shaping the future.*



Shelby Matthews is Chief Policy Advisor at Copa-Cogeca. Copa-Cogeca brings together 72 national organisations representing farmers and agri-cooperatives in Europe. She has over 20 years experience working on EU agricultural policy and trade issues and is responsible for preparing the contribution of European farmers and agri-cooperatives to the current debate on the future of the CAP to 2020.



Maria Odido, is CEO of Bee Natural Uganda Limited, a honey business located Uganda. They collect honey from farmers groups and associations across the West Nile region before processing, packaging and selling it across the East African market. Quality control is achieved by working with 1,200 registered beekeepers. In collaboration with these groups, they have developed a queen breeding and colony multiplication yard which not only maintains but increases the bee colonies for our beekeepers. Their factory employees are mainly women (70%). *Maria will contribute to a panel discussion on the competitive challenges for small and medium agro-enterprises.*



Andreas Rickmers is Vice President Europe, for Cargill International SA. Andreas has held various positions at Cargill associated with trading activities in grain, oilseeds, feed ingredients and fertilizers in Europe, Eastern Europe and South Africa. From 2007 he served as Business Unit Leader for grain and oilseeds supply chain Europe based in Geneva Switzerland. *Andreas will contribute to the discussion on Commodity Price Volatility: Needs and Regulation.*



Jacob R. Robbins is Managing Director, Global Sweeteners, of The Coca-Cola Company's Cross Enterprise Procurement Group (CEPG). He leads a multi-geographic structure that encompasses associates from

The Coca-Cola Company as well as bottler representatives, covering one of the largest areas of the system's supply chain spend and the largest global industrial user sweetener supply chain in the world. *Jacob will contribute a discussion on commodity Price Volatility: Needs and Regulation in Session 4A*



Thomas Rüschen is global director of Key Account Management and director of the European Distribution, for DWS (Deutsche Bank) Investment GmbH, Frankfurt. He is a member of the Executive Board of

DWS and manages the initiative on sustainability and climate change-related investments. Additionally, he serves on the Global Environmental Steering Committee of Deutsche Bank Group. *Thomas will contribute to the discussion in Session 3 on coping with long-term financial risks in agriculture.*



Martin Scheele is Head of the Environment Unit of the Directorate General for Agriculture and Rural Development, European Commission. He studied Agricultural Sciences with a specialization in Environmental Economics at the

University of Göttingen and has worked for the European Commission for nearly 20 years. He presently serves as head of the unit dealing with Environment, GMO and Genetic Resources. *Martin will provide an overview on the EU's policy vision on the sustainability debate in Session 6.*

Sascha Siegel is Vice President of Product Development for Eurex Frankfurt AG. Eurex is one of the world's leading derivatives exchanges and is jointly operated by Deutsche Börse AG and SIX Swiss Exchange. *Sascha will contribute to a panel discussion on Commodity Price Volatility: Needs and Regulation in Session 4A*

Roumen Ivanov Simov, President, Board of Directors, Solvex Mira a privately owned company in Bulgaria engaged in the production and sale of canned fruits and vegetables. *Roumen will contribute to a panel discussion on the competitive challenges for small and medium agro-enterprises in Session 8A.*



Carel van der Hamsvoort, is Global Head of the Food & Agribusiness Research & Advisory (FAR) department at Rabobank. They are responsible for crystallizing the organization's role as a knowledge

bank and for maintaining its leading worldwide reputation in the field of food & agri. The team is comprised of approximately 65 analysts who track developments and trends in key food & agri sectors worldwide. *Carel will contribute to the panel discussion on the long-term vision for financing agriculture in Session 2.*



Julio Toledo Piza serves as an Executive Board Officer for BrasilAgro, one of Brazil's largest companies in terms of arable land. It's core business is the acquisition, development, operation and sale of rural properties suitable for agriculture

activity. Julio has a degree in Agronomy Engineering from the University of São Paulo and an MBA in Administration and Finance from Columbia Business School in New York. *Julio will contribute to the panel discussion on the Assuring and Managing Scarce Resources in Session 8C.*



Kees Wantenaar, is Chairman of the Supervisory Board of Royal FrieslandCampina multi-national dairy which owns its own production plants in 24 countries and markets products to more than 100

countries. *Through the use of a case study developed by Royal FrieslandCampina, Kees will show how business opportunities grow from a compliance based risk mitigation effort into sustainable growth and value creation through embracing corporate social responsibility and sustainability in Session 4C.*



Christoph Willers is Managing Director of the Institute for Sustainable Management (ifnm). IFNM is concerned with the integrated analysis of issues, strategies and impact of sustainability on both

private and public sectors. Additionally, they facilitate knowledge transfer and cooperation between science, private and public sector and other social interest groups. Prior to this, Christoph was a senior consultant for AFC Risk & Crisis Consult GmbH and the international consultant network RQA. *Christoph will contribute to a concurrent panel discussion on the business governance aspect of Sustainability in session 8B.*



Johann Zueblin is Head of Standards and Social Compliance at the Migros Federation of Cooperatives. He joined Migros in 1988 and since 2005 manages the new approach

including standards in the food safety and social compliance within the organization. This includes the implementation of the EurepGAP the GFSI standards as well as the social standards BSCI. Mr. Zueblin is board member of the Eurepgap GFSI and the CIES driven GSCP (Global Social Compliance Program). *Johann will contribute to the panel discussion on Private Standards vs. Public Regulations in Session 4B.*

MODERATORS



Doyle Baker is Chief of FAO's Rural Infrastructure and Agro-Industries Division (AGS). Some of the main thematic areas of work for this

Division over the past five years have included: agribusiness enabling environments, business linkages and value chains, value chain finance, inclusive business models, product and process innovation, product quality and safety, contract farming, public private partnerships, market-oriented agricultural infrastructure, marketing and farm management extension, and business and financial services. Doyle provides oversight and support for most of these issues, including related field projects in more than 25 countries. *Doyle will moderate a session on Competitive Challenges for Small and Medium Agro-Enterprises (SMAEs) Session 8A.*



Francesco Braga, is an Associate Professor with a joint appointment in the Department of Business and the Department of Economics, College of Management and Economics, at the University of Guelph, Canada, and

Professore Incaricato, Istituto di Economia Agroalimentare, Facoltà di Agraria, Università Cattolica del Sacro Cuore, Italy. Professor Braga has advised over 100 graduate students, mostly at the MBA level. He has worked internationally with industry, government and academia. He is currently working on supply chain sustainability issues, price risk management issues and marketing of typical foods. *Francesco will moderate a Session 4A on Commodity Price Volatility: Needs and Regulation.*



Carlos A. da Silva is a Senior Agribusiness Economist at the Rural Infrastructure and Agro-industries Division of the Food and Agriculture Organization of the United Nations

(FAO). Prior to joining FAO, he worked for more than 25 years as an agribusiness consultant and Professor of Agro-industrial Economics and Management at the Federal University of Viçosa, Brazil. He holds a Ph.D. and a M.Sc. degree in Agricultural Economics from Michigan State University and a B.Sc. in Economics from the Federal University of Rio de Janeiro, Brazil.



Francis Declerek is an Associate Professor in the Department of Finance and the International Agri-Food Business Management Institute at ESSEC Business School Paris-Singapore. He holds a Ph.D. from the University of Illinois at Urbana-Champaign (USA). His expertise is in finance and agri-food business management: the determinants of performance in food chains, mergers & acquisitions, commodity futures markets. *Francis will moderate a Session 4A on Commodity Price Volatility: Needs and Regulation.*



Rainer Kühl, is a Professor at Justus-Liebig University of Giessen, Germany, and holds the Chair of Food Economics and Marketing Management. His main research interests are food industry analysis and business strategies, vertical integration and contracting in the food supply chain, strategic marketing and management of innovations, quality management and consumer behavior. *Rainer will contribute to a concurrent panel discussion on the business governance aspect of Sustainability in session 8B.*



Antoine Meyer is Head of New Business for BASF, with an emphasis on the Food Value Chain, Sustainability, and Crop Protection in Europe, CIS, Central Asia, Africa and Middle East. Antoine gained international experience in sales and marketing by working with American Cyanamid, CFPI, then served as a Managing Director for Nufarm in Europe and later at ArrMaz working in production, research and development, sales and marketing outside Americas. *Antoine will serve as a moderator for a session examining how regulation and certification standards impact the sustainability initiative in Session 4B.*



Kristian Moeller is Managing Director for GLOBALGAP a private sector body that sets voluntary standards for the certification of agricultural products around the global. The GLOBALGAP standard is primarily

designed to reassure consumers about how food is produced on the farm by minimizing detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare. *Kristian will contribute to a panel discussion on filling tomorrow's human capital needs in agriculture.*



Onno Omta is a chaired professor in Business Administration at Wageningen University and Editor-in-Chief of 'The Journal on Chain and Network Science.' His current research interest encompasses entrepreneurship and innovation in chains and networks in the life sciences, with special emphasis on the agrifood industry. *Onno will moderate a session on how to effectively organize the food supply chain for the future to meet the ever changing challenges of food safety and sustainability in Session 8B.*



Ludwig Theuvsen is a full professor of Management in Agribusiness in the Department of Agricultural Economics and Rural Development at Goettingen University, Germany. His research interests include strategic and human resource management in agriculture and the food industry, quality management and certification in agribusiness industries and the design of food supply chains. *Ludwig will moderate a session on how to effectively organize the food supply chain for the future to meet the ever changing challenges of food safety and sustainability in Session 8B.*



Jacques H. Trienekens is an Associate Professor in the Management Studies Group of Wageningen University. His research interests include international food chain and network management and business operations management. He is editor and managing editor of Journal on Chain and Network Science and International Food and Agribusiness Management Review, respectively. *Jacques will moderate a panel discussion on the Assuring and Managing Scarce Resources in Session 8C.*



Henk C. van Latesteijn is CEO of TransForum, an organization that stimulates cooperation and innovation to achieve a more sustainable development in agribusiness. Prior to this, he spent fifteen years working with the Scientific Council for Government Policy, one of the most important advisory bodies

to the Dutch government, and later shifted to an operational policy position within the Ministry of Agriculture, Nature and Food quality, finally as Head of Strategy within the Minister's Office. *Henk will help facilitate a recap of the major take-aways from each day of 2011 IFAMA Forum.*



Harald von Witzke, is Head of the Department of International Agricultural Trade and Development at the Humboldt University in Berlin and president of the Humboldt Forum for Food and Agriculture Association. His scientific focus is on global food security, economic development and climate change. *Harald will moderate a session on a panel discussion on the policy and governance side of sustainability.*



Decio Zylbersztajn is an Agricultural Economist graduated at the North Carolina State University. He is Professor of Organization Economics at the University of São Paulo, Director of the center of Agribusiness Studies (PENSA). He is a fellow of the International Food and Agribusiness Management Association, former editor of the Business Journal of the University of São Paulo, former board member of International Society for New Institutional Economics. *Decio will moderate a panel discussion on the Assuring and Managing Scarce Resources in Session 8C.*

Save the Date

IFAMA 2012

Shanghai, CHINA

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