

International Sugar Organization



28th INTERNATIONAL SEMINAR

Sugar: It's About People

Tuesday 26th - Wednesday 27th November 2019

**East Wintergarden, 43 Bank Street
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28th Seminar – 2019

For this year's seminar we have focused on the human side of our sector and striven to project relevant ideas and stories of those who made a difference for sugar but moreover for communities, growth and sustainable development. People are the heart of our industry and are the root of our competitiveness pyramid; any initiative within our 'sugar family' should have respect and empowerment at its core.

We cannot think of anyone better to contribute their personal best than Jonathan and Charlotte Kingsman, who have both excelled in their careers and showcase the best character and traits of what a sugar person stands for. With their trajectory they need little introduction and we are certain their special touch, their "Je ne sais quoi", will contribute to this seminar's success, complemented by their vast knowledge of the sugar world and its key stakeholders.

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

The registration fee of **£1,100 (sterling), [€1,280 or US\$1,550]** also includes:

A **networking evening reception** on 26 November at a **prestigious venue in the heart of Canary Wharf;**

Refreshments breaks on 26 and 27 November;

Free online access (with a username and password) to the following ISO Publications:

ISO Ethanol Yearbook (£245)

October Statistical Bulletin (£150);

October Monthly Market Report (in English, French, Russian & Spanish) (£100);

November Quarterly Market Outlook (in English, French, Russian & Spanish); (£250);

November World Sugar Balance (£150); and

Online access to the Seminar Proceedings immediately following the event.

Space is strictly limited so early registration is recommended. **Registration is online through the ISO website www.isosugar.org.** Please note no refunds will be made for cancellations received after 19 October. Substitutions are allowed. Refunds will be processed (subject to an administration fee of £150) after the end of the seminar.

Group rate: (3 or more delegates from the same company): £995 (sterling)/€1,190/US\$1,390.

Should you be unable to attend in person, you can order the Seminar Proceedings through the website (www.isosugar.org) at a **cost of £445.**

28th ISO SEMINAR - PROGRAMME
Tuesday, 26th November 2019

08:00 **Registration**

09:20 **Opening Remarks**

José Orive, Executive Director, ISO
Jonathan Kingsman, Co-Chair, 2019 Seminar
Charlotte Kingsman, Co-Chair, 2019 Seminar

09:30 - 10:30

SESSION 1 - KEYNOTE: SUCCESS STORIES: WHAT'S YOUR SECRET?

- Good business practices: Fabio Venturelli, CEO São Martinho *
- Diversification in difficult times: Stanislas Bouchard, CEO, CRISTALCO (CONFIRMED)
- Variety in your products, diverse portfolio: Salim Rebrab, CEO, CEVITAL (Algeria) *

10:30 - 10:50

A LIFE IN SUGAR

- Campos de Moya, INICIA Dominican Republic (CONFIRMED)

10:50-11:20 – COFFEE BREAK

11:20 - 12:20

SESSION 2 - REINVENTING YOURSELF: A LOOK AT THE TRADE

- Kristen Eshak Weldon, Head of Food Innovation and Downstream Strategy Louis Dreyfus (CONFIRMED)
- Ruth Thomas, Director, Global Agribusiness Alliance and Soft Commodities Forum, London*

12:20 - 13:00

A NEW WAY OF COMMUNICATING EFFECTIVELY

- Konrad Halwax, Managing Director, AGRANA, Austria

13:00 – 15:00 – LUNCH BREAK (delegates free to make own arrangements)

15:00 - 16:15

SESSION 3 – A CAREER IN SUGAR

- Robyn Cooper, Grower Strategy Manager, ILLOVO (CONFIRMED)
- Sergey Gudoshnikov, Senior Economist, International Sugar Organization, London (CONFIRMED)

16:15 – 16:45 – COFFEE BREAK

16:45 - 18:00

SESSION 4 - HEALTH & SUGAR

- What do people want?: Emanuele Bonomi, FERRERO *
- Fortification of Sugar & Community Development: Luis Miguel Paiz, CEO, ASAZGUA, AZUCAR DE GUATEMALA (CONFIRMED)
- Opportunities for sugar companies: "Making Sense of Sugar", Katherine Teague, AB Sugar (CONFIRMED)

18:00 Close of first day

18:00 Reception: venue TBC

Wednesday, 27th November 2019

09:15 - 09:45

PERSPECTIVES OF EQUITY AND DEBT CAPITAL MARKETS ON CURRENT SECTOR DYNAMICS AND POTENTIAL FOR RECOVERY

- Simon Taurins, Investment Banking and Capital Markets Credit Suisse International, London (CONFIRMED)

09:45 - 11:00

SESSION 5 - SOCIETY & ENVIRONMENT

- Joaquim Sardinha Junior, Brazil: "Associacao dos Fornecedores de Cana – Goias" *
- Empowerment of People from the Suppliers' Side; Bernd Langhans, Manager, Global Sales, SIEMENS, Germany (CONFIRMED)
- "Beetnometer" KWS, Germany

11:00 - 11:30 – COFFEE BREAK

11:30 - 12:30

SESSION 6 - R&D & SUSTAINABILITY

- Beet research: Glenda Willems, Genomic Department, SESVANDERHAVE, Belgium (CONFIRMED)
- What are consumers looking for in terms of sustainability? Ignacio Gavilan, Head of Environmental Sustainability, The Consumer Goods Forum. (CONFIRMED)
- ASOCAÑA, Colombia: (Speaker TBC) (CONFIRMED)

12:30 - 12:55

SESSION 7 – COMMUNICATING EFFECTIVELY

- A regional initiative to message about sugar; UNALA (Latin American Sugar Group), Isabel Cordon, International Affairs, ASAZGUA, Guatemala (CONFIRMED)

13:00 – 15:00 – LUNCH BREAK (delegates free to make own arrangements)

15:00 - 16:00

SESSION 8 – WORKING WITH PEOPLE

- Fermina Cardenas, Human Resources and Sustainability, CASSA Group, El Salvador (CONFIRMED)
- Rohit Pawar, Pawar/Baramati, India: Educational Foundation, Maharashtra, India *
- Yolanda & Isabel Leal, Magdalena-Guatemala (CONFIRMED)

16:00 - 17:00

SESSION 9 - LEARNING TO COHABIT: ALTERNATIVE SWEETENERS

- Isoglucose in EU: Jamie Fortescue, Managing Director, Starch Europe, Brussels (CONFIRMED)
- Cargill: Frank Maus, Category Lead Sweeteners EMEA, Cargill Starches, Sweeteners & Texturizers*
- Südzucker: Randolph Burisch, Head of Business Unit Sugar/Sales, Südzucker, Germany (CONFIRMED)

17:15 - Conclusions & Wrap-up, Jonathan & Charlotte Kingsman

17:30 Close of seminar

** invited*

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