



# International Sugar Organization

1 Canada Square  
Canary Wharf  
London E14 5AA

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**Executive Director**

16 October 2020

Dear Members, Contacts and Friends of ISO,

Even a global pandemic cannot stop ISO from offering you the most prevailing and valuable information on what moves the world of sugar. Covid-19 and climate change are as short- and long-term challenges the centrepieces of the 29th ISO International Seminar held on 24 & 25 of November.

Given the current situation of the pandemic and the measures imposed by the UK government, we have developed a 'hybrid event' combining live presentations and discussions with online contributions by renowned speakers in a fluid manner.

You will be enabled to actively participate in the seminar and to intervene in the discussions. We feel obliged to focus as always on delivering solid content and to strive to keep everyone engaged yet safe.

We firmly believe that in times like these, it is more crucial than ever to generate an open forum to address the priorities of our sector. The seminar's goal is to enrich our understanding and to strengthen our ability to tackle the challenges ahead with sound strategies and well-drafted policies.

As such, we encourage you to register and to attend. We welcome your active participation; relevance is the goal and the proactive presence of all the stakeholders in our sugar family is key to produce tangible results.

Please find registration documents attached.

We look forward to seeing you at the 29th International ISO seminar!

Best Regards,

José Orive  
Executive Director, ISO

Fred Zeller  
Chairman – 2020



International  
Sugar  
Organization

29th International Seminar

**REGISTER NOW**

24 & 25 November 2020

Coronavirus and Climate Change:  
Short and Long Term Challenges

[www.isosugar.org](http://www.isosugar.org)

# International Sugar Organization



## 29<sup>th</sup> INTERNATIONAL SEMINAR

*"Coronavirus and climate change:  
short and long term challenges"*

**Tuesday 24<sup>th</sup> - Wednesday 25<sup>th</sup> November 2020**

Tel: 44 20 7513 1144

e-mail: [exdir@isosugar.org](mailto:exdir@isosugar.org)  
<http://www.isosugar.org>

## 29<sup>th</sup> Seminar – 2020

This year's Chairman will be Dr. Fred Zeller, Executive Director of VSZ, the South German Sugar Beet Growers Association, who has a distinguished career in our sector. Dr Zeller has a deep grasp of the key issues affecting sugar at all levels and is highly respected worldwide, but perhaps his greatest asset is his people skills which have gained him the respect of colleagues and foes alike. His comprehensive knowledge of sugar makes him uniquely qualified to address this year's complex topics and enrich our understanding of how we can successfully tackle the challenges ahead.

There will be no interpretation.

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The registration fee of **£500 (sterling), [€575 or \$675]** also includes:

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

ISO Ethanol Yearbook (£245)

October Statistical Bulletin (£150);

November World Sugar Balance (£150); and

Online access to the Seminar Proceedings immediately following the event.

**Registration is now open.** Please note there will be no refunds.

**Please note: to guarantee your name is included in the list of participants please register by 16 November.**

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Should you be unable to attend in person, you can order the Seminar Proceedings through the website ([www.isosugar.org](http://www.isosugar.org)) at a **cost of £300**.

## 29<sup>th</sup> ISO SEMINAR - PROGRAMME

**Tuesday, 24<sup>th</sup> November 2020**

**12:00 *Beginning of Registration***

**13:00 *OPENING REMARKS***

**José Orive, Executive Director, ISO  
Fred Zeller, Chair, 2020 Seminar; Executive Director of South German Sugar  
Beet Growers Association (VSZ)**

**13:20-14:45 (UK)**

***SESSION 1 – COVID-19 - IMPACT ON SUGAR***

***THE MACRO VISION***

**Martin Todd, Managing Director, LMC International**

***IMPACT ON CONSUMPTION – THE SPECIFICS***

**Maria Afonso, Sugar Analyst, RABOBANK *\*Invited\****

***THE VIEW FROM THE FARMING SECTOR***

**Joachim Rukwied, President, German Farmers' Association, DBV**

***Coffee Break***

**14:55-15:40 (UK)**

***SESSION 2 – COVID-19 - HOW CAN AND WILL THE SUGAR INDUSTRY REACT?***

***THE CANE SECTOR***

**Helder Gosling, CCO and Logistics Director, Sao Martinho**

***THE BEET SECTOR***

**Paul Mesters, CEO Cosun Beet Company, and President, European Association  
of Sugar Manufacturers (CEFS)**

**15:40-16:10 (UK)**

***SESSION 3 – CLIMATE CHANGE - THE LONG TERM CHALLENGE: WHAT DOES IT  
MEAN FOR THE SUGAR SECTOR?***

**Alex Guerra, Director General, Institute for Climate Change Research (ICC),  
Guatemala**

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**Wednesday, 25<sup>th</sup> November 2020**

***13:00 (UK) – Welcome back***

**Dr. Fred Zeller, Chair**

***13:10-14:00 (UK)***

***SESSION 4 – CLIMATE CHANGE – ENERGY SUPPLY & MOBILITY***

***ENERGY FOR THE EU***

**Klaus-Dieter Borchardt, Deputy Director General, Directorate-General Energy, Brussels**

***THE CONTRIBUTION OF THE BRAZILIAN AGRO SECTOR TO FUEL & POWER SUPPLY***

**Dr. Plinio Nastari, President, DATAGRO**

***14:00-15:00 (UK)***

***SESSION 5 – CLIMATE CHANGE - THE TECHNICAL ANGLE***

***PLANT BREEDING IN BEET***

**Ian Munnery, SES Vanderhave UK**

***ROBOTS, DRONES & MORE IN AGRICULTURAL PRODUCTION***

**Prof. Anne-Kathrin Mahlein, German Sugar Beet Institute, IFZ Goettingen**

**Coffee Break**

***15:15-16:30 (UK)***

***SESSION 6 - COVID-19 & CLIMATE CHANGE***

***IMPACT ON TRADE FLOWS & LOGISTICS***

**Julian Price, Director, Julian Price Ltd.**

***IMPACT ON SUGAR CONSUMPTION***

**Dr. Courtney Gaine, President & CEO, Sugar Association USA**

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