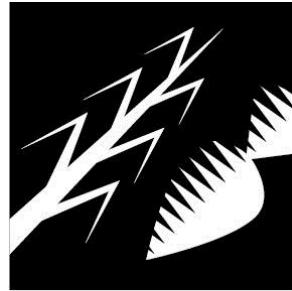


# International Sugar Organization



ISO

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

### *Sugar Reform: Threat or Challenge?*

Tuesday 27<sup>th</sup> - Wednesday 28<sup>th</sup> November 2018

**East Wintergarden, 43 Bank Street  
Canary Wharf, London, E14 5NX**

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

## 27<sup>th</sup> Seminar – 2018

Recent policy reforms throughout the world have altered the sugar landscape and many of the traditional variables have been upended. This year we will examine the processes, results and perspectives in key areas with first-hand impressions from the relevant stakeholders, complemented by analysis from experienced professionals that will enrich the understanding of the profound scope these changes encompass

This year's Chairman needs little introduction to those in the world of sugar. Martin Todd possesses vast experience in our sector and his knowledge is far-ranging, covering the most relevant elements of the industry and extending into areas that are germane to self-sustained growth. His work at LMC International is well recognized and his qualities as a person make him the ideal person to lead the discussions around the 'hot' topic of Sugar Reform

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

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

A **networking evening reception** on 27 November at the **prestigious Rocket by Balls Brothers restaurant in the heart of Canary Wharf;**

Refreshments breaks on 27 and 28 November;

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

ISO Sugar Yearbook (£299);

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](http://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)/€1,130/US\$1,390.

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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 £445.**

**27<sup>th</sup> ISO SEMINAR - PROGRAMME**  
**Tuesday, 27<sup>th</sup> November 2018**

08:00	<b>Registration</b>	
09:20	<b>Opening Remarks</b>	<b>José Orive, Executive Director, ISO</b> <b>Martin Todd, Chairman of 2018 Seminar</b>
<b>09:30 – EUROPE</b>		
	<b>Introductory presentation</b>	<b>Martin Todd, Managing Director, LMC International, Oxford ©</b>
<b>09:45 – 10:45 – THE VIEW FROM THE GROWERS</b>		
	<b>France</b>	<b>Eric Lainé, Président, Confédération Générale des Planteurs de Betteraves, France ©</b>
	<b>Germany</b>	<b>Hans-Jörg Gebhard, CEO, Verbandes Süddeutscher Zuckerrübenanbauer, Germany©</b>
	<b>UK</b>	<b>Michael Sly, Chairman, NFU, UK ©</b>
<b>10:45 - 11:15 Coffee Break</b>		
<b>11:15 – 12:15 – PROCESSORS' PERSPECTIVE</b>		
	<b>Royal Cosun/Suiker Unie</b>	<b>Paul Mesters, CEO, Suiker Unie, The Netherlands ©</b>
	<b>Cristalco</b>	<b>Stan Bouchard, CEO, Cristalco, France ©</b>
	<b>AB Sugar</b>	<b>Mark Carr, Group CEO, AB Sugar, UK ©</b>
	<b>CoProB</b>	<b>Giovanni Tamburini, Vice President, CoProB, Italy ©</b>
	<b>Nordzucker</b>	<b>Lars Gorissen, CEO, Nordzucker, Germany©</b>
<b>12:20 – 12:40 - COMMUNICATING EFFECTIVELY</b>		
<b>12:45 - 15:00 Lunch break (delegates' own arrangements)</b>		
<b>15:00 – 16:00 – PRIORITIES FOR TRADERS &amp; REFINERS</b>		
	<b>ED &amp; F Man</b>	<b>Kona Haque, Head of Research, ED &amp; F Man, UK ©</b>
	<b>ASR</b>	<b>Gerald Mason, Senior Vice President, Corporate Affairs, Tate &amp; Lyle Sugars, UK ©</b>
	<b>RAR</b>	<b>Miguel Geraldès, CEO, Refinarias de Açúcar Reunidas, S.A. Portugal ©</b>

**Tuesday, 27<sup>th</sup> November 2018 (cont'd)**

**16:00 - 16:30 Coffee break**

**16:30 – 17:30 – IMPACT ON OTHER STAKEHOLDERS**

ACP	Devesh Dukhira, CEO, Mauritius Sugar Syndicate ©
Africa, Swaziland	Nick Jackson, Managing Director, Royal Swaziland Sugar Corporation ©
Caribbean	Mac McLachlan, Vice President International Relations, ASR Group, UK ©

**17:30 – 18:00 CLOSING REMARKS – A BANK'S PERSPECTIVE**

Simon Taurins, Investment Banking and Capital Markets Credit Suisse International, London ©

**18:00 Close of first day**

**18:00 Reception: Rocket by Balls Brothers, Churchill Place, Canary Wharf, London E14 5RB**

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**Wednesday, 28<sup>th</sup> November 2018**

**09:00 - 09:30 - POLICY DEVELOPMENTS - HOW THEY ARE INFLUENCING PRODUCTION AND TRADE**

Introductory Presentation:	Gareth Forber, LMC International, Head of Sugar Research, Oxford ©
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**09:30 – 10:45 – REFORMS IN ASIA**

Thailand	Rangsit Hiangrat, Director-General, Thailand Sugar Millers Corporation Ltd ©
Philippines	Jesus Barrera, Deputy Director for Policy and Legal Affairs, Philippines Sugar Millers Association ©
Sri Lanka	Ravindra Hewavitharana, Secretary, Ministry of Public Enterprise & Kandy City Development©

**10:45 - 11:15 Coffee Break**

**11:15 – 12:30 - KEY PLAYERS in ASIA**

India	Abinash Verma, Director General, Indian Sugar Mills Association ©
China	Leo Yu, Vice President, COFCO Sugar*
Indonesia	Jack Hannon, Head of Research, Olam Sugar, UK ©

**Wednesday, 28<sup>th</sup> November 2018 (cont'd)**

**12:30 – 12:45 – COMMUNICATING EFFECTIVELY**

**UNICA, Brazil**

**Eduardo Leão de Sousa, Executive Director,  
UNICA, Brazil ©**

**12:45 - 14:30 Lunch break (delegates' own arrangements)**

**14:30 - 15:30 - CIS/EURASIAN ECONOMIC ZONE REFORM**

**CIS**

**Andrey Bodin, Eurasian Sugar Association ©**

**LDC**

**Marc Corvaisier, Sugar Trader, Louis Dreyfus  
Company, Switzerland ©**

**15:30 -16:00 – A new vision for Egypt and MENA**

**Al Nouran**

**Ashraf Mahmoud, Chairman & CEO, Al Nouran,  
Egypt ©**

**16:00 16:30 – CLOSING PRESENTATION**

**Sugar Tax: the evidence to date**

**Sudip Sinha, Senior Analyst Beverages,  
RABOBANK, Singapore ©**

**16:30 Close of seminar**

© Confirmed  
*\*invited*

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