



International Sugar Organization

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EXECUTIVE DIRECTOR

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(English only)

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30th INTERNATIONAL SUGAR ORGANIZATION SEMINAR

REGISTRATION NOW OPEN!

*"Innovation and Sustainability"
In memory of Juan José Lülle*

Tuesday 23rd - Wednesday 24th November 2021

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

The Executive Director is delighted to announce that **REGISTRATION is now OPEN** for the 30th International Sugar Organization Seminar which will be held **LIVE!**

The 30th International Sugar Organization Seminar is dedicated to the memory of Juan José Lülle who passed away last year. Juan José touched many of us in the sugar world and was a true mentor who enthused and motivated many people. Below is a short biography of Juan José that details his trajectory and gives our participants a good feel of the person we are honouring.

The programme is available on the ISO website: www.isosugar.org and online registration information can be found using this link: <https://www.isosugar.org/event/28/30th-international-sugar-organization-seminar>.

The ISO is pleased to say the registration fee has been kept at the same price as two years ago.

Individual registration is £1,100 (sterling) (€1.280 and \$1,550) and a group rate of three or more people from the same company is £995 (sterling) (€1.190 and US\$1,390). The registration fee includes interpretation in the ISO's four official languages of English, French, Russian and Spanish, tea and coffee breaks, evening cocktail reception and online access to the following ISO documents: Ethanol Yearbook 2021, the November World Sugar Balance and the October Statistical Bulletin.



Biography of Juan José Lülle Suárez (1949-2020)

Juan José Lülle was an extraordinary individual, whose unique aptitude and capabilities profoundly transformed the sugar cane industry in Colombia. Those who knew him describe a man of unparalleled leadership, intelligence, and contagious optimism. A great believer in the powerful role of teamwork, his dedication and conviction drove him to position entities like Asocaña and Cenicaña as instruments in the service of producers – that ultimately led to Colombia becoming a benchmark in the sugarcane world of agricultural and factory efficiency. It was his unique approach to management that made the sugar mills he oversaw as ones of the most efficient and productive in the world.

Juan José was born on 1949 in Bucaramanga, Santander, Colombia. Following successful primary and secondary studies in his hometown at the San Pedro Claver School, he moved to Bogota to study business administration and a specialized in Industrial Relations – both at the prestigious Pontifical Xaverian University.

The Ardila Lülle Organization (OAL for its acronym in Spanish) was the business enterprise he chose as a home and that saw him grow as a businessman and leader. Mentored closely by Carlos Ardila Lülle, he occupied different positions in the organisation, showcasing extraordinary capabilities and securing the trust of leaders across the business, and that ultimately led to him becoming Chief Executive Officer of InCauca (1980) and chairman of the Agro-industrial Sector of the Organización Ardila Lülle (1994). Throughout his life, he was a member the Board of Directors of the Organización Ardila Lülle, and of the Boards of Directors of the Icesi University, of the Association of Sugarcane Growers of Colombia (Asocaña), of Postobón S.A., of Ingenio Providencia, of Ingenio Risaralda, of Ingenio Benito Juárez S.A. (Mexico), of Sucroal, of Fundación Valle del Lili, and of the Colombia Investigation Center of Sugar Cane (Cenicaña).

Due to his technical expertise and leadership in the sector, he represented Colombia internationally on several occasions. He was member of the Business Council of Latin America (CEAL), and delegate in the meetings of the Council of the International Sugar Organization (ISO), of the negotiating conference of the World Sugar Agreement, to the General Assembly of the International Organization of Labour (IOL), and in the Assembly of the Group of Latin-American and Caribbean Sugar Exporting Countries (GEPLACEA).

Due to his long trajectory and his contributions, he was distinguished by national and regional entities. He received the Order of Congress of the Republic of Colombia in the Grade of Cruz de Caballero; the Ayacucho Medal of the Armed Forces of Colombia; the Medal to the Agricultural Merit by the Society of Farmers and Ranchers of Colombia (SAG); the distinction as Businessman of the Year in 2014 by the National Business Association (ANDI) and the title of Distinguished Claverian by the San Pedro Claver School of Bucaramanga.

Juan José left a footprint in every single individual he interacted with. Thanks to his ability to relate to people across organisations, his optimism and innovative spirit, he was recognized by his co-workers, colleagues, and friends as an example of business and personal leadership.
