



Eurofruit Congress

Southern Hemisphere

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Programme*

9 NOVEMBER

18.30-19.00

Delegate check-in/registration

19.00-20.30

Welcome reception

La Terraza del Mar, 4th Floor, JW Marriott
Sponsored by Camposol



10 NOVEMBER

08.15-09.00

Delegate check-in/registration

San Martín Ballroom Foyer, 4th Floor, JW Marriott

09.00-09.15

Welcome to Peru!

Official opening of Eurofruit Congress Southern Hemisphere

09.15-10.30

Session 1 - Supplier spotlight: Peru

Peru's fresh fruit and vegetable supply has exploded into life in the last decade. What does the nation's rapidly developing industry have to offer the Northern Hemisphere market? What can we expect to see from this emerging produce powerhouse in the future?

Speakers include:

Fernando Cillóniz, Inform@cción (Peru)
José Antonio Gómez, Camposol (Peru)
Gabriel Burunat, Commercial Fruits (France)
Mayda Sotomayor-Kirk, Seald Sweet (US)

10.30-11.30

Networking break

11.30-13.00

Session 2 - Alternative markets

Southern Hemisphere fresh produce suppliers need to build new export outlets to accommodate their rising volume and guarantee solid returns. We look at the opportunities and demands in the fast evolving economies of Asia and Russia.

Speakers include:

Oleg Ivanov, Big Sur (Russia)
Peter Li, Hengfeng Fresh Produce (China)
Mary Carmen Yamamoto, MCYursos (Peru)

13.00-14.00

Networking lunch

Sponsored by Adex



14.00-15.30

Session 3 - Retail sourcing & marketing

Global food retailers are starting to buy directly from the source, while product marketing is becoming highly competitive. What is the significance of supply chain concentration and promotions at retail for Southern Hemisphere exporters? How can they best react to these trends? What successful strategies can they use to their advantage?

Speakers include:

John Valentine, RED Communications (UK)
Adolfo Storni, Univeg Expofrut Argentina (Argentina)
Alison Clafin, Damco Latin America (Panama)

15.30-16.30

Networking break

16.30-18.00

Session 4 - Sustainability

Social and environmental sustainability remains a challenging topic for the fresh produce business. What are the main issues for the Southern Hemisphere in terms of labour, water, pesticide residues and carbon dioxide emissions? What exactly are the major markets demanding? How can suppliers respond? Will it add product value?

Speakers include:

Campbell Skinner, Footprints 4 Food (UK)
Nic Jooste, Cool Fresh International (The Netherlands)
Lisset Graterol Caldera, Camposol (Peru)
Fernando Alegria, Camposol (Peru)
Addie Pobst, CF Fresh (US)



18.30-23.00

Gala Cocktail

Club Aura

Sponsored by Cool Fresh International & Agrovictoria

11 NOVEMBER

09.00-10.30

Session 5 - Opportunities in existing markets

Traditional export destinations like North America and continental Europe still present much potential for the Southern Hemisphere to expand its produce sales. We identify the latest consumer demands and market trends for suppliers to tap into, as well as the opportunities for new growth in certain product categories and market sectors.

Speakers include:

Mark Linder, Culinary Institute of America (US)
Paul Nicholls, Total Exotics (UK)
Eduardo Talavera, Kölla Hamburg (Germany)

10.30-11.15

Networking break

11.15-12.30

Session 6 - New developments & conference conclusions

To remain at the top of its game the fresh produce industry must keep up with the latest global technical developments. What are the latest requirements and innovations for logistics and technology in the Southern Hemisphere? How can these advances help exporters to add value to their products and make a premium on the end market?

Speakers include:

Natasha Solano, Kuehne & Nagel (The Netherlands)
Philip Gray, Seatrade (Belgium)
Rodrigo Aliaga Silva, Paksense South America (Chile)

Correct as of 7 November 2011

* Please note: this is a provisional programme and as such is subject to change. English /Spanish simultaneous translation will be provided.

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