

1st Annual Global Trade Symposium



GlobalTrade  
Symposium

Presented at  
THE NEW YORK PRODUCE SHOW AND CONFERENCE

Produce Import & Export:  
A View From America's Gateway To The World

Monday, November 7, 2011  
New York Hilton, New York

PROGRAM SCHEDULE

7:00am - 6:30pm	Registration
8:15am -- 9:00am	Continental Breakfast
9:00am -- 9:15am	<b>General Session/Welcome Remarks</b> Presenter: Jim Prevor/PRODUCE BUSINESS
9:15am -- 10:15am	<b>POWER SHIFT: THE OPPORTUNITY FOR GLOBAL TRADE IN A FRAGMENTING WORLD</b> <i>Container vessels proliferate and marketing boards collapse. It all adds up to opportunities for doing business that couldn't be done before.</i> Presenter: Richard Bright/REEFER TRENDS
10:15am -- 11:15am	<b>A CASE STUDY OF SUCCESS: ALIGNING INTERNATIONAL SUPPLY CHAINS</b> <i>How the Grapery's new Cotton Candy grape variety wound up going through Mack Multiples to Sainsbury's in the UK -- bypassing many American retailers.</i> Presenters: Jim Beagle/GRAPERY Bruce McGlashan/MACK MULTIPLES
11:15am -- 12:15pm	<b>RIDING THE WAVE: HOW FOCUSING ON ECONOMIC GYRATIONS CAN LEAD TO MARKETING SUCCESS</b> <i>Find the opportunities in a changing economy.</i> Presenter: Roberta Cook, PhD/UC DAVIS
12:15pm -- 1:15pm	<b>"THINK DIFFERENT" LUNCHEON: RETAILING IN AUSTRALIA:</b> Presenter: Peter Pokorny/FORMERLY OF WOOLWORTHS
1:15 pm -- 2:15pm	<b>Keynote Presentation</b> <b>TRADE BARRIERS, PROPERTY RIGHTS AND MONETARY POLICY: THE LATIN AMERICAN JOURNEY AND THE SEARCH FOR PROSPERITY</b> <i>What we know about the prerequisites for prosperity and how liberty and property rights lay the foundation for mobility, commerce and success.</i> Presenter: Mary Anastasia O'Grady/ THE WALL STREET JOURNAL
2:15pm -- 3:15 pm	<b>LATIN AMERICA RISING: THE FUTURE OF PAN-AMERICAN TRADE</b> <i>Top leadership from Mexico, Central America and South America will discuss growth, product diversity, quality, food safety, sustainability, traceability and how their dynamic produce industries are creating opportunities to be capitalized on for the rest of the century.</i> Panelists: Tom Tjerandsen/CHILEAN FRESH FRUIT ASSOCIATION Diego Diaz/GUATEMALA TRADE OFFICE Raphael Goldberg/INTERRUPCION FAIR TRADE Froylan Gracia/MEXICAN OFFICE OF AGRICULTURAL AFFAIRS Facilitation: Roberta Cook, PhD/UC Davis Miguel Gómez, PhD/Cornell University
3:15pm -- 4:15 pm	<b>DIRECT RETAIL IMPORTING: THE POTENTIAL, THE PITFALLS AND THE PATH TO PROFIT</b> <i>A no-holds-barred conversation with two powerful EX-retailers about the future possibilities and challenges of importing directly from the source.</i> Presenters: Jim Prevor/PRODUCE BUSINESS Reggie Griffin/FORMERLY OF KROGER Bruce Peterson/FORMERLY OF WAL-MART
4:15pm -- 4:30pm	<b>WRAP-UP</b>

THIS EVENT IS IN CONJUNCTION WITH:



Presented by  
EASTERN PRODUCE COUNCIL AND PRODUCE BUSINESS

For More Information,  
Please contact Ellen Rosenthal at 212-426-2218, ext 117.  
Register today at [NYProduceShow.com](http://NYProduceShow.com)