

## 2nd 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

Tuesday, December 4, 2012  
Sheraton New York Times Square Hotel

### PROGRAM SCHEDULE

- 7:00am -- 6:30pm** Registration
- 8:15am -- 9:00am** Continental Breakfast  
**Location:** Conference Room E (Lower Lobby)
- 9:00am -- 9:15am** **General Session/Welcome Remarks**  
**Presenter:** Jim Prevor/PRODUCE BUSINESS  
**Location:** Conference Room E (Lower Lobby)
- 9:15am -- 10:15am** **Keynote Presentation**  
**The Produce Market Transformed: How The Supermarket Revolution In Developing Countries Will Change The Business... And The World!**  
*How an ability to adapt to rapid change will define the winners in the 21<sup>st</sup> century.*  
**Presenter:** Professor Thomas Reardon, PhD/ Michigan State University  
**Location:** Conference Room E (Lower Lobby)
- 10:15am -- 11:30am** **Innovation As A Business Driver: A Global Produce Industry Perspective**  
*How Sun World, Tali Grapes and Marks & Spencer came to collaborate and the meaning and importance of a globally aligned supply chain.*  
**Presenters:**  
David Marguleas/Sun World  
DuDu Ivri/Tali Grapes  
Zeina Orfali/Marks & Spencer  
**Location:** Conference Room E (Lower Lobby)
- 11:30am -- 12:00pm** **Global Opportunity Check: Emerging Powerhouse Exporters**  
*Spotlight on Guatemala and Peru*  
**Presenters:**  
Diego Diaz/Guatemala Trade Office  
Ana Maria Deustua/ Peruvian Association of Agrarian Producer's Guilds  
**Location:** Conference Room E (Lower Lobby)
- 12:00pm -- 1:00pm** **"Think Different" Luncheon: Retailing In The United Kingdom**  
**Presenter:** Zeina Orfali/Marks & Spencer  
**Location:** Conference Room D (Lower Lobby)
- 1:00pm -- 2:00pm** **Global Door-To-Door Logistics: Understanding Global Trends And Their Impact On Logistics And The Broader Produce Industry**  
*The world of 2020 will present new opportunities for success; many of these will come to those who understand how logistics is increasingly driving our business.*  
**Presenter:** Andrew Schwartz/C.H. Robinson  
**Location:** Conference Room E (Lower Lobby)
- 2:00pm -- 3:00pm** **A Local Age In A Global World: How Technology And Marketing Can Help Global Players Establish A Direct Consumer Connection Around The World**  
*Explore new technologies and new consumer attitudes that are creating an opportunity for brand-building and success.*  
**Presenter:** Dawn Gray/Gray Global Consulting  
**Location:** Conference Room E (Lower Lobby)
- 3:00pm -- 4:15 pm** **Origins, Evolution And Lessons From The F&V Dispute Resolution Corporation**  
*The prerequisites of trade and the drivers of success.*  
**Presenter:**  
Miguel Gómez, PhD/Cornell University
- Panel of Experts:**  
Robert Keeney/Formerly USDA AMS  
Fred Webber/Fruit and Vegetable Dispute Resolution Corporation  
Pierre Dolbec/Veg Pro International  
Gonzalo Aguilar/Empaque Roquin

**Location:** Conference Room E (Lower Lobby)

**4:15pm – 4:45pm**

**Direct Retail Importing:**

**The Potential, The Pitfalls And The Path To Profit**

*A no-holds-barred conversation with three powerful EX-retailers and a New York player about the future possibilities and challenges of importing directly from the source.*

**Presenters:**

Jim Prevor/PRODUCE BUSINESS  
Reggie Griffin/Formerly of Kroger  
Bruce Peterson/Formerly of Wal-Mart  
Dick Spezzano/Formerly of Vons  
Dirk Winkelman/Nathel International

**Location:** Conference Room E (Lower Lobby)

**4:45pm – 5:00pm**

**Wrap-Up**