



# THE 4<sup>TH</sup> ANNUAL Global Trade Symposium

## PRODUCE IMPORT & EXPORT: THE DISRUPTION OF ESTABLISHED MARKETS Tuesday, December 2 • New York Hilton

7:00am - 5:00pm	<b>Registration</b>
8:15am – 9:00am	<b>Continental Breakfast</b>
9:00am – 9:15am	<b>General Session/Welcome Remarks</b> <b>Presenter:</b> Jim Prevor/ <b>PRODUCE BUSINESS</b>
9:15am – 10:00am	<b>Keynote Presentation</b> <b>RESPONDING TO DISRUPTIVE FORCES IN THE NEW CONVENIENCE ECONOMY</b> Disruption in the fresh food industry involves space many factors, including the new consumer, chilled ready meals, food security, new investment themes and the China century. How businesses in the food industry strategically respond to these developments is critical for future success.  <b>Presenter:</b> Jeffrey Jackson formerly CEO/Managing Director <b>M Group</b> , Sydney, Australia
10:00am – 10:45am	<b>RETAIL DISRUPTORS</b> The perception that the UK retail market is impenetrable because of the dominance of the “Big Four” is no longer in line with the reality of up-scale retailers and discounters squeezing market share every day. One of the UK’s top retailers tells us why there is a great opportunity to be found in focusing on a changing retail marketplace.  <b>Presenter:</b> Alistair Stone/ <b>Waitrose</b>
10:45 am – 11:30 pm	<b>FOODSERVICE DISRUPTORS</b> The UK food scene is now one of the most eclectic and exciting places to eat in the world. Find out why there’s a great opportunity for the global produce community by focusing on foodservice in the UK.  <b>Presenter:</b> Tony Reynolds/ <b>Reynolds</b>
11:30 am – 12:00 pm	<b>PROSPECTS AND OPPORTUNITIES FOR SOUTH AFRICAN CITRUS EXPORTS TO THE US</b> The presentation reflects on the trends in South Africa’s summer citrus to the USA and brings out the key issues around citrus trade, and prospects for the future growth.  <b>Presenter:</b> Tinashe Kapuya/ <b>The Agricultural Business Chamber</b> – Pretoria, South Africa
12:00 pm – 1:00 pm	<b>“THINK DIFFERENT” WORKING LUNCHEON: Comparing The US and UK Markets — The Same But Different</b> The use of data at retail can shed much light on trends affecting produce consumption and sales... to the point that US and UK retailers – and suppliers – can hone in on very specific findings to correct declining sales of particular items and enhance sales by knowing why consumers do what they do.  <b>Presenter:</b> Amir Jalaly and Chris Cowan/ <b>Kantar WorldPanel</b> UK  <b>Respondent:</b> Tony Walsh/ <b>Florette</b>
1:00 pm – 2:00 pm	<b>DISRUPTION AT THE WHOLESALER LEVEL</b> A panel of celebrated wholesalers from the US and UK discusses how selling to independent stores and restaurants is a significant disruptor and how shippers and the industry can interface with the wholesale community to increase sales and boost consumption through the independent and ethnic sector at retail and in foodservice..  <b>Facilitator:</b> Tommy Leighton/ <b>London Produce Show and Conference</b> Jin Ju Wilder/ <b>Valley Fruit and Produce Co.</b>  <b>Panelists:</b> Chris Hutchinson/ <b>Spitalfields Market</b> Stefanie Katzman/ <b>S.Katzman Produce</b> Gary Marshall/ <b>New Covent Garden</b> Alan Siger/ <b>Consumer Fresh Produce and Coosemans Worldwide Company.</b> Jin Ju Wilder/ <b>Valley Fruit and Produce Co.</b>
2:00 pm – 2:45 pm	<b>HOW NEW TECHNOLOGIES AND NEW EXPORT MARKETS ARE INCREASING THE ROLE OF MEXICO IN THE GLOBAL PRODUCE TRADE</b> Armed with progressive growing technologies and high quality export products, Mexico is broadening its reach.  <b>Presenter:</b> Roberta Cook/ <b>UC Davis</b>
2:45 pm – 4:00 pm	<b>LATIN AMERICA OPPORTUNITY CHECK</b> Top leadership from 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.  <b>COSTA RICA:</b> Maykool Lopez – Director General & Trade Commissioner, <b>Trade Office of Costa Rica in New York</b> <b>GUATEMALA:</b> Diego Diaz – Commercial Attaché / Trade Commissioner, <b>Guatemala Trade Office in New York</b> <b>ECUADOR:</b> Karina Amaluisa – <b>Trade Commissioner of Ecuador in New York</b> <b>MEXICO:</b> Juan Ariel Reyes – President <b>AMHPAC – Mexico</b> <b>PERU:</b> Conrado Falco – Director - <b>Trade Commission of Peru in New York</b>
4:00 pm – 4:45 pm	<b>DIRECT IMPORTING: THE PROMISES AND PITFALLS OF GLOBAL PROCUREMENT OPERATIONS</b> A dynamic panel of industry veterans discusses the opportunities and challenges of global procurement.  <b>Facilitator:</b> Andrew Schwartz/ <b>JAL Agro</b>  <b>Panelists:</b> Marc DeNayar/ <b>Trofi BV</b> Reggie Griffin/Formerly of <b>Kroger</b> Bruce Peterson/Formerly of <b>Wal-Mart</b> Dick Spezzano/Formerly of <b>Vons</b> Alistair Stone/ <b>Waitrose</b> Tim York/ <b>Markon</b>
4:45pm – 5:00 pm	<b>WRAP UP</b>