

3rd 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 10, 2013
New York Hilton, New York

PROGRAM SCHEDULE

7:00am - 6:30pm	Registration
8:15am -- 9:00am	Continental Breakfast Location: The West Ballroom Foyer (third floor)
	SPONSORED BY 
9:00am -- 9:15am	General Session/Welcome Remarks Presenter: Jim Prevor/PRODUCE BUSINESS Location: The West Ballroom Foyer (third floor)
9:15am -- 10:00am	THOUGHT LEADERSHIP: HOW UK RETAILERS HAVE TRANSFORMED THE WAY THEY SELL PRODUCE AND SET A NEW STANDARD FOR GLOBAL PROCUREMENT <i>Case studies of Thanet Earth, Red Tractor and Capespan Empowerment Projects and Their Impact On Global Retailing</i> Presenter: Hazel Akehurst/Capespan (Formerly with Mack Multiples/Thanet Earth/Red Tractor) Location: The West Ballroom (third floor)



Jim Prevor
Produce Business



Danie Kievet
Freshworld Holdings

10:00am – 10:45am

**PRIORITIZING ACCESS:
THE COMMERCIAL AND MORAL IMPERATIVE**

Open markets build prosperity, yet many fight to keep them closed. Why battling for access is a commercial AND moral imperative.

Presenter: Danie Kievet/Freshworld Holdings
Location: The West Ballroom (third floor)

10:45am – 11:30am

DOING BUSINESS NAKED: WHAT DOES TRANSPARENCY MEAN TO THE PRODUCE INDUSTRY?

In a litigious society, the temptation is to hold back; here is why the key to global success may be in opening up.

Presenter: Dawn E. Gray/Dawn Gray Global Consulting
Location: The West Ballroom (third floor)

11:30 pm – 12:45 pm

“THINK DIFFERENT” LUNCHEON: PACKAGING AS A TOOL FOR CONNECTING WITH CONSUMERS AROUND THE WORLD

Packaging as an opportunity to rebrand, reposition and reconnect with the global consumer.

Presenter: Lisa Cork/Fresh Produce Marketing
Location: The West Ballroom (third floor)

12:45 pm – 1:45pm

Keynote Presentation

TRANSFORMATIONAL INITIATIVES TO BOOST PRODUCE CONSUMPTION: GLOBAL TRADE AT THE INTERSECTION OF CONSUMER DEMAND

How do supply and demand intersect, factors influencing consumer demand and global strategies to increase produce consumption.

Presenter: Roberta Cook, PhD/
University of California, Davis
Location: The West Ballroom (third floor)

1:45 pm – 2:45 pm

**GLOBAL TRADE AND FOOD SECURITY:
THE IMPERATIVE FOR CHANGE**

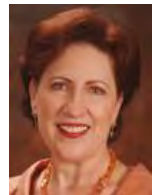
Why is food security an urgent issue? How does ‘local’ play into concerns regarding food security? What new technologies are impacting the debate? And how the buy



Dawn E. Gray
Dawn Gray Global
Consulting



Lisa Cork
Fresh Produce
Marketing



Roberta Cook, PhD
University of
California
Davis



Andrew Sharp
Sharp Enterprises

and sell side must work together if we are to have a secure future.

Presenter: Andrew Sharp/ Sharp Enterprises
Location: The West Ballroom (third floor)

2:45pm -- 4:15 pm

LATIN AMERICA OPPORTUNITY CHECK:

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.

PRESENTERS:

Peru:

Presenter: Conrado Falco
Title: Director - Trade Commission of Peru in New York

Presentation Name:

"PERU: Produce Excellence in Quality and Taste "

Guatemala:

Presenter: Diego Diaz
Title: Commercial Attache / Trade Commissioner Guatemala Trade Office NY

Presentation Name:

"The Guatemalan Trends in Exporting Produce to the US"

Brazil:

Presenter: Horrys Friaça , DVM, PhD
Title: Agricultural Attaché to the Brazilian Embassy, in Washington DC

Presentation Name:

"Brazilian Fresh Fruits and Vegetables exports to U.S."

Uruguay:

Presenter: Maria Franco
Title: Economic Counselor of the Embassy of Uruguay in Washington DC

Beatriz Silva
First Secretary, Economic and Commercial Department

Presentation Name:

"Opportunities in the Produce Sector of Uruguay".

Location: The West Ballroom (third floor)



Conrado Falco
Director, Trade Commission of Peru in NY



Diego Diaz
Commercial Attache Trade Commissioner Guatemala



Horrys Friaça
Agricultural Attaché to the Brazilian Embassy



Maria Franco
Economic Counselor of the Embassy of Uruguay



Beatriz Silva
First Secretary, Economic and Commercial Department

4:15pm -- 4:45 pm

**IMPORTING DIRECT AND WORLDWIDE:
THE PROMISES AND PITFALLS OF GLOBAL PROCUREMENT
OPERATIONS:**

A no-holds-barred presentation about the possibilities and challenges of global procurement. Followed by a dynamic respondent panel.

Presenter: Wayne McKnight/McKnight Insights & Solutions

Facilitator: Jim Prevor/PRODUCE BUSINESS

Respondents: Rich Dachman/Sysco
Reggie Griffin/Formerly of Kroger
Bruce Peterson/Formerly of Wal-Mart
Dick Spezzano/Formerly of Vons
Tim York/Markon Group

Location: The West Ballroom (third floor)

4:45pm – 5:00pm

Wrap-Up

6:00 pm – 8:00pm

Opening Cocktail Reception

The New York Produce Show and Conference

Location: The East Grand Ballroom (third floor)



Wayne McKnight
McKnight Insights
& Solutions



Rich Dachman
Sysco



Reggie Griffin
formerly of
Kroger



Bruce Peterson
formerly of
Wal-Mart



Dick Spezzano
formerly of
Vons



Tim York
Markon Group