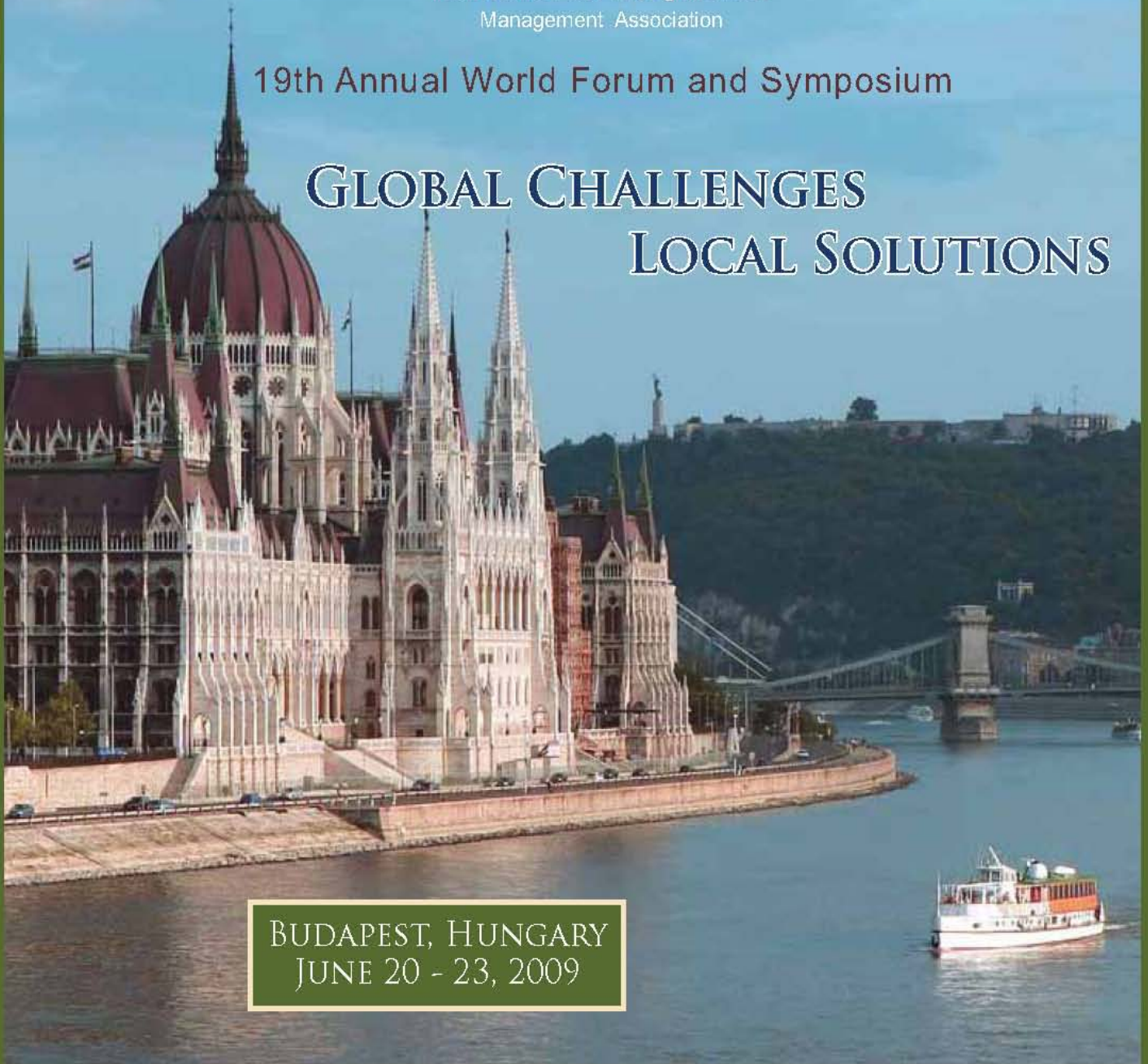




International Food and Agribusiness
Management Association

19th Annual World Forum and Symposium

GLOBAL CHALLENGES LOCAL SOLUTIONS



BUDAPEST, HUNGARY
JUNE 20 - 23, 2009



IAMA Business Office

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Eger

Tokaj

Sárospatak

Debrecen

Hajdusoboszló

PRESIDENT'S MESSAGE

Dear Friends of IAMA, Ladies and Gentlemen,

It is my pleasure to welcome you to Budapest, Hungary for IAMA's 19th Annual World Forum, Symposium and Case Conference. In November, 2006 when we defined the main theme for this international conference it was called *"Global Challenges and Local Solutions"*, especially in the field of food and agribusiness. Since then a global food crisis struck, which was followed by a global financial crisis, which has now escalated into a global economic crisis. Experts predict it will be bigger than the last world crisis which occurred during 1929 - 1933.

Since finalizing the conference agenda we've added a new session to the Forum. The closing panel discussion will focus on the Impact of the *"Global Economic Crisis and the Global Food System."* This session, led by Hon. Carole Brookins offers us an opportunity discuss these issues together as we work to find local solutions to our global challenges.

Globalization has influenced the food and agribusiness sector in numerous ways. Forum sessions will discuss trends in the agri-food chains and explain why global challenges naturally lead to a variety of local solutions. Panelists will present the latest developments in the world trade of food products, food quality, safety, and innovations. High-level speakers from Central and Eastern Europe will offer their tested successes as possible solutions to broader global challenges and the audience is invited to share local successes from their regions. A Regional Products session is offered featuring speakers from different European regions who discuss how to connect local identity and food culture to regional products and innovations with a sustainable influence on rural business development.

The Student Case Competition promises to be an interesting part of the conference. Nine teams comprised of students representing universities worldwide will compete by addressing a "real world" problem and presenting their solutions before a panel of international judges from industry and academia.

In addition to an outstanding professional program, we will provide good food, music, and entertainment. We hope you will make time to take advantage of the unique post-conference study tours we have planned, such as the Eger and Tokaj Wine Tour; the Danube Bend Tour and the Budapest Art Tour.

We hope you will enjoy your visit, make new friends and gain many useful new ideas throughout the conference.

László Vajda, Hungary, IAMA President, 2007 - 2009

SOCIAL EVENTS

Student - Industry Reception sponsored by Coca Cola

Europa Conference Centre, Roof Garden

Saturday, June 20 7:30PM – 9:00PM

A casual-social networking event for student, industry, government and academic conference participants.

Welcome Reception sponsored by Ministry of Agriculture, Hungary

Museum of Hungarian Agriculture

Sunday, June 21 7:00PM – 10:00PM

Buses Depart: 6:30PM Return: 10:00PM

The evening will feature dinner and a Violin-Piano Concert at the Museum of Hungarian Agriculture which is the largest agricultural museum in Europe located in the City Park near the Vajdahunyad Castle in Budapest. Best Paper and Student Case Competition Award winners will be announced during the reception.

Presidential Banquet sponsored by OTP Bank, Hungary

Lazar Equestrian Park

Monday June 22 7:00PM – 11:00PM

Buses Depart: 6:00PM Return: 11:00PM

The equestrian park, established near Gödöllő, is located about 35 km from Budapest and features the world champion carriage-riding Lázár brothers. Guests can take a walk in the Hungarian village yard and become familiar with ancient Hungarian domestic livestock breeds including the grey cattle, long-wooled sheep, mangalica pig, and the puli dog. The dinner program features an equestrian show with folk and gypsy music.

GENERAL INFORMATION

Registration Fee for Member before June 19

IAMA – Professional Fee	IAMA – Student Fee	IAMA – Guest Fee	FAO Workshop Only
USD 895	USD 645	USD 495	USD 250
FAO Workshop / IAMA Registration	Student Industry Reception Only	Welcome Reception Only	Presidential Banquet Only
USD 50	USD 50	USD 90	USD 100

Registration Fee for Non-Member before June 19

IAMA – Professional Fee	IAMA – Student Fee	IAMA – Guest Fee	FAO Workshop Only
USD 1050	USD 725	USD 495	USD 250
FAO Workshop / IAMA Registration	Student Industry Reception Only	Welcome Reception Only	Presidential Banquet Only
USD 50	USD 50	USD 90	USD 100

Registration Fee at the Door

IAMA – Professional Fee	IAMA – Student Fee	IAMA – Guest Fee	FAO Workshop Only
EUR 800	EUR 550	EUR 380	EUR 190
FAO Workshop / IAMA Registration	Student Industry Reception Only	Welcome Reception Only	Presidential Banquet Only
EUR 40	EUR 40	EUR 70	EUR 75

Translation

Simultaneous Translation (English-Hungarian) will be provided during all Forum Sessions (Monday and Tuesday).

Conference attire

IAMA Forum & Symposium: Business Attire
Welcome Reception & Presidential Banquet: Business Casual
Tours: Casual/Seasonal

Internet Corner (free of charge)

Internet access will be available during the Meeting opening hours.

Recommended Taxi Company

City Taxi: +361 211 1111



SYMPOSIUM SESSIONS

FRIDAY, JUNE 19

12:00PM - 6:30PM

IAMA Registration Desk (Lobby)

5:00PM (Lobby)

Deadline for Case Competition Teams to Register

7:30PM (Törley Vineyard)

Departure: 6:30PM Return: 10:00PM

IAMA Board of Director's Dinner

SATURDAY, JUNE 20

7:00AM – 6:30PM

Registration (Lobby)

Poster Display Area (Lobby)

7:00AM – 8:00AM (Rege Hotel, Dining Room)

Mandatory Student Travel Grant Meeting

8:00AM – 8:30AM (Copenhagen)

Symposium Welcome Session

Symposium Co-Chair: Francis Declerck, ESSEC Business School, France

Keynote Speaker: Ernesto Gallo, Zamorano University, Honduras

8:45AM – 10:15AM

FAO Workshop I. (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference Welcome Session (Nice)

10:15AM – 10:45AM (Pool Area)

Networking Break

10:45AM – 12:15PM

FAO Workshop II. (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference II. (Nice)

12:15PM – 1:30PM (Pool Area)

Lunch

1:30PM – 6:15PM (Rege Room/Rege Hotel)

Case Competition – Preliminary Rounds

(9 Student Teams: Hungary 3, USA 3, Australia 1, Canada 1, The Netherlands 1)

1:30PM – 3:00PM

FAO Workshop III. (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference III. (Nice)

Special Session (Zurich)

Socio-Economic Development. The Next Green Revolution. See program flyer for details.

3:00PM – 3:30PM (Pool Area)

Networking Break

3:30PM – 5:00PM

FAO Workshop IV (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference IV. (Nice)

3:30 PM – 5:30 PM

(Europa Lobby Board Room)

IAMA Executive Committee Meeting

5:00PM – 5:30PM (Pool Area)

Networking Break

5:30PM – 7:00PM

FAO Workshop V (Copenhagen)

Symposium Sessions (Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference V. (Nice)

Discussion Session: Food Dynamics and Innovation: Challenge of Sustainability (Amsterdam)

7:30PM – 9:00PM

(Europa Congress Center, Roof Garden)

Student/Industry Reception

SUNDAY, JUNE 21

7:00AM – 6:30PM

Registration (Lobby)

Poster Display Area (Lobby)

7:30 AM – 12:00PM

(Rege Room – 1st Floor Rege Hotel)

IAMA Board of Directors Meeting

Breakfast provided

8:00AM – 9:30AM

FAO Workshop VI (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference VI. (Nice)

9:30AM – 10:00AM (Pool Area)

Networking Break

10:00AM – 11:30PM

FAO Workshop Closing Session (Copenhagen)

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference VII. (Nice)

11:30AM – 12:00PM (Pool Area)

Networking Break

12:00PM – 1:00PM

Symposium Sessions (Amsterdam, Maastricht, Bruxelles, Strasbourg, Rome)

Case Conference VIII. (Nice)

1:00PM – 2:15PM (Pool Area)

Lunch

2:15PM – 3:45PM

Case Competition – Final Round (Copenhagen)

Special Session: Metropolitan Agriculture I. (Nice - Amsterdam Room)

See program flyer for details.

Special Session: Market Opportunities for Hungarian Wine and Spirits (Maastricht)

See program flyer for details.

Special Session: Sustainability in Agri-Food Chain /GRI – SAI (Strasbourg)

See program flyer for details.

Special Session: Strategies to Revitalize Albania's Agriculture (Rome)

See program flyer for details.

Biofuels Session I (Bruxelles): Tension Between the 4 F's Food - Fiber - Fuel - Feed

This is a two-part bio-fuels discussion. The first session will provide international and European viewpoints. See program flyer for details.

Chair: Hector R. Laurence, President and CEO, McLaren Holdings, Argentina

József Popp, Deputy General Director, Research Institute for Agricultural Economics, Hungary

Jordi Rosell, Professor, Applied Economy, UAB, Fundacion Triptolemos, Spain

Laszlo Mathe, Bioenergy Coordinator, WWF International | WWF Scotland

3:45PM – 4:30PM

Poster Reception and Networking Break

Sponsored by:

Santa Clara University

4:30PM – 6:00PM

Special Session: Metropolitan Agriculture II (Nice - Amsterdam)

Bridge Session: Agribusiness Education in Past, Present and Future (Copenhagen)

Since IAMA's creation nearly 20 years ago, the state of agribusiness education has evolved in response to a rapidly changing global marketplace. Numerous courses of general and specialized studies, ranging from undergraduate, to Executive Education programs have been created to meet the needs of local and international stakeholders. This session will provide an overview of agribusiness education programs in four



Budapest

geographical areas that are at distinct points in their evolution as producers and consumers of agricultural and food products, as well as a forward-looking perspective on human capital needs from a leading global employer of agribusiness managers. Lessons from this survey can provide guidance to businesses and educational institutions to ensure that world-class human capital is available to meet the challenges and needs ahead in the next 20 years.

Chair and Introduction: Mary Shelman, Director, Agribusiness Program, Harvard Business School, USA

Csaba Forgács, Department of Agricultural Economics and Rural Development, Corvinus University of Budapest, Hungary

Gábor Szabó, Professor, Department of Rural Development and Agricultural Economics, University of Debrecen, Hungary

Csaba Székely, Professor, Dean, Faculty of Economics, University of West-Hungary, Hungary

Marcos Fava Neves, Professor, University of Sao Paulo and Markestrat Associates, Brazil

Joydeep Bose, President and Global Head, Human Resources, Olam International, Singapore

Aidan Connolly, Vice President, Alltech Biotechnology, USA

7:00PM – 9:30PM (Museum of Agriculture)

Welcome Reception

MONDAY, JUNE 22

7:00AM – 6:00PM

Registration (Lobby)

7:30AM – 8:30AM (Rege Hotel, Dining room)

Fellows Breakfast

8:30AM – 9:00AM (Copenhagen)

Welcome and Opening Ceremony Fellow Awards Ceremony

Chair: László Vajda, IAMA President, Hungary
József Gráf, Minister of Agriculture and Regional Development, Hungary

Sándor Csányi, Chairman and CEO of the National Saving and Commercial Bank Ltd. (OPT), Hungary

Jerry Siebert, Executive Vice President, IAMA, USA

9:00AM - 10:30AM (Copenhagen Ballroom)

Global Challenges, Local Solutions: Trends in Food and Agribusiness

Globalization has impacted the food and agribusiness sector in numerous ways. This session discusses trends in the agri-food chains and explains why global challenges logically lead to different local solutions. Panelists present

the latest developments in the world trade of agricultural and food products, price fluctuations, food quality, safety issues, and innovations in new product development. A synopsis of the Central and Eastern European solutions as possible answers to global challenges within the agri-food chain, will be presented. The audience is invited to contribute by sharing experiences from various regions in the world and to discuss the reasons why and how global challenges lead to different local solutions.

Chair: H. Christopher Peterson, Nowlin Chair of Consumer-Responsive Agriculture, Product Center, Michigan State University, USA

Hans Jöhr, Corporate Head of Agriculture, Nestlé, former IAMA President, Switzerland

Csaba Csaki, Professor and Head of Department, Corvinus University Budapest, Former Senior Advisor for Agriculture and Rural Development Policies, World Bank. Washington D.C.

10:30AM – 11:15AM (Pool Area)

Networking Break

11:15AM – 12:45PM (Copenhagen)

How the Visegrad - 4 Countries are Responding to Global Challenges

The entry of Central European countries into the European Union dramatically changed the competitive position of agri-business and the food industry in this region. Although these countries prepared themselves intensively for the change, the reality has produced varied results. CEO's from Visegrad-4 countries representing Poland, Czech Republic, Slovak Republic and Hungary will share their knowledge of this transition and how they overcame barriers to solve problems. Learn how they adapted new strategies to become and remain competitive. What are the essential elements? Do local solutions to global challenges differ significantly from each other? Are solutions in one country more effective than another, and why?

Chair: Jan van Roekel, Director, STIRR, The Netherlands

Tomás Kreutzer, Director, Federation of Food and Drink Industries, Czech Republic

György Raskó, President, Csopek Holding, Hungary

Gerd Boeckenhoff, General Manager, Rabobank, Poland

Igor Mancel, Chairman, Wine Growers Union of Slovakia, Slovak Republic

12:45PM – 2:30PM (Pool Area)

Lunch

12:45PM – 2:30PM (Zurich)

IFAMR Managing Editor Meeting
Working Lunch

2:30PM – 4:00PM (Copenhagen)

Food Products for Health and Well-being: Global and Local Developments

The food industry is supported by an integrated and strategic body of research in nutrition, food, consumer sciences and food chain management to deliver innovative and high-quality food products for global markets which meet consumer with recommended changes in dietary regimes and lifestyles are designed to have a positive these goals it is necessary to unite an array of stakeholders which include agriculture, food processing, the supply and ingredient industry, retail, catering, consumers and academia. This session discusses the ongoing commitment of stakeholders to maintain consumer health and well-being.

Chair: Pál Molnár, Professor, University of Szeged and President, HNC for EOQ, Hungary

Diána Bánáti Director General of Central Food Research Institute, Budapest and Chair of the Management Board of the European Food Safety Authority, Parma

Antonio Di Giulio, Head of Unit, Food, Health and Well-being, European Commission, Brussels

Joan Prats, Corporate Responsibility Director for Health and Wellness, Coca-Cola Group, Europe, Belgium Group

Hilary Green, Head of R&D Communications, Nestlé S.A., Switzerland

4:15PM – 5:45PM (Copenhagen)

Regional Products in the Global Arena: Connecting People with the Origin of Food

Many of today's healthiest eating trends bear a strong resemblance to yesterday. Local farms offering nutritious, peak-of-season produce; slow cooked dinners foster leisurely family meals; and an emphasis on minimally processed foods on the regional or local level. Europe possesses a patrimony of agricultural products and foodstuffs based on tradition and regional specialties. The protection of geographical indication is one important tool in rural development and rural sustainability. How can sustainable businesses develop with respect to the triple P: People,



Esztergom



Visegrád



Szeged

Planet and Profit? Representatives from different regions will discuss new developments and regional solutions for sustainable business development and how to connect regional identity and food culture to regional products both in traditional and innovative way.

Chair: Francesco Braga, Associate Professor, University of Guelph, Canada

Erhard Höbaus, Head of Nutrition and Quality Assurance, Ministry of Agriculture, Austria

András Sebők, General Manager, Campden & Chorleywood, Hungary

Ariane Angelier, Head of Office for Quality Signs and Organic Farming, Min. of Agriculture, France

Arnoud-Jan Bijsterveld, Professor, Tilburg University, The Netherlands

6:30PM – 11:00PM (Lazar Equestrian Park)

Presidential Banquet

TUESDAY, JUNE 23

7:00AM – 6:00PM

Registration (Lobby)

7:00AM – 8:30AM (Rege Hotel Dining Room)

Publication Policy Committee Meeting

8:30AM – 10:00AM (Copenhagen)

Biofuels Session II - Tension Between the 4 F's Food - Fiber - Fuel – Feed

Biofuels is a new and rapidly growing agri-industry driven by the pursuit for energy independence, high gasoline prices, alternatives to fossil fuel consumption, sustainability and environmental concerns. Yet competition for the same natural resources is creating tension among the food, feed, fiber, and fuel sectors. This session will provide the most accurate data on supply projections, comparative costs, new technologies, trading opportunities and barriers. A team of panelists will explore the answers to the following questions: What have we learned from the 2008 financial crisis? Are biofuels responsible for the increasing food prices? Is the biofuel industry sacrificing soil? What surface of the world is being used for the production of biofuels? What percentage of the industry is practicing sustainability? Where are the international trade barriers and opportunities? What is the five-year forecast for predicting future demand?

Chair: Hector R. Laurence, President and CEO, McLaren Holdings, Argentina

Marcos Jank, President, UNICA– Sugar and Ethanol Exporters Association, Brazil

Hector Huergo, Director, Diario Clarin, Argentina
William Scott, Vice President, Agland Investment Services Inc., USA

10:00AM – 10:45AM (Pool Area)

Networking Break

10:45AM – 12:15PM (Copenhagen)

How Governance Policies and Strategies affect the Agri-Food Sector

Future governance policies will have a significant impact on agro food businesses throughout the entire food chain by becoming a tool for stakeholders to influence the management of agro food chains and networks. The combination of private and public policies can either create a positive flow, or lead to costly debate. Key questions and issues include: How should CEO's and board members respond to governance challenges? How should the interests of globalizing food networks be balanced with those of different stakeholders anchored in local markets? What is the definition of good governance and who will decide on what is right and wrong? Who are the primary recipients of the benefits of good governance; and what should be the future role of public and private partners? With many challenges lying ahead, the historical background of private and public partners influence present and future behavior.

Chair: Michael Cook, Professor, Missouri University, USA

László Vajda, DG in Ministry of Agriculture, Hungary

Marty Reagan, CEO of Ag. Processing, Inc (AGP), USA

Reto Battaglia, General Manager, Battaglia Food Safety Systems GmbH, Switzerland
Rodrigo Sanchez Mujica, CEO, FIRA, Mexico

12:30PM – 2:00PM (Pool Area)

Lunch

1:30 PM (Lobby – IAMA Registration Desk)

Student Travel Grant Meeting

2:00PM – 3:30PM (Copenhagen)

Impact of the Retail Sector on the Value Chain

The Retail Sector plays an extremely important role among agriculture, food processing and consumers. Although consumers can be

influenced by pricing policies, advertising and other marketing tools, the long-term strategies of supermarkets should focus on the real needs and expectations of the consumer. By maintaining direct contact with the people, the retail sector has a major impact on the whole food value chain. Food quality, safety and trust by consumers are the most important issues which can be influenced by several measures and methods.

Chair: Walter Armbruster, Former President of IAMA

Péter Feiner, Chairman of Board of Directors, SPAR Hungary Trade Ltd., Hungary

Tibor Zsombor, Operations Director, METRO Trade Ltd., Hungary

Bernard Guntz, Director for Investment, AUCHAN Hungary Ltd., Hungary

4:00PM – 5:30PM (Copenhagen)

Closing Panel Discussion: Global Economic Crises and Strategic Development

The global economic crisis is being felt across many sectors. Most notable is the crisis in financial institutions and markets as well as the impact on both developed and developing economies. Commodity markets have impacted the global food and agribusiness sector and its participants. The closing session discusses the current situation and its implications for the food and agribusiness sector as well as strategies for managing the consequences.

Chair: László Vajda, IAMA President, Hungary

Introductory Lecture: Hon. Carole L. Brookins, Managing Dir., Public Capital Advisors LLC, USA

Paul T. Jasper, President-elect of IAMA, USA

Frans van Bijsterveld, Head Food & Agribusiness Europe, Rabobank International, The Netherlands

Johan van Rooyen, Professor, University of Pretoria, South Africa

Mr Jerzy Plewa, Deputy Director General, DG Agriculture and Rural Development, European Commission, Belgium

5:30PM – 5:45PM (Copenhagen)

Presidential Transition Ceremony & Boston 2010

6:00PM – 7:15PM

2010 Program Planning Committee Meeting (Europa Lobby Board room) – Tentative



International Food and Agribusiness Management Association

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PROGRAM PLANNING COMMITTEE

László Vajda, IAMA President

Pál Molnar, Forum and Symposium Co-Chair

Jan van Roekel, Forum Co-Chair

Francis Declerck, Symposium Co-Chair

Woody Majjers, Case Conference Co-Chair

Mary Shelman, Case Conference Co-Chair

Imola Kisér-di-Palló, Student Case Competition Co-Chair

Gregory A. Baker, Student Case Competition Co-Chair

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