

4th Annual Global Trade Symposium



Global Trade Symposium

Presented at
THE NEW YORK PRODUCE SHOW AND CONFERENCE

PRODUCE IMPORTANT & EXPORT: THE DISRUPTION OF ESTABLISHED MARKETS

Tuesday, December 2, 2014

New York Hilton, New York – West Ballroom (third floor)

7:00am - 5:00pm Registration

8:15am -- 9:00am Continental Breakfast

9:00am -- 9:15am General Session/Welcome Remarks
Presenter: Jim Prevora/PRODUCE BUSINESS

9:15am -- 10:00am Keynote Presentation
RESPONDING TO DISRUPTIVE FORCES IN THE NEW CONVENIENCE ECONOMY
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.
Presenter: Jeffrey Jackson/formerly CEO/Managing Director M Group Sydney, Australia

10:00am - 10:45am RETAIL DISRUPTORS
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 upscale 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.
Presenter: Alistair Stone/Waitrose

10:45 am - 12:00 pm FOODSERVICE DISRUPTORS
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.
Presenter: Tony Reynolds/Reynolds

12:00 pm - 12:45 pm "THINK DIFFERENT" WORKING LUNCHEON:
Comparing The US and UK Markets — The Same But Different
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.
Presenter: Amir Jalaly and Chris Cowan Kantar WorldPanel UK
Respondent: Tony Walsh/Florette

1:00 pm - 1:45pm DISRUPTION AT THE WHOLESALER LEVEL
Part of the disruption that is happening in the produce eco-system today is based on the strength of the independent sector. In many cities ethnic retailers are booming, often successfully occupying locations that large, unionized chains couldn't operate profitably. Add in the independent retail a restaurant sector and you have a significant portal of entry for shippers seeking a market access point and for an industry looking to boost consumption. Then there is a flip side, often items that gain access through the independent sector are picked up by large chains as they strive to compete. The path to success in the sector: Coordination with the wholesale sector. A panel of celebrated wholesalers from the US and UK discuss how these trends are playing out 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.

Facilitators: Tommy Leighton/London Produce Show
Presenter: Jin Ju Wilder/Valley Fruit and Produce Co.

Panelists: Chris Hutchinson/Spitalfields Market
Stefanie Katzman/S.Katzman Produce
Gary Marshall/New Covent Garden
Alan Siger/Consumer Fresh Produce, a Coosemans Worldwide Company

1:45 pm - 2:45 pm HOW NEW TECHNOLOGIES AND NEW EXPORT MARKETS ARE INCREASING THE ROLE OF MEXICO IN THE GLOBAL PRODUCE TRADE
Armed with progressive growing technologies and high quality export products, Mexico is broadening its reach.
Presenter: Roberta Cook/UC Davis

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.

COSTA RICA: Maykool Lopez/Director General & Trade Commissioner Trade Office of Costa Rica in NY

GUATEMALA: Diego Diaz /Commercial Attaché / Trade Commissioner Guatemala Trade Office in NY

ECUADOR: Karina Amaluisa/Trade Commissioner of Ecuador in New York

MEXICO: Juan Ariel Reyes/President AMHPAC - Mexico

PERU: Conrado Falco/Director - Trade Commission of Peru in New York

4:15pm -- 4:45 pm DIRECT IMPORTING: THE PROMISES AND PITFALLS OF GLOBAL PROCUREMENT OPERATIONS
A dynamic panel of industry veterans discusses the opportunities and challenges of global procurement.

Facilitator: Andrew Schwartz/JAL Agro
Panelists: Marc Denayer/Trofi BV
Reggie Griffin/Formerly of Kroger
Bruce Peterson/Formerly of Wal-Mart
Dick Spezzano/Formerly of Vons
Alistair Stone/Waitrose
Tim York/Markon

4:45pm -- 5:00pm Wrap-Up

6:00 pm -- 8:00pm Opening Cocktail Reception



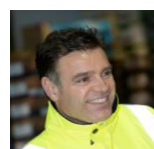
Jim Prevora
PRODUCE BUSINESS



Jeffrey Jackson



Alistair Stone
Waitrose



Tony Reynolds
Reynolds



Amir Jalaly
Kantar WorldPanel UK



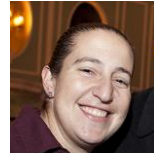
Chris Cowan
Kantar WorldPanel UK



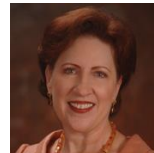
Tommy Leighton
London Produce Show



Jin Ju Wilder
Valley Fruit & Produce Co.



Stefanie Katzman
S. Katzman Produce



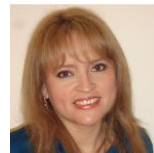
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