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**CHAIRED BY:** 



Dr. Leonardo Bichara Rocha, PhD

Economist,
International Sugar Organization, London, UK

Center for o

# EXCLUSIVE KEYNOTES FROM RENOWNED INDUSTRY SPEAKERS INCLUDING:



Presentation by South Africa, Speaker from South Africa Sugar Association invited South Africa



H.E. Mr. Satya Veyash Faugoo Mauritus Minister of Agro-Industry, Food Production and Security, ACP Ministerial Spokesperson on Sugar



Ms. Margaret Roka Mauwa Deputy Minister, Agriculture and Food Security, Malawi



H.E. Mr. Afonso Pedro Canga Angolan Minister of Agriculture, Angola (to be confirmed)



Dr. Ron Sandrey, Professor Extraordinary, Tralac/Department of Agricultural Economics University of Stellenbosch, South Africa



Dr. Mike Matsebula, CEO, Swaziland Sugar Association, Swaziland



Mr. Deo Saran, MD/CEO, Fiji Sugar Corporation, Fiji



UNICA/Brazilian Presenter, **Brazil** (to be confirmed)



Dr. Kassiap Deepchand, Head, Sugar Technology, Mauritius Sugar Authority, Mauritius



Dr. Prasert Tapaneeyangkul, Secretary General, Office of Cane and Sugar Board, Thailand

International Sugar Organization



Mr. Samir Somaiya, President, Indian Sugar Mills Association, India



Engr. Abdullahi Sule, MD/CEO, Dangote Sugar Refinery Plc, Nigeria

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> PureCircle, Malaysia

SteviaBiotech, India

> J.P. Morgan, Kenya

Standard Chartered Bank, Dubai

Trade Bank of Iraq,

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### Program Highlights

- The global sugar industry outlook: Opportunities and challenges
- The Africa regional sugar industry outlook: Opportunities and challenges
- Sugar production and consumption, impact on food security.
- The sugar markets and trade, demand, supply and pricing mechanisms.
- Investment, commodities (sugar) financing and risk management.
- International and regional sugar and regulatory reforms, opportunities or obstacles?
- The Stevia: Prospects, challenges and probable impact on the global and regional sugar industry
- Sugar and Ethanol market: Prospects, investments, challenges and opportunities
- Technology and R&D
- Carbon credits and the sugar industry.

# Pre-Summit Registration Sunday 6th September, 17.00-18.00 pm

There is no better place to break the ice. This will be an excellent platform to start your networking with senior-level industry experts, peers, partners, and even competitors in the industry.

You will be able to exchange business cards, score invaluable networking points and look forward to a great summit.



#### A PROMISE OF A SWEETER FUTURE

Dear Colleague,

The sugar industry is a roller coaster industry which has over the years gone from great lows to great highs as a result of turbulent developments which has consistently shaped and defined our industry's outlook regionally and globally.

Structural adjustments in the global sugar market, access to finance/credit lines, market dynamics; demand, supply, pricing and currency volatility are all developments that have far reaching implications and consequences for the industry, especially in the developing and emerging markets.

In the area of trade and as one of the most consistently heavily traded commodity, our industry is one of the world's most volatile, governed by complex trade rules and unpredictable reforms.

Furthermore, the sugar/ethanol interplay is an issue we need to address as there is need in the industry to understand the outlook, the market, trade, investment and the demand-supply gap dilemma.

What about Stevia? Is this a threat or no threat? With the market for Stevia projected to hit the multi-billion mark in 2009, there is a strong need for us to understand the unique prospects and challenges that will emerge from this new development / "threat" or will there be a Stevia synergy with the existing sweetener/sugar industry?

Responding to this critical industry demand, The World Sugar Summit 2009, will provide an ideal platform to evaluate the many opportunities and challenges, discuss and understand the dynamics and fundamentals driving and shaping our industry, explore possible solutions and gain the latest business intelligence while networking with potential business partners to assess opportunities with regional and international sugar players and stakeholders for investments, trade, diversification and productivity improvement.

Are you challenged by the global meltdown and cost cutting measures? Do not let this deter you from placing your company/business on a profitable and a sustainable pathway to A PROMISE OF A SWEETER FUTURE. It is just <u>ONLY TWO DAYS OUT</u> from office.

I look forward to meeting you this September in Cape Town, South Africa.

Please come with lots of business cards, you will need it.

Sincerely,

HALF

Agha Benjamin Project Director (Sugar) Magenta Global

#### Who You Will Meet

Sugar/Ethanol/Agriculture/Food& Beverage and Trade Policy Makers/ Planners/Supervisors • Directors and Secretary Generals • Presidents, CEOs & Managing Directors • Vice Presidents and General Managers • Chief Investment Officers • Chief Financial Officers • Chief Technology Officers • Heads of Business Development • Heads of Sales & Marketing • Traders/ Manufacturers/Suppliers/Brokers • Heads of Research & Development • Heads of Project Finance • Heads of Infrastructure Funds • Heads of Energy/Commodity Trading • Heads of Logistics/Transportation • Partners & Consultants and other senior executives from the commodity/energy market in the world

# Vorld Sugar Summit 2009 Day 1, Monday, 7 September 2009

#### 8.30am Registration

#### 9.00am **Chairman's Opening Address**



Dr. Leonardo Bichara Rocha has a PhD in Economics and has been working as an Economist for the ISO for the past 6 years. He is responsible for monitoring the world sugar and ethanol markets as well as researching market-related issues, commodity investment funds, exchange rates, freight rates, production costs and agricultural econometric modelling, among others. Dr Bichara Rocha has addressed as well as chaired many international conferences on sugar and ethanol.

#### 9.15am

Presentation by South Africa Speaker from South Africa Sugar Association invited

#### The World Sugar Market Outlook 9.45am

- Trends in sugar production growth by region and outlook The world sugar balance: production, consumption and trade
- Impact of world fuel ethanol trade on Sugar Opportunities for African sugar exporters

Dr Leonardo Bichara Rocha, PhD Economist International Sugar Organization London, UK

#### 10.15am The EU and Africa: Issues Associated With the Sugar Trade

- The EU is initially precluding sugar from Economic Partnership Agreements with Africa, yet sugar is perhaps the only agricultural product where Africa has a competitive advantage Meanwhile the EU is providing its own farmers with supports
- to produce at least double the world price
- Surely an open access sugar regime would be a better way of supporting Africa than many other forms of aid that the EU provides to Africa?
- Is the EU indirectly contributing to the abject rural poverty and malnutrition in Swaziland by ensuring that the Kingdom is using a very high percentage of its limited quality agricultural land for sugar production?



Dr. Ron Sandrey, Professor Extraordinary, Tralac/ Department of Agricultural Economics, University of Stellenbosch, South Africa

A TRALAC Associate and a Professor Extraordinary in Agricultural Economics at the University of Stellenbosch. He came to Africa in 2005 from New Zealand following a career that included being the Senior Economist for the New Zealand Ministry of Foreign Affairs and Trade, and Chief Economist for the New Zealand Ministry of Agriculture. During his period in Africa he worked extensively in agricultural and trade related issues and produced several papers and two books. His most recent research focuses on African - Chinese trading relationships. He holds a PhD in Resource Economics from Oregon State University.

#### 10.45am Morning Refreshments

#### 11.15am Presentation on ACP Sugar Outlook

H.E. Mr. Satya Veyash Faugoo, Mauritius Minister of Agro-Industry, Food Production and Security

ACP Ministerial Spokesperson on Sugar

#### 11.45am Africa in the Global Sugar Trade: Patterns and Determinants

- Examining the nature of sugar trade between the different regions of Africa
- What determines the observed pattern of sugar trade within Africa?
- What determines the observed pattern of sugar trade between Africa and the rest of the world?
- The nature of sugar trade between Africa and the rest of the world
- What are the implications of the New Partnership for Africa's Development (NEPAD) for future sugar trade patterns?



# **Dr. Mike Matsebula** Chief Executive Officer Swaziland Sugar Association, Swaziland

He is in the Steering Committee overseeing the implementation of the National Adaptation Strategy for enabling Swaziland cope with the negative consequences of the reform of the EU Sugar Regime.

At the international level, he was involved in the negotiations that led to the SADC Sugar Cooperation Agreement and is still involved in its implementation. He is closely involved in the discussion of sugar matters within the Southern African Customs Union as well as involved in discussions pertaining to sugar arrangements between the SADC Economic Partnership Agreement and the European Union. He is a member of the Administrative Committee of the International Sugar Organization based in London and has a watching brief on current WTO agriculture negotiations.

#### 12.15pm The Nigerian Sugar Industry: Prospects and Opportunities



Engr. Abdullahi Sule MD/CEO Dangote Sugar Refinery Plc, Nigeria

# 12.45pm Reforming Sugar Industries in Developing Countries for Global Competitiveness - The Fijian Experience Current stage of Sugar industry in Fiji Challenges facing the industry

- Emerging farming, milling and marketing trends

#### Strategies to achieve global competitiveness

Sustainability



Fiji Sugar Corporation, Fiji

With a BA in Arts (Accounting and Economics) from University of South Pacific, Fiji, as well as a Company Directors qualification from Australia Institute of Company Directors, Mr Deo Saran is at the helm of affairs at Fiji Sugar Corporation, a position he assumed from September 2008.

In addition to providing an excellent overall management and leadership resulting to a strategically sound, financially viable and operationally efficient sugar corporation in Fiji, he sits on the board of Fleserve Bank of Fiji as well as a member of the global reporting initiative, Amsterdam

#### 13.15pm Networking Lunch

### 14.30pm The Mauritian Sugar Industry Adaptation to Reform in

the EU Sugar RegimeBackground of the Mauritian Sugar industry

- The EU Sugar Reform with a 36% cut in price of sugar and its impact on the industry in Mauritius
  Response of the industry emphasizing on the Action Plan 2006-2015 Multi Annual Adaptation Strategy
- Projects identified and funding under the EU accompanying measures Status of project implementation and the new configuration



Dr. Kassiap Deepchand Head, Sugar Technology Department Mauritius Sugar Authority, Mauritius

With experience spanning over 4 decades in the sugar industry, Dr. Kassiap Deepchand has over the years acquired a wide experience and participated in a variety of activities which, inter alia, have been related to fundamental research in sugar technology and co product development. He has been providing technical support to regional as well as international institutions like the African Energy Policy Research Network, the ADB, the UNEP and the World Bank. He is currently Head, Sugar Technology Department, MSIRI.

#### 15.00pm Thailand's Sugar and Ethanol: Key Drivers and Outlook

- Current situation : Fact & Figures of Sugar and Ethanol
   Impact of global economic crisis and implications on production, consumption and exports
   Trend and forecast
   Vey divine for further development.

of the Industry.

Key drivers for further development

# Dr. Prasert Tapaneeyangkul Secretary-General Office of Cane and Sugar Board, Ministry of Industry, Thailand

Dr Prasert Tapaneeyangkul currently oversees all administration of cane and sugar affairs in the Ministry of Industry, Thailand. He has been the Thailand Representative in TC 207/ISO 14000 for 12 years (1995-2007), national representative in the Committee on Environment at the Asian Productivity Organization (APO), member of many public committees on education, environment, industrial policy, industrial safety, large infrastructure projects, nuclear and renewable energy, science and technology

#### 15.30pm Presentation on Malawi Sugar Industry



Ms. Margaret Roka Mauwa, Deputy Minister Agriculture and Food Security, Malawi

#### 16.00pm Afternoon Refreshments

### 16.30pm Sugar and Ethanol Industry in Mozambique: Opportunities and Challenges Overview of Sugar industry:

- Actual production of sugar
- Expansion plan
- Market opportunities of SugarEthanol the new horizon
- The opportunities & challenges ahead



Mr. Roberto Albino Director General Centre for the Promotion of Agriculture (CEPAGRI), Mozambique

Mr. Roberto Albino is an expert on finance and administrative management, project management and economic development. He has been the Director of the Center for the Promotion of Agriculture in Mozambique since 2006 at the Ministry of Agriculture An economist, he graduated from the Faculty of Economics at Eduardo Mondlane University in 1992.

# 17.00pm Ethiopia's Experience in Carrying Out Development of Integrated Sugar, Ethanol and Cogeneration Projects and Ethiopia in EU Sugar Market under EBA (now EPA/EU).



Mr. Belay Dechassa Director General Ethiopian Sugar Development Agency, Ethiopia

With over 15 years of experience in the sugar industry, Mr. Dechassa currently holds the position of Director General of Ethiopian Sugar Development Agency, a Government organization responsible for the operation and development of public sugar industries in Ethiopia. The feasibility and engineering design studies of Sugar plants in Ethiopia have been conducted under his direct supervision and guidance.

17.30pm End of Summit Day One

#### 9.15am **Chairman's Opening Remarks**

#### 9.30am India - Large Swings in Production - Assessing Shift From a Sugar Exporter to a Sugar Importer



#### Mr. Samir Somaiva

President Indian Sugar Mills Association, India Co-Chairman Indian Sugar Export Corporation, India

In addition to his roles as the President, India Sugar Mills Association, and Co-Chairman, India Sugar Export Corporation, Mr. Samir Somaiya is also a Joint Managing Director of Godavari Biorefineries Ltd. With a Masters in Business Administration from Cornell University, U.S.A. and Master of Public Administration from the Harvard University, U.S.A. Mr. Samir Somaiya has to his credit more than 15 years experience in the field of Sugar, Chemical and Power

#### 10.00am South Africa/SACU and Brazil: The Role of Sugar Imports

- South Africa has recently started importing Brazilian sugar - what will be the impacts?
- As the OECD says sugar is heavily supported in South
- And the SACU sugar regime has not been liberalized to the extent that products under the jurisdiction of the Department of Agriculture have been;
- Is the SACU sugar regime sustainable?



Dr Ron Sandrey Professor Extraordinary Tralac/ Department of Agricultural Economics. University of Stellenbosch, South Africa

#### 10.30am Presentation on Angola Sugar Industry



H.E. Mr. Afonso Pedro Canga, Angolan Minister of Agriculture Angola (to be confirmed)

#### 11.00am Morning Refreshments

#### 11.30am Stevia and Sugar: Nature's Complementary Sweeteners

- Naturally complementary: both in product applications and agricultural production
- Market potential of Reb A: highly purified Stevia based, all natural, zero calorie sweetener
- Applications of Reb A (with and without sugar).
- Stevia production overview: where, size, and future
- Diversification of agricultural production: Sugar and Stevia



Mr. Dorn Wenninger Corporate Vice President Supply Chain PureCircle Sdn Bhd, Kuala Lumpur, Malaysia

Mr. Dorn comes to PureCircle having spent 16 years in the global agribusiness industry. He is responsible for all supply side operations, from breeding, propagation, production, joint ventures, extraction and refinery factories to logistics. He holds a masters degree in International Business from the prestigious Thunderbird Graduate School of International Management.

#### 12.00pm Stevia - Next Generation of Sweetener

- Evaluating the Stevia and Sugar industry: A threat or no
- Stevia synergy with existing sweetener/sugar industry and support to Sugar and Ethanol market
- Stevia demand, supply and price.
- Cost analysis and economies of Stevia products with other sweeteners
- Will Stevia change fundamentals of the sugar/sweetener industry and be a cost effective complement to Sugar.
- The challenges, prospects, markets and sustainability of Stevia in African countries



#### Mr. Sourabh Agarwal MD/CEO Stevia Biotech Pvt Ltd/ India Stevia Association New Delhi, India

Mr. Sourabh Agarwal is the Managing Director of Stevia Biotech Pvt Ltd, and also Chief Executive Officer (CEO) of India Stevia Association. He introduced Stevia and launched the very first consumer packs of Stevia in Sachet, Tablet and Liquid under "SteviaLife®" Brand. With a post graduate degree in international trade management from Indian Institute of Foreign Trade, Mr. Agarwal 's expertise include Joint Venture to setup Stevia Plantation and Processing Unit, provide technical know-how for Stevia processing unit, technology and machinery, international Marketing of Stevia and Stevia Products.

#### 12.30pm Sugar Markets - Changing Dynamics



Mr. Abah Ofon, Senior Agriculture Analyst Standard Chartered Bank, Dubai

Known for his in-depth knowledge of the markets, Mr. Abah Ofon is part Known for his m-depth knowledge of the markets, Mr. Abah Uron is part of Standard Chartered Bank world-class global research team. Abah analyses and forecasts agricultural commodity markets, including grains and vegetable oils, for the bank and the bank's global clients. He contributed in building the CFA Franc barometer which gauges the risk for a change to the CFA Franc peg to the Euro. Abah's paper on China-Africa cooperation published in 2006 by the UK's Institute for Public Policy Research (IPPR) in their book "The New Sinosphere: China in Africa' formed the basis of a UK House of Commons working committee discussion in which Abah was invited to participate. in which Abah was invited to participate.

#### 13.00pm Networking Lunch

#### 14.00pm Presentation on Iraq: Buyer's Perspective



Mr. Zaid A. Mahdi, Vice President – Business Development Trade Bank of Iraq, Baghdad, Iraq

#### 14.30pm A Reliable Repetitive Process to Low Cost, High Return Supply Chain Improvement.

- Providing information across supply chain boundaries
  - Benchmarking from an individual level up to a cross industry one
- The value in implementing formal standards in the supply chain
- Case studies of supply chain improvement including whole sugarcane supply chain scheduling from field to factory, RTMS standards, sugar logistics improvement programme.



Mr. Ryan Giles Senior Bioresources Engineer and Senior

Projects Manager Crickmay & Associates, South Africa

Mr. Giles is based in South Africa and specialises in bulk supply chain efficiency improvement and the introduction of standards through the use of structured business analysis, benchmarking and various leading edge technology introductions. He works predominantly within the sugar industry and his roles include project management of the FREDD, SLIP, RTMS Sugar Projects, project consulting, systems design, systems integration, and whole product lifecycle management.

## 15.00pm Carbon Financing Opportunities and Challenges in the

- CDM and carbon financing
   Carbon financing opportunities in the Sugar sector
- Carbon financing challenges in the Sugar sector The way forward .... Tapping on the opportunities



Mr. Tom Owino Vice President, Environmental Markets J.P. Morgan (ClimateCare), Kenya

Mr. Owino is based in the Nairobi office of J.P. Morgan, and as the Vice-President, Environmental Markets, JPMorgan ClimateCare, he is involved in origination, development and purchase of carbon assets of various projects. He developed the carbon asset of Murnias Sugar cogeneration project, taking it through to registration. He is in a number of national and international taskforces dealing with various climate change issues

# 15.30pm Presentation by UNICA/Brazil Speaker to be confirmed

#### 16.00pm Afternoon Refreshments



#### 16.30pm Block Farming - A New Hope For Smallholder Cane Growers in Africa, South of the Sahara

**Dr. George Mlingwa** *CEO*Tanzania Sugarcane Growers Association, Tanzania

#### 17.00pm Evolution In Technology For Sugar Processes

- Identifying technologies used in Sugar production processes (Comparism)
- Advancement in technologies used in Sugar production
- Applications of modern technologies used in Sugar processing and advantages
- Automation processes in Sugar refining



Mr. Ogheneovo Anthony Manager (Process Department)
Dangote Sugar Refinery Plc, Lagos, Nigeria

Anthony's job profile in Dangote Sugar impacts heavily on productivity and improvement which is a function of the R&D work that he is involved in. He is a member of several Sugar professional organizations, and a frequent industry speaker. He has also presented several papers on productivity improvement in the industry, such as "How to Achieve Desired Result in Pan Automation Process SIT", 2006 Baltimore, USA.

17.30pm End of Summit



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