



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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## PRESIDENT'S MESSAGE

Dear Friends of IAMA, Ladies and Gentlemen,

We are living in a globalized society. Cities on every continent are becoming more and more alike. Multinational companies are present everywhere with similar strategies and products. Although trade has become more liberal, economic developments in one part of the world immediately impact the other. Still, nations and regions have their own economic conditions and social and cultural traditions which include food products and gastronomy. IAMA is a Worldwide Association which embraces new opportunities to learn, appreciate and promote regional specialties.

Our industry is facing many challenges among every sector of the global agri-agro food system. The theme of this world congress is "Global Challenges - Local Solutions." Your Hungarian hosts have collaborated with organizations from Slovakia, Czech Republic and Poland and we'd like to present our economic solutions, successes, and business strategies while sharing our rich cultural and gastronomic traditions.

IAMA's is pleased to partner with the Food and Agriculture Organization of the United Nations (FAO) to once again, host a simultaneous workshop. Please see the program description for this informative two-day workshop on *Agribusiness and Agro-industries: Development in Central and Eastern Europe*.

We would like to extend a warm welcome and invite you to come and share innovative solutions from your region of the world. We offer an outstanding program combined with good food, music, entertainment and beautiful landscapes. Come and enjoy yourself, make new friends, and experience Budapest at the 19th Annual World Forum and Symposium, June 20-23, 2009!

László Vajda, *Ministry of Agriculture and Rural Development, IAMA President, HU*

## SYMPOSIUM SESSIONS

### SATURDAY AND SUNDAY, JUNE 20 - 21

This year's Symposium will appeal to a wide variety of research and practice interests. Papers feature timely topics centered on local solutions to global issues in the food and fiber system.

The following workshops including the Case Conference, Student Case Competition, Discussion Sessions, Task Group Meetings and the FAO Workshop will be conducted in parallel sessions:

#### I. Food Chain Approach

1. Food Chain Management  
Ch: Jacques Trienekens, Wageningen University, NL
2. Excellence in Food Chain  
Ch: Francis Declerck, Essec Business School, FR
3. Innovation in the Food Chain  
Ch: Frances Fortuin, Wageningen University, NL
4. Supply Chain Management and Chain Economics  
Ch: Christian Fischer, Massey University, NZ

#### II. Agribusiness Strategies

1. New Chain Strategies for Development of Farmer's Entrepreneurship  
Ch: Woody Majjers, InHolland University, NL
2. Financial Risk Management in the Food System  
Ch: Francesco Braga, University Guelph, CA
3. Market Orientation and Entrepreneurship  
Ch: Onno Omta, Wageningen University, NL
4. Agrifood Strategies  
Ch: Gabor Szabo, University Szeged, HU

#### III. Customer Orientation and Marketing

1. Customer Orientation in the Food System  
Ch: Agnes Szegedy-Fricz, Ministry of Agriculture, HU
2. Value-Added Food Marketing through Consumer Studies  
Ch: Zoltan Lakner, Budapest Corvinus University, HU
3. Consumer Acceptance and Branding of Food Products  
Ch: Andras Seboek, Campden & Chorleywood, HU
4. Agricultural Management and Consumer Protection  
Ch: Doyle Baker, FAO, IT

#### IV. Food Quality and Safety

1. Food Labelling and Nutrition Information for Consumers  
Ch: Pal Molnar, University Szeged, HU
2. Quality Management Systems in Agriculture and Food Industry  
Ch: Zoltan Erdoes, HNC for EOQ, HU
3. Environmental Challenges and Rural Development  
Ch: John Karlik, University of California, USA
4. Food Security, Bioenergy and Sustainable Development  
Ch: Bernardo Pacheco de Carvalho, University of Lisbon, PT

#### V. Recent Developments in Biofuels

- Ch: Jozsef Popp, Research Institute for Agricultural Economics, Budapest, HU

#### VI. Case Conference

- Ch: Mary Shelman, Director, Agribusiness Program, Harvard Business School, USA  
Ch: Woody Majjers, InHolland University, NL

#### Student Case Competition

Ch: Gregory A. Baker, Santa Clara University, USA  
Ch: Imola Pallo-Kiserdi, Ministry of Agriculture, HU

Thirteen teams will compete in the Competition representing universities from the Netherlands, Australia, Belgium, Canada, France, Hungary, New Zealand, South Africa, England, and the USA.

#### Task Group Meetings & Discussion Sessions

1. Biofuels Session
2. Metropolitan Agriculture
3. Sustainability in Agri-Food Chain
4. Food Dynamics and Innovation
5. Market Oriented Strategies to Revitalize Albania's Agricultural Industry
6. Benefits of Rural Research and Development Investment

#### FAO Workshop

#### Agribusiness and Agro-industries Development in Central and Eastern Europe

##### Workshop Organizers:

Doyle Baker, FAO, Italy  
Carlos da Silva, FAO, Italy  
Stejpan Tanic, FAO, Hungary



Significant changes have occurred in the agrifood chains and related market relations throughout Central and Eastern Europe during the last decades. In spite of very different transition patterns and political, demographic, climatic and geographical conditions, agribusiness and agro-industries in the region are currently challenged by the need to comply with the European Union and the World Trade Organization regulations, in order to access broader and more diversified markets.



## FORUM SESSIONS

### Bridge Session: Agribusiness Education in Past, Present, and Future

Ch: Mary Shelman, Director, Agribusiness Program, Harvard Business School, USA  
 Gábor Szabó, Csaba Forgács, and Csaba Székely, Professors, Hungarian University of Agriculture, HU  
 Pankaj Kumar, Professor and Chairman, Indian Institute of Management, India  
 Marcos F. Neves, President, Holding INOVA, Professor of Strategy at FEARP, BR  
 Joydeep Bose, President and Global Head, Human Resources, Olam International, SG

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 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.

## WELCOME

### MONDAY, JUNE 22

8:30AM – 9:00AM

#### Welcome & Fellow Awards Ceremony

Jozsef Graf, Ministry of Agriculture and Regional Development, HU  
 Sandor Csanyi, President and Director General, National Saving Bank (OTP), HU  
 Jerry Siebert, IAMA Executive Vice President, USA

9:00AM – 10:30AM

#### Global Challenges, Local Solutions: Trends in Food and Agribusiness

Ch: Christopher Peterson, Professor, Michigan State University, USA  
 Hans Jöhr, Corporate Head of Agriculture, Nestec, CH  
 Csaba Csáki, Professor, Budapest Corvinus University, HU

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 by a senior World Bank expert. 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.

11:15AM – 12:45PM

#### How Visegrad-4 Countries are Responding to Global Challenges

Ch: Jan van Roekel, Partner, Synnovia, Netherlands  
 Tomás Kreutzer, Director, Federation of Food and Drink Industries, CZ  
 György Raskó, President, Csopak Holding, HU  
 Gerd Bockenhoff, General Manager, Rabobank, PL  
 Igor Mancel, Director, Association of the Wine Producing Company, Slovak Republic

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. CEOs 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?

2:30PM – 4:00PM

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

Ch: Pal Molnar, Professor, University Szeged and President, HNC for EOQ, HU  
 Catherine Geslain-Lanéelle, ED, European Food Safety Authority, IT  
 Antonio Di Giulio, Head of Unit, European Commission, BE  
 Joan Prats, Director for Health and Wellness, Coca-Cola, Belgium  
 Yves Rey, Corporate Quality General Mgr., Danone, FR

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 needs and expectations. These products together with recommended changes in dietary regimes and lifestyles are designed to have a positive impact on the overall quality of life. To achieve 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.

4:15PM – 5:45PM

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

Ch: Francesco Braga, Associate Professor, University of Guelph, CA  
 Arnoud-Jan Bijsterveld, Professor, University of Tilburg, NL  
 Edith Klausner, Head of Section in Ministry of Agriculture, AT  
 Sookja Yoon, Director, Traditional Korean Food, KR  
 András Seboek, Executive, Campden & Chorleywood, HU

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. This trend is naturally leading to regional and local solutions. Europe possesses a patrimony of agricultural products and foodstuffs based on tradition and regional specialities. The protection of geographical indication is one important tool in rural development and rural sustainability. But how can sustainable businesses be developed with respect to the triple P: People, 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 a traditional and innovative way.

### TUESDAY, JUNE 23

8:30AM – 10:00AM

#### Tension Between the 4 F's Food - Fiber - Fuel - Feed

Ch: Hector R. Laurence, President and CEO, McLaren Holdings, AR  
 Marcos Jank, President, UNICA – Sugar and Ethanol Exporters Association, BR  
 József Popp, Deputy Director General, Agricultural Economics Research Institute, HU

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



# BUDAPEST

## CONFERENCE TOURS

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?

10:45AM – 12:15PM

### How Governance Policies and Strategies Affect the Agri-Food Sector

Ch: Mike Cook, Professor, Missouri University, GICL, USA

László Vajda, IAMA President, HU  
Marty Reagan, CEO, Ag Processing Inc., USA  
Reto Battaglia, Battaglia GmbH,  
Food Safety Systems, CH  
Rodrigo Sanchez Mujica, FIRA, MX

Future governance policies will have a significant impact on agro food businesses throughout the entire food chain. Good governance is increasingly 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 a time and money consuming 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. In this session the effect of governance policies on the strategies of food companies will be demonstrated through examples by speakers from different continents in the world sharing their views on governance.

2:00PM – 3:30PM

### Impact of the Retail Sector on the Value Chain

Ch: Ross McLaren, former CEO Shaws Supermarkets, UK  
Bernard Guntz, Investment Director, AUCHAN Hungary Ltd., HU  
Jose-Maria Cervera, Director General, METRO Trade Ltd., HU  
Péter Feiner, President, Board of Directors, SPAR Hungary Trade Ltd., HU

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 and safety trust by consumers are the most important issues which can be influenced by several measures and methods. After short introduction, a panel of high level managers will discuss their positive and negative experiences in this field.

4:00PM – 5:30PM

### Closing Panel Discussion Strategies on Local Solutions for Global Challenges

Ch: László Vajda, IAMA President, HU  
Paul T. Jasper, President-elect of IAMA, USA  
Frans van Bijsterveld, Director General, Rabobank, NL  
Johan van Rooyen, CEO, Wine Cellar South Africa, SA  
Marcos Fava Neves, President Holding INOVA, Professor of Strategy at FEARP, BR  
Jerzy Plewa, Deputy Director General, European Commission, DG Agriculture, BU

## SOCIAL EVENTS

### STUDENT - INDUSTRY RECEPTION 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 Museum of Hungarian Agriculture Sunday, June 21

7:00PM – 9:30PM

The evening will feature dinner and a Violin 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 Lazar Equestrian Park Monday June 22

6:30PM – 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.

*Our Hungarian hosts have carefully planned some thoughtful and truly unique tour experiences for conference participants. Brief descriptions of some tours are provided below but a variety of day trips are also planned around Budapest for guests. For detailed information, visit our website.*

### EGER AND TOKAJ

June 18 -19 or June 25-26

A trip to Hungary would not be complete without a trip to the wine country. This two-day tour takes you to Northern and Eastern Hungary into the heart of Eger and Tokaj wine-region. In Tokaj, 186 working cellars can be found. Visit Sárospatak, the cultural centre of the region, where one of the most beautiful and historically famous renaissance monuments-the castle of Sárospatak can be found at the foot of the Zemplén Mountains. All Inclusive Price: €200.

### DEBRECEN, HAJDUSZOBOSZLO AND HORTOBAGY

June 18- 19 or June 25-26

Take a two-day excursion to Eastern Hungary. The first stop is a trip to the Cora Supermarket in Fót. After arriving in Debrecen participants will tour the Debrecen University and the Centre for Agricultural Sciences. Then relax in the therapeutic waters of Europe's largest thermal wellness bath complex. The trip concludes with a visit to the famous Hortobagy Puszta featuring a memorable view and super equestrian show. All Inclusive Price: €220.

### SZEGED June 24

Visit the world-famous community which produces matchless pick Salami and Szeged Paprika giving the rich flavor to so many Hungarian foods. Szeged is situated near the southern border of Hungary. Szeged is a cultural and economic center for a thriving university town. All Inclusive Price: €100.

### DANUBE BEND TOUR June 24

A one day program visits Esztergom, the birthplace of the first Hungarian King and residence of the Hungarian Cardinal Archbishop (Basilica Treasury). After a short walk see the picturesque Visegrád and explore the ruins of the old Royal Palace a medieval fortress. Lunch will be at the Renaissance Restaurant. All Inclusive Price: €80.

### LAKE BALATON June 24 - 26

An unforgettable three-day excursion through Hungary that will allow you to experience the uniqueness of this remarkable country. Tour the 150-year-old Herend Porcelain Factory, visit museums, castles, and an agricultural university. The tour is highlighted with a golf competition in Balatonudvardi where novice to advanced golfers have an opportunity to compete and win beautiful Herend Porcelain prizes. The trip concludes with a promenade to the peninsula of Tihany, where the Tihany's Abbey was founded nearly 1000 years ago. All Inclusive Price: €390.



EGER



TOKAJ



SAROSPATAK



DEBRECEN



HAJDUSZOBOSZLO

## CONFERENCE REGISTRATION

### REGISTRATION - THREE SIMPLE STEPS

1. Go to the IAMA Website ([www.ifama.org](http://www.ifama.org))
2. Click on the "2009 Conference Registration" button.
3. Complete the online registration form.

### CONFERENCE REGISTRATION

The IAMA Forum and Symposium will be held on June 20-23, 2009 at the Europa Hotels and Congress Center in Budapest, Hungary. Professional or student registration fees include:

- All conference sessions
- All lunches and networking breaks
- Social events include the Student-Industry Reception, Welcome Reception at the Agricultural Museum and Presidential Banquet at the Lazar Equestrian Park.

### SPOUSE/GUEST REGISTRATION FEE INCLUDES

- All lunches and networking breaks
- Student-Industry Reception, Welcome Reception and the Presidential Banquet

### CONFERENCE ATTIRE

Please dress comfortably in business casual attire. Budapest's daily temperatures in June average between 77-86F or 25-30C.

**SAVE \$100 EARLY BIRD SPECIAL REGISTER BEFORE MAY 1, 2009**



### FAO WORKSHOP REGISTRATION

The FAO Workshop will be held June 20-21 in the Copenhagen Ballroom. The registration fee will be \$50 for participants who also register for the IAMA Conference and \$250 for the FAO Workshop alone. The registration fee includes:

- FAO Workshop sessions
- Saturday lunch and networking breaks

### REGISTRATION CANCELLATION POLICY

A refund of fees will be granted in response to written requests prior to May 1, 2009. After this date, a \$200 cancellation fee will be charged because a number of expenses must be guaranteed by May 1. No refunds for cancellations will be possible after June 1, 2009.

### TRANSPORTATION

Budapest has direct flight connections to every major city and hub in Europe and world-wide. For detailed travel options including: driving, rail, or air visit: <http://www.hungary.com/>

	BEFORE MAY 1		AFTER MAY 1		
	Member	Non-Member	Member	Non-Member	At the Door
IAMA - Professional Fee	\$795	\$950	\$895	\$1,050	€ 800
IAMA - Student Fee	\$545	\$625	\$645	\$725	€ 550
IAMA - Guest Fee	\$495	\$495	\$495	\$495	€ 380
FAO Workshop w/ IAMA Registration	\$50	\$50	\$50	\$50	€ 40
FAO Workshop Only	\$250	\$250	\$250	\$250	€ 190
Student-Industry Reception Only	\$50	\$50	\$50	\$50	€ 40
Welcome Reception Only	\$90	\$90	\$90	\$90	€ 70
Presidential Banquet Only	\$100	\$100	\$100	\$100	€ 75

## HOTEL RESERVATIONS & CONFERENCE TOURS

### CONFERENCE VENUE

#### EUROPA HOTELS & CONGRESS CENTER

H-1021 Budapest, Pálos u. 2.

Tel : (06-1) 391-5100

Website: <http://www.ecc-hunguesthotels.hu/english/index.html>

Favorable rates have been secured for IAMA participants at the Europa Hotels and Congress Center. The facility has both a three and a four star hotel located directly on the premises.

**HOTEL EUROPA\*\*\*\*** Single €75 (\$96 USD). Double €117 (\$150 USD).

**HUNQUEST HOTEL REGE\*\*\*** Single €60 (\$77 US). Double €97 (\$124 USD).

\* All rates are calculated per night and include all taxes and breakfast.

\*\*All transactions are collected in Euros.

Hotel Booking Deadline: May 1, 2009. Room rates cannot be guaranteed after this date.

### HOTEL CANCELLATION POLICY

A refund of fees will be granted in response to written requests prior to May 1, 2009. All refunds will be processed after the conference. Please send your exact bank account details in the written cancellation. A 100% refund will be granted (minus an administrative fee of 30 Euros) for cancellations received before

May 1, 2009. Cancellations received after May 1, 2009 will not receive a refund (a fee equal to a two-night hotel deposit will be charged).

### ALTERNATE HOTELS

A number of alternative hotels choices and registration procedures are provided on our website.

### TOURS

A variety of pre/post conference and guest tours are planned which include a mix of culture, museums, agriculture, universities, history, a trip to through the wine country, and a golf tournament. For full itineraries, pictures, pricing, and to register visit our website.

Hotel and tour reservations are managed directly by the CongressLine. For more information visit our website and follow the link to Hotel Reservations and Tours at: [http://www.ifama.org/dispatch.asp?page=budapest\\_2009](http://www.ifama.org/dispatch.asp?page=budapest_2009) or contact the CongressLine directly.

### HOTEL AND TOUR INFORMATION

CongressLine Ltd.

Contact: Sandra Vamos Email: [vamos@congressline.hu](mailto:vamos@congressline.hu)

H-1064 Budapest, Révai köz 2.

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Website: [www.congressline.hu/iaama](http://www.congressline.hu/iaama)



## 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 Kisérdi-Palló, Student Case Competition Co-Chair  
Gregory Baker, Student Case Competition Co-Chair

### STRATEGIC PARTNERS



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Hungarian National Committee



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Sunkist  
Syngenta  
SYSCO  
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### GOVERNMENT NON-PROFIT

Agricultural Development International  
APHIS  
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DLG - German Agricultural Society  
GLOBAL GAP  
European Organization for Quality  
Farm Foundation  
FIRA Bank of Mexico  
Government of Western Australia  
IFCN Dairy Research Center  
Institute of Food and Res. Economics  
Inter-American Inst for Ag Cooperation

International Food Information Council  
International Grains Council  
Russian Federation Ministry of Ag  
National Farm Products Council  
National Meat Association  
New Zealand Trade and Enterprise  
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World Agricultural Forum  
World Bank

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