

(v. 12) 4.23.10

Page 1 of 4

# FORO MUNDIAL DE LA AGRICULTURA -- AMÉRICA LATINA EL 12-13 DE MAYO DE 2010

Brasilia, Brasil

Proyecto 23.4.10 v.12

## “El papel de América Latina en alimentar al mundo en 2050”

### Martes 11 de mayo de 2010

6:00 PM RECEPCIÓN

### Miércoles 12 de mayo de 2010

7:00 AM DESAYUNO

8:00 AM Palabras de Bienvenida

*Rt. Honourable James B. Bolger, ONZ  
Chairman, World Agricultural Forum (Confirmed)*

8:30 AM Agroindustria de América Latina: los próximos 40 años

*Moderator: Marcus Vinicius Pratini de Moraes, Chairman, Brazilian Beef Export  
Industries Association; Former Minister of Agriculture, Livestock, and Food Supply,  
Brazil; Council of Administration, JBS Group, Brazil (Confirmed)*

*Panel : Fernando Oris de Roa, Director General, AVEX, SA, Argentina (Confirmed)  
Congressman Moacir Micheletto, Brazil (Confirmed)  
Mayr Bonassi, Marfrig Group, Brazil (Confirmed)  
Carlos Perez Ureta, Sukarne, Mexico (Invited)  
Dr. Luis Carlos Guedes Pinto, Vice President of Agribusinesses and  
Member of the Executive Board of Banco do Brasil, Former Minister of  
Agriculture, Cattle Raising and Supply, Brazil (Invited)*

9:45 AM DEBATES INTERACTIVOS

10:30 AM RECESO

11:00 AM Tecnología y políticas de recursos naturales: Limitaciones a la realización  
de agricultura de América Latina potenciales



(v. 12) 4.23.10  
Page 2 of 4

*Moderator: Miguel Campos; Former Secretary of Agriculture, Argentina (Confirmed)*

*Panel: Dr. Ronnie de Camino – Deputy Director, CATIE, Costa Rica (Confirmed)*  
*Dr. Pamela Anderson, Director, Centro Internacional de la PAPA, Peru (Confirmed)*  
*Daniel Glat, Director General, International Markets, Pioneer (Confirmed)*  
*Rodolfo Rossi, Nidera, Argentina (Confirmed)*

11:40 AM **DEBATES INTERACTIVOS**

12:15 PM **ALMUERZO**

1:45 PM **Capital humano: Invertir en la próxima generación de líderes para la agricultura**

*Speaker: Dr. Pedro Bidegaray, EARTH, Costa Rica (Confirmed)*

2:45 PM **Vincular a los productores pequeños a los mercados y crear cadenas de suministro sostenibles**

*Moderator: Dr. Victor Villalobos, Director General, IICA (Confirmed)*

*Panel: René Machado, Milk Sourcing Manager, Nestle - Brazil (Confirmed)*  
*Roberto Kaefer, Director and President, Globoaves (Confirmed)*  
*Gustavo Perez-Berlanga, Executive Board Member, Restaurantes Toks (Confirmed)*

4:20 PM **DEBATES INTERACTIVOS**

4:40 PM **RECESO**

5:00 PM **La infraestructura y las inversiones necesarias para 2050**

*Moderator: Senator Ernesto Agazzi, Uruguay; Former Minister of Agriculture, Uruguay (Invited)*

*Panel:*

6:20 PM **DEBATES INTERACTIVOS**

6:40 PM **Fin del Día OBSERVACIONES**

*Giovanni Gasperoni, Executive Vice President, Novus International (Confirmed)*

7:15 PM **Cocktails y una recepción de gala**

(v. 12) 4.23.10

Page 3 of 4

## **Jueves 13 de mayo de 2010**

7:00 AM **DESAYUNO**

8:00 AM **Cambio climático: Oportunidades de mercado y de inversión para la región**

*Moderator: Dr. Israel Klabin, President, Brazilian Foundation for Sustainable Development (Confirmed)*

*Panel: Rocco Cheiasco, Chairman and CEO, Greenox, Uruguay (Confirmed)  
Rodrigo Ferreira, Carbon Projects Analyst, Plantar Carbon (Confirmed)  
Hilton Silveira Pinto, Director of the Center for Climate Change on Agriculture, Unicamp, Embrapa (Confirmed)*

9:20 AM **DEBATES INTERACTIVOS**

9:40 AM **El agua, una creciente restricción**

*Moderator:*

*Panel: Dr. Clementino Coelho, Infrastructure Director, CODEVASF (Confirmed)  
Rodrigo L. Almeida, Diretor de Assuntos Corporativos, Monsanto do Brasil Ltda (Confirmed)  
Ralf Piper, Director of Quality Control, Sadia (Confirmed)*

10:20 AM **PREGUNTAS Y DEBATES**

10:40 AM **RECESO**

11:00 AM **Nueva generación de bio-combustible: ¿Está América Latina líder o seguidor?**

*Moderator: Roberto Rodrigues, Former Minister of Agriculture, Brazil (Confirmed)*

*Panel: Dr. Marcos Jank, ÚNICA, Brazil (Confirmed)  
Dr. Maria das Graças Foster, Director of Gas and Energy, Petrobras (Invited)*

12:20 PM **DEBATES INTERACTIVOS**

12:40 PM **ALMUERZO**

2:20 PM **Estrategias de América Latina para acceder a los mercados**

*Moderator: Professor Marcos Fava Neves, Professor of Marketing & Strategy at the Business Department of FEA/University of São Paulo, Brazil (Confirmed)*

(v. 12) 4.23.10  
Page 4 of 4

*Panel: Francisco Turra, Former Minister of Agriculture, Brazil, Executive President, Brazilian Chicken Producers and Exporters Association (ABEF) (Confirmed)*

3:40 PM **DEBATES INTERACTIVOS**

4:00 PM **Financiación de América Latina-Invertir en el futuro: ¿Es una inversión atractiva?**

*Moderator: Jorge Cazenave, Cazenave y Asociados (Confirmed)*

*Panel: Noemí Pérez, Executive Director, Finance Alliance for Sustainable Trade (Invited)*

*Oscar Chemerinski, Director of Agribusiness, IFC (Confirmed)*

*Gustavo Oubinha, Head of Corporate Finance, Rabobank Brazil (Confirmed)*

*Ejnar Knudsen, Portfolio Manager, Basic Materials and Agriculture, Passport Capital (Confirmed)*

5:10 PM **DEBATES INTERACTIVOS**

5:30 PM **Agricultura: ¿Puede América Latina satisfacer la demanda mundial de alimentos, combustible y fibra hasta el año 2050?**

*Dr. Rubens Ricupero – Former Finance Minister, Brazil; Former Minister for the Environment and the Amazon, Brazil; Former Secretary General, UNCTAD (Confirmed)*

6:00 PM **Mesa redonda presidencial: Las realidades de hoy en América Latina**

*Moderator: Dr. Rubens Ricupero, Former Finance Minister, Brazil; Former Minister for the Environment and the Amazon, Brazil; Former Secretary General, UNCTAD (Confirmed)*

*Panel: Eduardo Alberto Duhalde, Former President, Argentina*

*Andre Pastrana, Former President, Colombia*

*Julio Maria Sanguinetti, Former President, Uruguay*

*Ricardo Lagos, Former President, Chile*

*Vicente Fox, Former President, México*

*Alejandro Toledo, Former President, Peru*

7:30 PM **Palabras de cierre y próximos pasos**

*Rt. Honorable James B. Bolger, ONZ; Chairman, World Agricultural Forum (Confirmed)*

8:00 PM **CENA DEL PRESIDENTE**