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**WORLD AGRICULTURAL FORUM –
LATIN AMERICA
MAY 12-13, 2010
Brasilia, Brazil**

**The Role of Latin America in
Feeding the World in 2050**

Tuesday, May 11, 2010

6:00 PM **NETWORKING RECEPTION**

Wednesday, May 12, 2010

7:00 AM **BREAKFAST**

8:00 AM **Welcome and Opening Remarks**

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

8:30 AM **Latin America's Agribusiness: The Next 40 Years**

Moderator: Osler Desouzart, President, OD Consulting (confirmed)

*Panel : Fernando Oris de Roa, Director General, AVEX, SA (confirmed)
Marcos Antonio Molina , CEO of the Marfrig Group
Julio Cardoso, President, Brazilian Poultry Exporters Association (ABEF)
Mariano Bosch, CEO, Adecoagro (Invited)
Eduardo Tricio, Chairman, Grupo Industrial Lala, S.A. de C.V*

9:45 AM **INTERACTIVE DISCUSSIONS**

10:00 AM **Break**

10:20 AM **Technology and Natural Resource Policies: Constraints to Realizing Latin
America's Agriculture Potential?**

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

*Panel: Dr. Jose J. Campos Arce - Director Genral del CATIE (confirmed)
Pamela Anderson - Centro Internacional de la PAPA (confirmed)*



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Daniel Glat, Director General, International Markets, Pioneer (confirmed)
Ruben G. Echeverría, Director General, CIAT (Colombia)
Presidente del INIA Uruguay
Arturo Fernández Pérez, President, Instituto Tecnológico Autónomo de México (invited)

11:40 AM **INTERACTIVE DISCUSSIONS**

12:00 PM **LUNCH BREAK**

2:00 PM **Free Trade: An Essential Movement in World Markets**

Marcus Vinicius Pratini de Moraes, Chairman, Brazilian Beef Export Industries Association; Council of Administration, JBS Group, Brazil (Confirmed)

2:30 PM **Questions and Discussions**

3:00 PM **Linking Small Producers to Markets and Creating Sustainable Supply Chains**

Moderator: Victor Villalobos, Director General, IICA (confirmed)

Panel: Jose Graziano, Regional Representative in Latin America and the Caribbean, (FAO)
Paulo Cruz, Manager of LEAN, Nestle - Brazil (Confirmed)
Roberto Kaefer, Director and President, Globoaves (Invited)
Hugh Grant, President, Monsanto (Invited)
Susana Pinilla Cisneros - Presidente IDESI Nacional, Perú (Confirmed)

4:20 PM **INTERACTIVE DISCUSSIONS**

4:40 PM **BREAK**

5:00 PM **Infrastructure Required to 2050**

Moderator: Ivan Wedekin, Ministry of Agriculture, Brazil
-or-
Dr. Celso Lafer, Former Foreign Affairs Minister, Brazil

Panel: Clementino Coelho, Director, CODEVASF
Cargill
Bunge
Roberto Urquia, Chairman, Aceitera General Deheza
Eike Batista, Chairman, EBX and Governador Valadares, Brazil

6:20 PM **INTERACTIVE DISCUSSIONS**

6:40 PM **END OF DAY REMARKS**

Giovanni Gasperoni, Executive Vice President, Novus International



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7:15 PM

COCKTAILS AND GALA RECEPTION

Thursday, May 13, 2010

7:00 AM

BREAKFAST

8:00 AM

Climate Change: Market and Investment Opportunities for the Region?

Moderator: Israel Klabin, President, Brazilian Foundation for Sustainable Development (confirmed)

Panel: Kevin Igli, Senior VP, Tyson Foods (invited)
Matt Kistler, Senior Vice President, Walmart Stores, Inc.
Carlos Aguilar, CEO, Aracruz Cellulose
Roger Agnelli, CEO, Vale
Ethos
Instituto de Sustentabilidade
Sadia
Conisette

9:20 AM

INTERACTIVE DISCUSSIONS

9:40 AM

WATER: A Growing Constraint?

Moderator: Mark Rosegrant, Director of Environment and Production Technology IFPRI

Panel: Reieke Manufacturing
Dr. Mohamed Ait Kadi, President of the General Council of Agricultural Development of Morocco,

10:20 AM

Questions and Discussions

10:40 AM

BREAK

11:00 AM

Next Generation Bio-Fuel: Is Latin America Leading or Following?

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

Panel: Marcos Jank, President, ÚNICA, Brazil (confirmed)
Mike Johanns, United States Senator, Nebraska (invited)
Grupo Itapage
Novozymes
Abengoa Bioenergia

12:20 PM

INTERACTIVE DISCUSSIONS

12:40 PM

LUNCH



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2:20 PM

Latin American Strategies to Reach Markets

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

Panel: *Ismael Roig, Vice President, Planning and Business Development, ADM (invited)*

Ivan Nasif Astorga, Former Director General (ODEPA) Pro CHILE (invited)

McDonald's

Keystone

Café de Colômbia

Abilio Diniz (Pão de Açúcar)

3:40 PM

INTERACTIVE DISCUSSIONS

4:00 PM

Financing Latin America's Agribusiness—Investing in the Future: Is Latin American Agriculture an Attractive Investment?

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

Panel: *Shuilin Wang, China Investment Corporation (invited)*

Oscar Chemerinski, IFC (confirmed)

Gustavo Oubinha, Head of Corporate Finance, Rabobank Brazil (confirmed)

JP Morgan

UBS

BNDES

5:10 PM

INTERACTIVE DISCUSSIONS

5:30 PM

Agriculture: Can Latin America Meet Global Food, Fuel and Fiber Demands to 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

Presidential Roundtable: Today's Realities in Latin America

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

Panel: *Julio Maria Sanguinetti (Former President, Uruguay)*

Ricardo Lagos (Former President, Chile)

Tabaré Vasquez (President, Uruguay)

Vicente Fox (Former President, México)

Alejandro Toledo (Former President, Peru)

7:30 PM

Closing Remarks and Next Steps



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

8:00 PM **CHAIRMAN'S DINNER**