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

Brasilia, Brazil

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

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

*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)
Mayr Bonassi, Marfrig Group, Brazil (Confirmed)
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)
Alejandro Elztain, President, CRESUD (Invited)*

9:30 AM **INTERACTIVE DISCUSSIONS**

10:30 AM **Break**

11:00 AM **Technology and Natural Resource Policies: Constraints to Realizing Latin
America's Agriculture Potential**

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



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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)

12:00 PM **INTERACTIVE DISCUSSIONS**

1:00 PM **LUNCH BREAK**

2:30 PM **Human Capital – Investing in the Next Generation of Agricultural Leaders**

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

3:30 PM **Linking Small Producers to Markets and Creating Sustainable Supply Chains**

Moderator: Gonzalo Gonzalez, Former Minister of Livestock, Agriculture and Fisheries, Uruguay, IICA Representative, Chile (Invited)

Panel: Patricia Salles, Regional Manager Supplier Relationship, Nestle - Brazil (Confirmed)

Roberto Kaefer, Director and President, Globoaves (Confirmed)

Gustavo Perez-Berlanga, Executive Board Member, Restaurantes Toks (Confirmed)

Rodrigo L. Almeida, Diretor de Assuntos Corporativos, Monsanto do Brasil Ltda (Confirmed)

4:30 PM **INTERACTIVE DISCUSSIONS**

5:30 PM **END OF DAY REMARKS**

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

6:30 PM **OFF-SITE DINNER**

Thursday, May 13, 2010

7:00 AM **BREAKFAST**

8:00 AM **Climate Change: Market and Investment Opportunities for the Region**

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

Panel: Rocco Cheirasco, 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)



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9:20 AM **INTERACTIVE DISCUSSIONS**

9:40 AM **Water: A Growing Constraint**

Moderator: Osler Desouzart, OD Consulting (Confirmed)

*Panel: Dr. Clementino Coelho, Infrastructure Director, CODEVASF (Confirmed)
Ralf Piper, Director of Quality Control, Sadia (Confirmed)
Aly Shady, Sr Advisor, Canadian International Development Agency (Confirmed)*

10:20 AM **INTERACTIVE 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: Dr. Marcos Jank, ÚNICA, Brazil (Confirmed)
José Graziano Da Silva, Regional Representative, FAO Regional Office for Latin America and the Caribbean (Confirmed)
Gustavo Idigoras, Minister Counselor for Agricultural Affairs, Brussels (Invited)
Victor Castro, Executive Director, Camara Argentina de Biocombustibles (CARBIO), (Invited)*

12:20 PM **INTERACTIVE DISCUSSIONS**

12:40 PM **LUNCH**

2:20 PM **Latin American Strategies to Reach Markets**

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

*Panel: Professor Marcos Fava Neves, Professor of Marketing & Strategy at the Business Department of FEA/University of São Paulo, Brazil (Confirmed)
Patricio Lamarca, Director, Calimboy, Argentina (Invited)*

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)



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Panel: **Noemí Pérez**, Executive Director, Finance Alliance for Sustainable Trade (**Confirmed**)
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 **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 **Minister’s 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: **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**)
Miguel Campos; Former Secretary of Agriculture, Argentina (**Confirmed**)
Dr. Victor Villalobos, Director General, IICA (**Confirmed**)
Dr. Israel Klabin, President, Brazilian Foundation for Sustainable Development (**Confirmed**)
Francisco Turra, Former Minister of Agriculture, Brazil, Executive President, Brazilian Chicken Producers and Exporters Association (ABEF)(**Confirmed**)
Jorge Cazenave, Former Undersecretary of Agriculture, Argentina, Cazenave y Asociados (**Confirmed**)
Gonzalo Gonzalez, Former Minister of Livestock, Agriculture and Fisheries, Uruguay, IICA Representative, Chile (**Invited**)

7:30 PM **Closing Discussions**

Eduardo Alberto Duhalde, Former President, Argentina
Rt. Honorable James B. Bolger, ONZ; Chairman, World Agricultural Forum

8:00 PM **Closing Remarks and Next Steps**

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