



2010 WORLD CONGRESS
WORLD AGRICULTURAL FORUM
JULY 1-2, 2010 NINGBO, CHINA
(ON-GOING DRAFT AGENDA)

**Agriculture, Rural Development and
Urbanization:
Reaching the Right Balance**

WEDNESDAY, JUNE 30, 2010

6:00 P.M. **NETWORKING RECEPTION**

THURSDAY, JULY 1, 2010

7:30 A.M. BREAKFAST

8:00 A.M. **WELCOME & OPENING REMARKS**

CHINESE LEADER

PREMIER/DEPUTY PREMIER OF PEOPLE'S REPUBLIC OF CHINA (TO BE CONFIRMED)

RT. HON. JAMES B. BOLGER, ONZ

CHAIRMAN, WORLD AGRICULTURAL FORUM, FORMER 3-TERM PRIME MINISTER,
NEW ZEALAND

LV ZUSHAN

GOVERNOR OF ZHEJIANG PROVINCE, PRC

8:30 A.M. **CHINA REFORMS: THE IMPACTS ON AGRICULTURE**

XU XIANPING, VICE CHAIRMAN OF THE NATIONAL DEVELOPMENT AND REFORM
COMMISSION, PRC

9:00 A.M. **WELFARE ECONOMICS IN THE RURAL ECONOMY**

PROFESSOR AMARTYA SEN, NOBEL PRIZE WINNER FOR ECONOMICS IN 1989
(PROPOSED)

9:30 A.M. **INTERACTIVE DISCUSSION**

MODERATOR: REPRESENTATIVE OF THE ECONOMIST OR JAVIER BLAS, THE
FINANCIAL TIMES

10:00 A.M. **BREAK**



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CONGRESS THEME I: AGRICULTURE AND ECONOMIC REFORMS TO ACCELERATE RURAL AND URBAN GROWTH

10:30 A.M. **INVESTMENT OPPORTUNITIES IN AGRICULTURE**

CHEN XIWEN, DIRECTOR OF THE OFFICE OF CENTRAL RURAL WORK LEADING GROUP, PRC (TBC)

11:00 A.M. **PANEL DISCUSSION: POLICIES AND FINANCE STRUCTURE TO ENABLE TRANSFORMATION**

MODERATOR: **SHULIN WANG**, CHINA INVESTMENT CORPORATION (**CONFIRMED**)

PANEL: DEPUTY MINISTER OF THE MINISTRY OF FINANCE, PRC (TBC)

YI GANG, DIRECTOR OF THE STATE ADMINISTRATION OF FOREIGN EXCHANGE & DEPUTY GOVERNOR OF PEOPLE'S BANK OF CHINA, PRC (TBC)

LARRY UNDERWOOD, VICE-PRESIDENT, ASIAN DEVELOPMENT BANK (TBC)

YU XUBO, CEO, CHINA OIL AND FOODSTUFFS CORPORATION (COFCO)

11:45 A.M. **INTERACTIVE DISCUSSIONS**

12:15 P.M. LUNCH

RURAL ECONOMIES – MAXIMIZING THE BENEFITS IN MOVING TO HIGH OUTPUT AGRICULTURE

PAUL COLLIER, AUTHOR, THE BOTTOM BILLION, AND PROFESSOR, OXFORD UNIVERSITY

1:30 P.M. **CHINA'S REFORMS FOR URBAN DEVELOPMENT**

LI TIE, DIRECTOR, CHINA CENTER FOR URBAN DEVELOPMENT, NDRC

2:00 P.M. **PANEL DISCUSSION: DIRECTIONS FOR AGRICULTURAL MODERNIZATION (TRANSFORMATION) IN RURAL ECONOMIES**

MODERATOR: **JIM ADAMS**, VICE PRESIDENT FOR EAST ASIA AND PACIFIC REGION, THE WORLD BANK

PANEL: **TAO XU**, PRESIDENT, SHANDONG LIUHE GROUP (**CONFIRMED**)

PAUL FRIBOURG, PRESIDENT AND CEO, CONTINENTAL GRAIN COMPANY (**INVITED**)

HANS JOHR, CORPORATE HEAD OF AGRICULTURE, NESTLE (**INVITED**)

HOPE MWESIGYE, MINISTER FOR AGRICULTURE, INDUSTRY AND FISHERIES, UGANDA (**CONFIRMED**)

ROBERTO RODRIGUES, PRESIDENT, SUPERIOR COUNCIL OF AGRIBUSINESS OF SÃO PAULO'S FEDERATION OF INDUSTRIES, BRAZIL

2:45 P.M. INTERACTIVE DISCUSSIONS

3:30 P.M. BREAK

4:00 P.M. **PANEL DISCUSSION: INDUSTRY AND INFRASTRUCTURE LINKS IN ACCELERATING GROWTH**

MODERATOR: **TOM DORR**, PRESIDENT AND CEO, US GRAINS COUNCIL (**INVITED**)

OR CAROLE BROOKINS, MANAGING DIRECTOR, PUBLIC CAPITAL ADVISORS, LLC



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PANEL: **HAN JUN**, CHIEF OF THE RESEARCH DEPARTMENT OF RURAL ECONOMY,
THE DEVELOPMENT RESEARCH XC CENTER OF THE STATE COUNCIL,
PRC
GRAHAM MACKEY, CEO, SAB MILLER – SOUTH AFRICA
DR. GUSTAVO GAVIRIA, PRESIDENT, INDUSTRIA ALIADAS, BOGOTÁ,
COLUMBIA (**INVITED**)
OSCAR CHEMERINSKI, HEAD OF AGRICULTURE, IFC (**INVITED**)
DEPUTY GOVERNOR OF AGRICULTURE BANK OF CHINA
PATRICIA A. WOERTZ, PRESIDENT AND CEO, ARCHER DANIELS MIDLAND
COMPANY (**INVITED**)
MR. ALEX CHU, DEPUTY CHAIRMAN, CHONG HONG HOLDINGS LTD.
(**INVITED**)

4:45 P.M. **INTERACTIVE DISCUSSIONS**

5:30 P.M. **CLOSE OF DAY 1**

MODERATOR: **YI GANG**, DIRECTOR OF THE STATE ADMINISTRATION OF FOREIGN
EXCHANGE & DEPUTY GOVERNOR OF PEOPLE'S BANK OF CHINA, PRC (TBC)

6:00 P.M. **DAY 1 GALA RECEPTION**

FRIDAY, JULY 2, 2010

**CONGRESS THEME II: THE ROLE OF INTERNATIONAL TRADE AND INVESTMENT IN
MODERNIZING AGRICULTURE TO PROVIDE GROWTH AND EMPLOYMENT GAINS**

7:30 A.M. BREAKFAST

8:00 A.M. **SPECIFIC GLOBAL TRADE ALLIANCES IN THE FIGHT TO ASSURE FOOD AND
ENVIRONMENTAL SECURITY**

SPEAKER: **TIM GROSER**, MINISTER OF TRADE, NEW ZEALAND (**INVITED**)

8:30 A.M. **PANEL DISCUSSION: ENABLING TRADE AND FACILITATING AGRICULTURE
AND FOOD SECURITY IN THE APEC REGION**

MODERATOR: **DR. TANG HUAJUN**, VICE PRESIDENT, CHINESE ACADEMY OF
AGRICULTURAL SCIENCES (CAAS) AND CHAIR OF THE APEC WORKING GROUP ON
AGRICULTURE

PANEL: 2 REPRESENTATIVES OF THE 21 APEC MEMBERS
E.G. SINGAPORE, CANADA, JAPAN, CHILE, NEW ZEALAND, MALAYSIA
HUGH GRANT, CEO, MONSANTO COMPANY (**INVITED**)
TRIMBLE, US GPS COMPANY

9:15 A.M. **INTERACTIVE DISCUSSIONS**

10:00 A.M. BREAK

10:30 A.M. **PANEL DISCUSSION: CREATING NEW VALUE, GROWTH TRADE, AND
EMPLOYMENT FROM REGIONAL BRANDS AND APPELLATIONS.**

MODERATOR: **CORRADO PIRZIO-BIROLI**, FRIENDS OF THE COUNTRYSIDE, ITALY
PANEL: CEO, NEW HOPE GROUP
FOOD MANUFACTURER FONTERRA (NZ)



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RETAILER (CARREFOUR)
GREENAGH LODGE, CORPORATE EDGE, LONDON (BRANDING GURU AND HAS WORKED FOR THE BRANDING OF VARIOUS COUNTRIES) **(INVITED)**
GIANLUIGI ZENTI, PRESIDENT, ACADEMIA BARILLA, SPA (ITALY) **(INVITED)**

11:15 A.M. **INTERACTIVE DISCUSSIONS**

12:00 P.M. **LUNCH**

CONGRESS THEME III: ENSURING FOOD AND ENVIRONMENTAL SECURITY

1:30 P.M. **NATURAL RESOURCE MANAGEMENT AND AGRICULTURAL PRODUCTIVITY**

MODERATOR: DEPARTMENT CHIEF, MINISTRY OF AGRICULTURE OF PEOPLE'S
REPUBLIC OF CHINA (TBC)
PANEL: **WEN TIEJUN**, DEAN OF THE SCHOOL OF AGRICULTURE ECONOMICS AND
RURAL DEVELOPMENT, RENMIN UNIVERSITY OF CHINA
JASON CLAY, SENIOR VICE PRESIDENT MARKET TRANSFORMATION,
WWF **(INVITED)**
MARCUS JANK, PRESIDENT, UNCIA, BRAZIL **(INVITED)**
THIERRY D'ESCAILLE, ELO, BELGIUM
STEEN RIISGARD, PRESIDENT AND CEO, NOVOZYMES, DENMARK

A WATER COMPANY WITH EXPERIENCE IN URBAN AND RURAL
ENVIRONMENTS

2:15 P.M. **INTERACTIVE DISCUSSIONS**

3:00 P.M. **THE BENEFITS TO THE ECONOMY FROM EFFICIENT ENVIRONMENTAL
REGULATION AND MANAGEMENT**

MODERATOR: **DR. IAN JOHNSON**, SECRETARY GENERAL, CLUB OF ROME OR
PROFESSOR ALLAN BUCKWELL
PANEL: **HOWARD SHAPIRO**, MARS
SHARAD PAWAR, INDIAN MINISTER OF AGRICULTURE
VALE, BRAZIL

3:45 P.M. **INTERACTIVE DISCUSSION**

4:00 P.M. **NEXT STEPS**

MODERATOR: **RT. HON. JAMES B. BOLGER**, ONZ, CHAIRMAN, WORLD
AGRICULTURAL FORUM, FORMER 3-TERM PRIME MINISTER, NEW
ZEALAND

6:00 P.M. **CONCLUDE DAY 2**

7:00 P.M. **CHAIRMAN'S RECEPTION**