



International Sugar Organization

1 Canada Square
Canary Wharf
London E14 5AA

EXECUTIVE DIRECTOR

Memo(21)55
(English only)

27 September 2021

30th INTERNATIONAL SEMINAR

SAVE THE DATE

"Innovation and Sustainability"
In memory of Juan José Lulle

Tuesday 23rd - Wednesday 24th November 2021

East Wintergarden, 43 Bank Street, Canary Wharf, London, E14 5NX

We are happy to announce that the 30th ISO International Seminar will be held in person on Tuesday, November 23 and Wednesday November 24, 2021, with the title "Innovation and Sustainability", dedicated to the memory of our dear friend Juan José Lulle. Please see below the draft programme where you will note that we have identified relevant issues to be addressed by top level, internationally recognized speakers.

This is a unique opportunity to bring together the "world sugar family" after so many months of isolation and engage key stakeholders of our sector around issues of common interest, so that we can better prepare to tackle successfully the challenges ahead. It is imperative that we join efforts and "sing off the same hymn sheet" so that we can further the goals we all believe in and contribute towards solving global problems such as Climate Change and Self-Sustained Growth.

Innovation and Sustainability are at the core of our DNA and we must bring out our best to face these daunting objectives in a cohesive, unified manner, always emphasizing best practices and keen on the stewardship of the land and water we have been entrusted with.

The conditions are right, the situation is improving day-by-day and we are focusing on every single detail with millimetric focus as our main priority is the safety and well-being of you, our friends and contacts who will participate in this special event. We are confident the travel regulations will be more and more flexible, and that the overwhelming majority of our ISO Members & colleagues will be able to come and join us.

Registration will open very soon and we pray that you will be able to take part in this singular gathering, putting an end to being apart and once again coming together to work hard on achieving tangible results.

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Tuesday 23rd - Wednesday 24th November 2021

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30th ISO SEMINAR

Given it is our 30th anniversary, Executive Director, José Orive, will chair the 2021 seminar and will be accompanied by several renowned personalities of the business world to enrich the dialogue around issues of key importance for the future of Sugar. It is imperative that our sector embrace Innovation and contribute to Sustainable Development, fostering best practices, perfecting traceability, looking beyond existing frontiers to emerge as a global player. 'Thinking outside the box' is part of the 'new normal' and our agroindustry must lead in anticipating change, protecting the environment and preserving the resources we have been entrusted with.

REGISTRATION TO OPEN SHORTLY

Tuesday, 23rd November 2021

PROGRAMME

08:00 **Registration**

09:20 **Opening Remarks**

**José Orive, Executive Director, ISO
Chair, 30th ISO Seminar**

KEYNOTE ADDRESS: The Right Honourable George Freeman, MP, Minister for Science, Research and Innovation, Member of Parliament for Mid Norfolk (*Pending*)

10:15 - 10:45 Coffee Break

10:45 - 12:00

SESSION 1 IMPACT OF COVID-19 ON SUGAR ACROSS THE WORLD

- **Maria Afonso, Senior Specialist Sugar, Grains & Oilseeds, RaboResearch Food & Agribusiness, RABOBANK, Netherlands** *A Global Outlook*
- **Rob Johansson, Associate Director of Economics and Policy Analysis, American Sugar Alliance (ASA), USA** *Consumption and Perspectives in North America*
- **Roger Bradshaw, Consultant, UK** *Shifts & Changes in Asia, the Road Ahead*

12:00 - 13:00

SESSION 2 THE SITUATION IN THE FIELD

- **Dr Keith Jaggard, Agricultural Research Consultant, UK.**
- **Elisabeth Lacoste, Director, CIBE, Europe**
- **Denis Arroyo, CEO ORPLANA, Brazil**
- **Paul Schembri, Chairman, CANEGROWERS, Australia**

13:00 – 15:00 Lunch break (delegates free to make their own arrangements)

15:00 - 15:30

SESSION 3 OPPORTUNITIES FOR THE WORLD OF SUGAR RELATED TO SUSTAINABLE MOBILITY

- **Dr Plinio Nastari, President, DATAGRO, Brazil**

15:30 - 16:00 Coffee Break

Tuesday, 23rd November 2021 (cont'd)

16:00 - 17:15

SESSION 4 SUGAR IN THE UK: A NEW CHALLENGE

- Gerald Mason, Vice President, ASR, UK
- Paul Kenward, Managing Director, British Sugar, UK
- Edwin Hernández – Pantaleón, Guatemala
- DEFRA/UK Government
- Michael Sly, Chairman, National Farmers Union Sugar Board, UK

17:15 - 18:00

SESSION 5 MARKET DYNAMICS FOR AGRICULTURE

- Alexis Turcas, Director, Credit Suisse, UK

18:00 - 20:00

Reception to be held at the East Wintergarden Gallery, 43 Bank Street, Canary Wharf, London E14 5NX (same venue as the seminar)

Wednesday, 24th November 2021

SESSION 6 A STUDY ON DIVERSIFICATION IN THE SUGAR INDUSTRY

- Sebastian Rexhausen, Managing Director and Senior Partner, Boston Consulting Group

09:45 - 10:15

MAURITIUS: A Case Study

- Devesh Dukhira, CEO, Mauritius Sugar Syndicate

10:15 - 10:45 COFFEE BREAK

10:45 - 12:15

SESSION 7 DIVERSIFICATION: DOING IT RIGHT!

- Ricardo Musa, CEO Raizen, Brazil
- Mohammed Fikrat/Abdelhamid Chafai, COSUMAR, Morocco
- Sasathorn Sanguandeeikul, Executive Market Analyst, MITR PHOL, Thailand
- Paul Mesters, CEO, COSUN Beet Company, Netherlands
- Edgar Herrera, CEO, LAICA, Costa Rica

12:15 - 12:35

SESSION 8 NEW TECHNOLOGIES DRIVING SUGARCANE PRODUCTIVITY AND SUSTAINABILITY

- APLA-Brazil Speaker TBC

12:35 – 14:00 Lunch break (delegates free to make their own arrangements)

Wednesday, 24th November 2021 (cont'd)

14:00 - 15:30

SESSION 9 INNOVATION /EVOLUTION

- **Tobias Webb, Founder & CEO, Innovation Forum, UK**
- **MARS, Speaker TBC**
- **Bernd Langhans, Manager, Global Sugar Sales, SIEMENS, Germany**
- **Ingrid-Helen Arnold, CDO, Südzucker, Germany**

15:30 - 17:00

SESSION 10 GLOBAL SUSTAINABILITY

- **KWS, Speaker TBC**
- **Diego Herrera, PANTALEON, Guatemala**
- **Gonzalo Ortiz, CEO, INCAUCA, Colombia**
- **Stanislas Bouchard, Director General, CEO, CRISTALCO**

Conclusions & wrap-up

For reasons not under the organizers' control, this agenda may be altered until the date of the event.