



International Sugar Organization

1 Canada Square
Canary Wharf
London E14 5AA

EXECUTIVE DIRECTOR

**Press Release(18)14
(English only)**

1 March 2018

**8th IBC Africa Sugar Conference
Nairobi, Kenya
10-12 April 2018**

The International Sugar Organization would like to draw your attention to forthcoming 8th IBC Africa Sugar Conference to be held in Nairobi from 10-12 April 2018. The conference will be chaired by the ISO's Executive Director, who is also giving a presentation on "Global sugar markets in focus".

The ISO has supported the IBC Africa Sugar Conferences since their inception and would like to encourage ISO Members, colleagues and friends to attend this event, which has always been in the past very well attended and extremely informative, with excellent networking opportunities.

Details of the event are attached to this cover page or can be found on the website: www.africasugar.com

8th AFRICA SUGAR 2018

10-12 April 2018, Crowne Plaza, Nairobi, Kenya



FEATURING GLOBAL AND REGIONAL EXPERTS INCLUDING:



JOSE ORIVE
Executive Director
International Sugar
Organisation



GAVIN DALGLEISH
Group Managing
Director
ILLOVO Sugar, South
Africa



KABIRU RABIU
Group Executive
Director
BUA Group, Nigeria



JIM KABEBO
Executive Director;
Madhvani Group,
Chairman
Uganda Sugar



TOBY COHEN
Vice president,
Market Analysis, ASR
Group
Tate & Lyle Sugars, UK



DAVE MEADOWS
Director, Strategic
Development &
Business Excellence
Agriprocessing
Tongaat Hulett, South
Africa



SOLOMON ODERA
Interim Head, Sugar
Directorate
Agriculture and Food
Authority (AFA), Kenya



PHIL MNISI
CEO
Swaziland Sugar
Association



ANTHONY MIKAEL
Commodities Trader
Louis Dreyfus
Company, France



**ELMOTHANA
ELAGRAA**
Senior Researcher;
Marketing Research
and International
Relations, Kenana Sugar
Company Ltd, Sudan



**DR GEORGE
MLINGWA**
Chairman
Tanzania Sugarcane
Growers Association,
Tanzania



SURESH NAIDOO
Vice Chairman
South African Sugar
Association (SASA)

"AN EVENT OF WORLD CLASS AND THE EXPERIENCE GAINED WAS VERY REWARDING. IT HAS HELPED TO SHARPEN MY SKILLS AND ENABLED ME TO MEET EXPERTS AND WHO IS WHO IN THE GLOBAL SUGAR MARKET"

*Ibrahim Yaro, Managing Director
Bua Sugar Refinery Ltd*

"THE WHOLE EVENT HAS BEEN SUPERB, CHARACTERIZED BY EXCELLENT AND WELL-STRUCTURED PRESENTATIONS. I HAVE IMPROVED BY NETWORK BY MEETING MANY NEW PLAYERS ACROSS THE GLOBE. ALL DELEGATES AND PRESENTERS WERE WELL FOCUSED."

*Edwina Omollo, Sales & Marketing Manager
Nzoia Sugar Company*

IT IS AN EXCELLENT CONFERENCE. YOU HAVE UPDATE ABOUT AFRICA SUGAR SECTORS, MEET KEY PLAYERS, AND GET WELL CONNECTED"

*Mulhim Eltayeb, General Manager
Kenana Engineering & Technical
Services*

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Dear Industry colleague

Having demonstrated its pedigree year on year, the Africa Sugar conference needs no introduction. Now into its 8th edition, the event has moved from strength to strength, and enjoys unparalleled support from the key stakeholders in the sugar chain.

The International Sugar Organization (ISO) is pleased to support this conference again, and contribute to proceedings on the day. As Conference Chairman, it is my pleasure to welcome you to this esteemed gathering.

As always, the A listers from industry have been lined up, with new subject matter, interactive debates and not to mention the networking opportunities. The organizers, IBC Asia, are this year working on a new venue for the gala dinner which promises to be a highlight in 2018.

So mark the dates and plan your travel for what is clearly an unmissable event in the Sugar Industry calendar.

I look forward to meeting you in the day.

Regards



Jose Orive
Executive Director
International Sugar Organization (ISO)

DAY ONE, WEDNESDAY 11 APRIL, 2018

08:00 **Registration and Morning Coffee**

09:10 **Chairman's Opening Remarks**

Jose Orive, Executive Director, International Sugar Organization (ISO)

GLOBAL AND REGIONAL MARKETS

09:15 **Global Sugar markets in focus**

Jose Orive, Executive Director, International Sugar Organization (ISO)

09:45 **Towards a Thriving African Sugar Community**

Gavin Dalgleish, Group Managing Director, Illovo Sugar

10:15 **Kenyan Sugar market progress**

- Measures for embracing COMESA
 - Current challenges and AFA intervention
 - Upcoming initiatives
- Solomon Odera, Interim Head – Sugar Directorate, Agriculture and Food Authority (AFA) Kenya*

10:45 Morning Networking Break

11:15 **Africa Sugar Producers' Roundtable: Enabling Investment and Trade in the region**

Panellists:

Gavin Dalgleish, Group Managing Director, Illovo Sugar
Dave Meadows, Director, Strategic Development & Business Excellence Agri Processing, Tongaat Hulett, South Africa
Elmothana Elagraa, Senior Researcher; Marketing Research and International Relations, Kenana Sugar Company Ltd, Sudan
Kabiru Rabi, Group Executive Director, BUA Group, Nigeria
Hitham Elebaid, Business Planning Section Head, White Nile Sugar Company, Sudan

12:00 **Nigeria Sugar Master Plan - How far to go?**

- Current implementation status
 - Industry capacity assessment
 - Short term import plans
 - Realistic assessment of self-sufficiency target by 2023
- Nassid Raffoul, Head of Sugar, Golden Sugar Company Limited, Nigeria*

12:30 **Evaluating expansion into regional markets as a growth strategy**

13:00 Networking Lunch

NEW PROJECTS AND TECHNOLOGY

14:00 **Cane Mechanisation – there's no substitute for competitiveness**

- Labour related issues explained
- Technology update
- Understanding cost vs ROI
- Training requirements

14:30 **Ethiopia Sugar Industry Overview: History, Status and Development**

- Investment and Trading opportunity in Ethiopia
 - Production capacity of the ethanol plant
 - Export Market
- Bezabih Beyene, Deputy CEO, Ethiopian Sugar Corporation, Ethiopia*

14:50 **Sudan: Kenana Sugar insight on future projects**

- Sudan Sugar industry overview
 - Kenana an Agro-industrial conglomerate (Sustainable and Responsible)
 - History of innovation and Achievements
 - Investment opportunities and future prospects
- Elmothana Elagraa, Senior Researcher; Marketing Research and International Relations, Kenana Sugar Company Ltd, Sudan*

15:20 **Steam Turbine Types and how they can be applied to the Cane Sugar Industry**

- Explore steam turbines types in addition to back pressure which can be applied to cane sugar industry
 - Discuss what are their advantages and what pitfalls to avoid.
- Ray Howell, Sales Director, Peter Brotherhood Ltd*

15:40 Afternoon Networking Break

16:00 **BUA Group New Investment Areas on Sugar**

- Plantation
 - Capacity of sugar mill and refinery
 - Bioproduct and expansion
- Kabiru Rabi, Group Executive Director, BUA Group, Nigeria*

16:30 **Irrigation Technology Panel**

- Adopting and adapting to change
 - Innovation & Technology in focus
 - Case study
- Moderator: Senior Representative, Netafim*
Panellists:
Dr Leonard Ndlovu, Water Resources Manager, Royals Swaziland Sugar Corporation
Ricardo Costa, Manager, Cana Consultaria, Brazil

17:00 **Tonga Hulett refinery project in Mozambique**

- Unlocking the refined sugar market
 - Refinery Project update
 - Production technology
 - Ensuring high-quality product
- Dave Meadows, Director, Strategic Development & Business Excellence Agri Processing, Tongaat Hulett, South Africa*

17:30 **End of Day One**

18:30 **Gala Dinner**

DAY TWO, THURSDAY 12 APRIL, 2018

09:10 Chairman's Opening Remarks

Jose Orive, Executive Director, International Sugar Organization (ISO)

DIVERSIFICATION

09:00 Diversification Trends in Africa Region

- African sugar industry potential and plans
- Diversified industries in Africa: some existing models
- Integration of diversified industry and African resources and markets
- Kakira Expansion Projects
- Power Co-generation

Jim Kabeho, Executive Director, Madhvani Group, Chairman, Uganda Sugar Man.Ass. & Chairman, E.A. Business Council, Uganda

09:30 Change in Europe | How deregulation of beet sugar production is going to effect markets.

- Growth in beet sugar production in a global context.
- European price trends pre / post deregulation of EU production quotas.
- Europe and global trade: The Implications for Africa.

Toby Cohen, Vice president, Market Analysis, ASR Group, United Kingdom

10.00 Strategies for Sugar trade and distribution in Africa

Nick Kwolek, East and Southern African merchandising and distribution manager, Tereos Commodities, Kenya

10.20 Information Technology in the Sugar Industry

- Role of IT in the Agro Industry
- How Sugar Industries can leverage Information Technology and implement Global Best Practices
- How Regulatory bodies can leverage Information Technology for effective governance
- Amity Softwares Introduction, solutions and its foot prints in the Sugar world

Vishal Chopra, Head Sales & Operations – Africa, Amity Software Inc.

10:40 Morning Networking Break

DEVELOPING SCENARIOS

11:15 South Africa: New Sugar Tax and focus on health and its socio-economic impact

- Focus on Health: OBESITY AND DIABETES
- produce a safe commodity if used in balance
- raised concerns over job losses.
- Global price

Suresh Naidoo, Vice Chairman, South African Sugar Association (SASA)

11:45 Sucrose - Based Payment Introduced to Boost Sugarcane Production

- Pilot testing center: Comparing current and old cane payment scheme
- Quality-testing machines- cost or investment?
- Millers perspective on technical methods of production and payment

Joash Wamangoli, Chairman, Nzoia Sugar Company, Kenya

12:15 Lunch

SUSTAINABILITY

13.30 Sugarcane production under smallholder farming systems

- Shortage of land – a critical challenge to small holder
- Lack of improved varieties and pests and diseases
- Knowledge sharing and management
- Drought, low soil fertility and other yield reducing factors,
- High cost and poor distribution
- Fluctuating prices - major marketing problem

Dr George Mlingwa, Chairman, Tanzania Sugarcane Growers Association, Tanzania

14.00 Sustainable Sugarcane and its impact on supply chains

- Strategies on sustainable-where they should improve
- Europe sugar trade flow to Africa
- Brown /White sugar price, S&D

Anthony Mikael, Commodities Trader, Louis Dreyfus Company, France

14.30 Africa Sugar Flow to Europe and its Sustainable Pathways

- Overview the market flow at volumes and value) in the last 10year
- African sugar Market outlook –prospects beyond Europe as a destination for sugar
- Africa production deficit vs growth in consumption and trading opportunities that lie within the Continental Free Trade Area (CFTA)
- Preservation of value in the African market vis-à-vis volatile world market prices

Phil Mnisi, Chief Executive, Swaziland Sugar Association

15.00 Afternoon Networking Break

15:30 CEO Panel: Africa Sugar Market Snapshot - confronting key challenges and the road ahead

Panellists:

Federick Kebeney, CEO, Muhoroni Sugar Co Ltd, Kenya

Devesh Dukhira, Chief Executive Officer & Secretary, Mauritius Sugar Syndicate

Jim Kabeho, Executive Director, Madhvani Group and Chairman, Uganda Sugar Manufacturing Association and Chairman, East Africa Business Council, Uganda

16:15 Close of Conference

“THE EVENT IS VERY BENEFICIAL - NETWORKING AND INTERACTING WITH DIFFERENT AREAS OF SUGAR BUSINESS. I AM VERY PLEASED WITH THE PEOPLE. THE UNIQUENESS IS TO KNOW ABOUT THE GLOBAL SUGAR BUSINESS”

Masilamani Mathivanan, Agricultural Manager, Kinara Sugar



SUGAR PRODUCTION – EFFICIENCY, OPTIMISATION AND SUSTAINABILITY

9:00 **Sugar Production Efficiency**

- Challenges and opportunities to increase the efficiency of sugarcane production
- Modern approaches to increase the efficiency in sugarcane processing
- Efficiency in sugar industry through diversification and by-products utilization

Mulhim Eltayeb, Chairman and CEO, **KEPM Projects**, and Former GM of **Kenana Engineering and Technical Services**

10.30 Morning Tea

11:00 **Excellent sustainability performance becomes a prerequisite to trade**

This session is designed for delegates to learn about sustainability and the increasingly higher expectation of markets.

- The session looks into the strategic and operation aspects from the buyers of sugar or ethanol; also covers the requirements of banks and insurance companies
- The workshop will give the audience the buyer's perspective of sustainability and related expectations, while focuses on the experiences of compliance with robust standards that can help secure markets, cheaper loans and insurance rates.
- The session will give advice to producers on how to start the sustainability journey, followed by a discussion

Boudewijn Goossens, Regional Director, **Africa & Middle East, BON SUCRO**, South Africa

11:45 **Improving smallholders' performance for a sustainable sugarcane sector in Africa**

- Understanding the smallholders' importance that is the key to the production of cane and future expansion of the African sugarcane industry
- Challenges of smallholder production
- Key learning areas include

- The importance of knowledge and organizational development;
- The impact of climate change and need for new technologies to be used; and
- The introduction of easy data collection systems

The session will end with the presentation of the newly established African Bonsucro Outgrowers Centre of Excellence, which will focus on improving sustainability performance amongst smallholders.

Ian Sherry, Founder and Executive Chairman of **RMI**

12.30 Lunch and close of Workshop

"GREAT FORUM FOR KNOWING WHAT INDUSTRIES ARE DOING TO PROSPER. YES, I WOULD LIKE TO ATTEND NEXT YEAR. VERY PLEASSED WITH EVERYONE I MET."

Jane Pamela, Managing Director, South Nyanza Sugar



THE REGION'S TOP SUGAR CONFERENCE IS BACK TO ENABLE INDUSTRY IN MORE WAYS THAN ONE.

After successive years of demonstrating value, the 2018 programme will once again have a fresh look that addresses all topical matters. Alongside many networking opportunities, this is an unmissable event for anyone in the sugar industry.

"IT'S A GREAT EVENT. GAINED INSIGHT KNOWLEDGE OF THE INDUSTRY GLOBALLY AND WAS ABLE TO NETWORK"

*Anthony Opala
Customer Sourcing Manager
Mumias Sugar Company Ltd*

2018 HIGHLIGHTS:



Sugar and health – how consumption trends are changing



Pathways to sustainability



Global market movements and implications for Africa



Spotlight on production efficiencies, trade agreements and regional trade



Country profiles and trade / investment opportunities

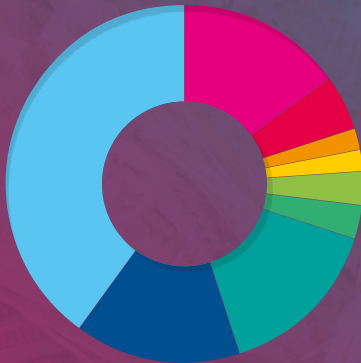


Diversification trends and what applies to the African region



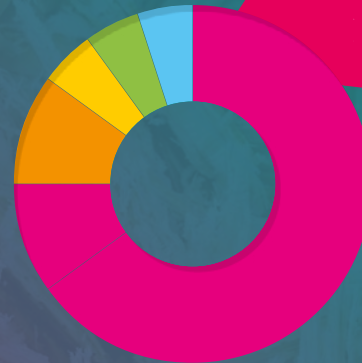
Sugar production technology developments and outlook

WHO YOU WILL MEET



BY INDUSTRY

Technology, Equipment & EPC.....	15%
End Users	13%
Importers & Exporters	2%
Farm Inputs.....	2%
Consultancy.....	3%
Banking & Investment	3%
Government, Associations, Institutes	15%
Traders.....	15%
Sugar Producers	40%



BY GEOGRAPHY

African Countries.....	65%
Europe.....	10%
India.....	10%
Middle East.....	5%
Asia.....	5%
Americas	5%

UNRIVALLED INDUSTRY FEEDBACK!

"ITS BEEN VERY INFORMATIVE AND EDUCATIVE. SHARING AND NETWORKING WITH SUGAR STAKEHOLDERS HAS BEEN VERY BENEFICIAL. LOOKING FORWARD TO THE NEXT CONFERENCE"

Abdulrasheed Olayiwola, Senior General Manger, BUA Group

"VERY INFORMATIVE FOR ME, MET SOME REALLY INTERESTING PEOPLE. NICE CONTENT"

Khainga Sharon, Sr Commercial Manager, Wrigley Co EA Ltd

"THIS IS MY THIRD TIME, IT HAS ALWAYS BEEN AN EYE OPENER. THE SPEAKERS ARE EXCELLENT. I WILL ATTEND"

Amina Hersi Moghe, Managing Director, Horyal Investments Holding Co Ltd

"THE EVENT HAS BEEN WONDERFULLY REWARDING IN TERMS OF PAPER QUALITY AS WELL AS THE CALIBRE OF PERSONS THAT ATTENDED"

Abdullahi Gambo, Deputy Director, National Sugar Development Council

GALA DINNER

WEDNESDAY 11 APRIL, 2018, 6:30 PM

MARK YOUR DIARY AND WATCH THIS SPACE FOR A NEW VENUE TO BE ANNOUNCED SOON!



BECOME A SPONSOR/EXHIBITOR TO RAISE YOUR COMPANY PROFILE!

For more information about how you can leverage on our events to optimize your marketing budget and reach your target audience, **please contact Jonathan Kiang**
Tel: +65 6508 2471 Email: jonathan.kiang@ibcasia.com.sg



AFRICA SUGAR OUTLOOK 2018

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AND BE ENTITLED
TO FREE PASSES!**

RESERVE YOUR PLACE TODAY!

- Yes! I/We will attend Africa Sugar Outlook, 10-12 April 2018
- I cannot attend this event but please include me on your mailing list
- I would only like to purchase the conference documentation at SGD1,000 / SGD1,070 (with 7% GST) per set

Fee per delegate	Early Bird Register and pay on or before: 26 Jan 2018	Normal Rate Register of pay after: 26 Jan 2018	Group Rate Savings Register 3 Delegates & get 1 FREE PASS	Group Rate Savings Register 5 Delegates & get 2 FREE PASSES
3-Day Package: 2-Day Conference (11-12 April 2018) Pre Conference Workshop (10 April 2018)	USD 1,999	USD 2,199	USD 1,899	USD 1,899
2-Day Package: 2-Day Conference Only (11-12 April 2018)	USD 1,599	USD 1,799	USD 1,499	USD 1,499
Gala Dinner, 11 April 2018	USD 100 per person			

- Multiple Bookings Discount pricing is applicable to groups of 3 or more delegates from the same organisation registering for the same event, at the same time.
- Fee stated is the discounted price PER DELEGATE. Only one discount applies; either the early bird rate OR group rate.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- Registration fees are subject to the prevailing government tax

Delegate 1 Details

Name: Dr/Mr/Ms _____

Job Title: _____

Department: _____

Tel: _____

Mobile No.: _____

Email: _____

Delegate 3 Details

Name: Dr/Mr/Ms _____

Job Title: _____

Department: _____

Tel: _____

Mobile No.: _____

Email: _____

Delegate 2 Details

Name: Dr/Mr/Ms _____

Job Title: _____

Department: _____

Tel: _____

Mobile No.: _____

Email: _____

Delegate 4 Details

Name: Dr/Mr/Ms _____

Job Title: _____

Department: _____

Tel: _____

Mobile No.: _____

Email: _____

(Please photocopy for additional delegates)

Who is Head of your Department? _____

Who is Head of Training? _____

Company Name: _____ Main Business/Activity: _____

Address: _____ Postal Code: _____

Payment Method (Please tick):

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- I am paying by bank transfer (copy attached)
- Payment by Credit Card: Visa Mastercard Amex

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The best way to pay by credit card is through our secure on-line registration process, simply log on to the website at www.africasugar.com and click "Register On-line". If you would prefer to pay over the phone please complete the contact name and details and our Customer Services Team will call within 24 hours to take payment. As we treat your credit card information in the strictest confidence, please do not send payment details by email.

Credit card contact: _____ Department: _____

Direct phone number: _____ Email: _____

5 EASY WAYS TO REGISTER

MAIL the attached registration form with your cheque to
IBC Asia (S) Pte Ltd
c/o Informa Regional Business Services
111 Somerset Road, TripleOne
Somerset #10-05
Singapore 238164

Customer Service Hotline
+65 6508 2401

Email
register@ibcasia.com.sg

Fax
+65 6508 2407

Web
www.africasugar.com

HOTEL INFORMATION

CROWNE PLAZA NAIROBI

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P.O. Box 25574 00100 Nairobi
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Tel: +254 20 27460000
Fax: +254 20 2746100
www.cpnairobi.com
Contact Person: Dennis Mwangi
Tel: +254 20 2746014
Email: reservations@cpnairobi.com

PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry cut-off date, registration and payment must be received by the cut off date. All payments should be made in Singapore dollars.

Payment by bankers draft or cheque in S\$ or US\$ should be made in favour of "IBC Asia (S) Pte Ltd" and mailed to:
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c/o Informa Regional Business Services
111 Somerset Road, TripleOne Somerset #10-05
Singapore 238164
Attn: The Accounts Receivable Team

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CANCELLATIONS / SUBSTITUTION

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

DATA PROTECTION

The personal information entered during your registration/ order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose, please contact our Database Department at Email: database@ibcasia.com.sg, Tel: +65 6508 2400 or Fax: +65 6508 2408.