



International Sugar Organization

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EXECUTIVE DIRECTOR

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24 February 2021

4th APS/ISO International Sugar Conference HYBRID EVENT 10th March 2021

“Global Sugar Sector: What Growth Pathways?”

REGISTRATION IS NOW OPEN!

The Executive Director is delighted to confirm that registration for the 4th International Sugar Conference (Hybrid event) is now open!

Registration is FREE of CHARGE and limited to TWO delegates from each company so please do not delay and register soon to secure your place by using the “REGISTRATION” button below.

The speakers and programme can also be found below.

INTERNATIONAL
SUGAR
CONFERENCE
MOROCCO

4th edition

March 10, 2021 at 13:00 (GMT)

**GLOBAL
SUGAR SECTOR
WHAT GROWTH
PATHWAYS ?**

HYBRID EVENT



FREE REGISTRATION
Number of seats is limited



Mohammed Fikrat
President
APS



José Orive
Executive
Director
ISO



Karim Salamon
Head of Market
Analysis, WILMAR
INTERNATIONAL



Mario Melgar
Director
General
CENGICANA



Vincent Laudinat
Executive
Director
ITB



Freddy Garces
Director
General
CENICANA



Xavier Astolfi
Deputy CEO
CRISTAL UNION



Mohamed Nabil Mellouk
Agricultural
Upstream Director
FIMASUCRE



Peter de Klerk
Senior
Economist
ISO



Sébastien Rexhausen
Managing Director
& Senior Partner
Boston Consulting
Group



Zouhair Mouileh
Coordination
Production, R&D
Deputy Director
COSUMAR

The Professional Sugar Association (APS) organizes in partnership with the International Sugar Organization (ISO) the 4th edition of the International Sugar Conference.

Taking into account the exceptional situation due to the COVID 19 pandemic, the conference will be held this year in hybrid format, on March 10, 2021 at 13:00 (GMT), under the theme:

GLOBAL SUGAR SECTOR, WHAT GROWTH PATHS?

The 2021 conference will succeed the third edition organized in 2019 which completed the participation of more than 24 international speakers and more than 600 Moroccan participants and representatives of major sugar-producing countries.

Several important themes will be tackled by professionals and experts during this 4th edition:

- Focus on the Moroccan sugar industry
- The impact of COVID 19 on the global sugar sector
- The current situation and the prospects of evolution of the global sugar sector
- Diversification opportunities
- Innovation and R&D

PRELIMINARY PROGRAM

OPENING SESSION

13.00 - 13.05 President of Sugar Professional Association "APS", **Mohammed Fikrat**

13.05 - 13.10 Minister of Agriculture, Fisheries, Rural Development, water and Forests, **Aziz Akhannouch**

13.10 - 13.15 Executive Director of International Sugar Organization "ISO", **José Orive**

13.15 - 13.20 Film projection : " The Moroccan sugar sector, growth and resilience"

SESSION 1 MOROCCO : GROWTH AND WATER CHALLENGES

President : **Mohammed Fikrat, President, Sugar Professional Association**

13.20 - 13.35 Generation Green 2020-2030, Ministry of Agriculture, Fisheries, Rural Development, water and Forests

13.35 - 13.50 National strategy for water in Agriculture, Ministry of Agriculture, Fisheries, Rural Development, water and Forests

13.50 - 14.05 Climate change, what alternatives for irrigation?, **Mohamed Nabil Mellouk**, Agricultural Upstream Director, FIASUCRE

14.05 - 14.20 Digital and Precision farming, achievements and prospects, **Zouhair Mouileh**, Coordination Production, R&D, Deputy Director, COSUMAR

14.20 - 14.40 Discussion

SESSION 2 : SITUATION OF THE WORLD SUGAR MARKET BY 2030, WHAT IMPACT OF COVID19 ?

President : **Mohammed Fikrat, President, Sugar Professional Association**

14.40 - 15.00 An overview of recent sugar market developments, **Peter de Klerk**, Senior Economist, International Sugar Organization

15.00 - 15.20 Current sugar flows in Africa / Middle East and prospects, **Karim Salamon**, Head of Marke Analysis, Wilmar International

15.20 - 15.40 Discussion

15.40 - 15.50 Coffee break

SESSION 3: DIVERSIFICATION

President : **José Orive, Executive Director, International Sugar Organization ISO**

15.50 - 16.10 Diversification, rational and focus. A sugar industry perspective, **Sébastien Rexhausen**, Managing Director & Senior Partner, Boston Consulting Group

16.10 - 16.30 Flexibly sugar / alcohol / bioethanol to develop beet acreage, **Xavier Astolfi**, Deputy CEO of Cristal Union Group, France

16.30 - 16.50 Discussion

SESSION 4: INNOVATION AND R&D

President : **José Orive, Executive Director, International Sugar Organization ISO**

16.50 - 17.10 Agronomy and societal expectations. Sugar beet viral yellows : Facts and solutions, **Vincent Laudinet**, Executive Director, Institut Technique de la Betterave ITB, France

17.10 - 17.30 Variety Program achievements for a sugar cane industry sustainability, **Dr. Freddy Garcés**, CENICANA, Colombia

17.30 - 17.50 Contributions from the Research Center to the Increase in Productivity In Sugar cane in Guatemala,

Dr. Mario Melgar, CENICANA, Guatemala

17.50 - 18.10 Discussion

FINAL SESSION

18.10 - 18.15 President of APS

18.15 - 18.20 Executive Director of ISO

OUR PARTNERS

