



THE RICE  TRADER

WORLD RICE CONFERENCE

2011

www.trtworldrice.com



19-21 October 2011 • SHERATON SAIGON HOTEL & TOWERS • Ho Chi Minh City, SR Vietnam

The rice industry's most anticipated event returns with the latest updates on the markets, as well as key developments and issues from:

- Vietnam's record 2010 and 2011: Will it be followed by more record exports?
- Thailand's potential return to the rice pledging scheme
- India's return to non-basmati rice exports and what it means to markets
- U.S.'s quality issues from the 2010-11 crop and the impact of 2011/2012's weather hit crop on global markets
- Brazil's crop recovery and the MERCOSUR region's export boom
- How do the developments in the rice market compare to the developments and trends in the other cereal markets?
- Where do rice buyers sit considering all the developments in 2011, and where are we headed in 2012?

Receive updates from rice market leaders, top analysts, as well as key rice industry service providers, who aid risk management in its many forms.

Join more than 400 delegates and renew friendships, get the most from peer networking, debate the thoughts laid out by speakers, and enjoy the many networking and business exchange opportunities planned by the organizers so delegates can get the most out of the 3 days of rice market interactions.

Speakers include:

- Dr. Bui Ba Bong**, Vice Minister, Ministry of Agriculture and Rural Development Senior Official (invited), Ministry of Industry and Trade, Vietnam
- Jeremy Zwinger**, President and CEO, The Rice Trader
- Roman Hohl**, Director-Client Markets, Swiss Reinsurance Company Representative, Agribank, Vietnam
- Korbsook Iamsuri**, President, The Rice Exporters Association, Thailand CEO, Kamolki Group of Companies, Thailand Senior Official (invited), National Grain & Oilseeds Information Center, State Grain Administration, PR China
- Sutarto Alimoeso**, President Director, Perum Bulog
- Angelito T. Banayo**, Administrator (to be confirmed), National Food Authority, Republic of the Philippines
- Barun Dev Mitra**, Secretary-Food Division (invited), Ministry of Food and Disaster Management, Bangladesh
- Senior Official**, Myanmar Rice Industry Association
- Karan Chanana or Protik Guha**, Amira Foods, India
- Fuad Hamid Garib**, Director, Garibsons (Pvt.) Ltd., Pakistan
- Elizabeth C. Ward**, President & CEO, USA Rice Federation
- Dr. Bruno Lanfranco**, Sr. Researcher, National Agriculture Research Institute of Uruguay
- Henry Allard**, Filhet-Allard Maritime
- Jean-Pierre Brun**, Managing Director, Marius Brun & Fils
- Pitak Supanantakarn**, Country Manager-Consumer Goods Division, Intertek Testing Services (Thailand) Limited
- Dr. Samarendu Mohanty**, Head and Senior Economist, Social Sciences Division, International Rice Research Institute
- Frédéric Lançon**, Economist, Environment and Society Department, CIRAD
- Amit Gulrajani**, General Manager, Olam International
- Arup Gupta**, Country Head-Vietnam, Phoenix Commodities
- V. Subramanian**, Vice President, The Rice Trader



PLUS: The third annual RICE TASTING CONTEST!

How to join? Simply submit 2 x 2kg samples (one for the chefs and one for the display at the conference). Open to all rice varieties, exported or not.

The contest is a celebration of rice in our daily lives.

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2011 is a special year simply for the sheer number of developments that have affected the rice markets. We have seen:

- Thailand elected a new government and with it came a potential return to the rice pledging scheme
- India is on the brink of returning to the business of non-basmati rice exports
- South America offers the world more rice for exports, with Brazil seeing a rebound in output
- Pakistan played a relatively muted role in exports after floods in 2010 ravaged national rice production
- U.S. feels the brunt of tornadoes in 2011 and deals with quality and milling issues that have left the country with a large but low quality carryover from 2010
- Indonesia came back after the last conference to import in excess of 2 MMT of rice
- Bangladesh continues to deal with food security issues, with equal emphasis on developing its local production and maintaining a solid buffer stock that has been built from purchases from Vietnam, Thailand, Pakistan, and India
- The Philippines moves down the ranks from world's largest importer to suggest that rice self-sufficiency could be attained in 2013
- China continues to deal with droughts and floods of equal measure, as extreme weather continues to leave its mark on markets

How does price, the commercial trade around the world, and buyers for both food and industrial use develop models for price, procurement, and distribution? The TRT World Rice Conference brings the industry together to exchange, debate, analyze, and stir thoughts on the market—thoughts that aim to shed light on events that will affect the course of future markets and issues that the trade has to monitor and look for in the process of making procurement and sales decisions.

In the last year, we have had the weather, currency, and financial markets, together with the rice policy decisions—be it India holding on to stocks, Thailand switching from crop insurance to “pledging” scheme, or even the varying decisions of Bangladesh, Indonesia, and the Philippines in imports—leave a myriad of impact that have left their mark on price, availability, and on how stocking, procurement, and trading decisions are made.

The TRT World Rice Conference 2011 has assembled a crack team of speakers who will address developments in key markets, shed light on the issues faced, and share their views on the market. Each piece of information will help put together the global puzzle of the rice trade and provide a peek at what the future will look like. We invite you to be a part of a process that binds information with a business network; and utilize this to form critical decisions in the rice business. **REGISTER TODAY!**

WHO SHOULD ATTEND?

The TRT World Rice Conference 2011 is for the global rice community and the many allied industries that support the production, transport, trade and consumption of rice.

- Rice millers
- Grain merchandisers
- Exporters
- Traders
- Brokers
- Freight brokers
- Commodity surveyors and inspectors
- Procurement officials and importers and end-users
- Shipping industry officials (Liner and Bulk)
- Government/trade representatives
- Fertilizer suppliers
- Sorting/milling/machinery sector
- Collateral managers
- Trade finance/commodity trade finance
- Marine/cargo insurance
- Legal specialists supporting the rice trade
- Regional rice associations/government bodies and institutes

SPONSORSHIP

Ask us about sponsorship options!

The Rice Trader World Rice Conference 2011 delivers intelligence, networking, and a broad platform for communications between members of the global rice industry.

Attracting a growing group of sponsors, exhibitors, and with more than 400 attendees today, this is the leading rice trade event in the world.

Showcase your products, innovation, or leadership. The Rice Trader World Rice Conference offers sponsors and exhibitors alike a solid platform of market intelligence from which business will be built from.

Please contact:

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19 OCTOBER 2011 - PRE-CONFERENCE WORKSHOP*: 2pm to 9pm

*Free-of-charge to all registered delegates (limited to 50 delegates)

PARBOILED RICE TECHNOLOGY AND INVESTMENT

Given the growing interest in Asia, Vietnam has already seen its number of parboiled rice plants double (from 2 plants to 4), with two more plants expected to come into operation in 2012. What is the technology about? Delegates will be taken on a tour to gain knowledge about the science and the art of parboiling rice to meet a variety of quality needs around the world, and, more importantly, understand the significance of investing in parboiled rice technology.

Workshop leader: SHANTI AGGARWAL, Managing Director, INDUS FOOD PRODUCTS AND EQUIPMENTS LTD.

EARLY REGISTRATION AND WELCOME RECEPTION

19 OCTOBER 2011:

- REGISTRATION from 1600hrs to 1830hrs
- COCKTAIL RECEPTION from 1830hrs to 2030hrs

Sponsored by:



ARRIVAL, REGISTRATION, and WELCOME RECEPTION

Phoenix Commodities and The Rice Trader welcome all attendees to kick-start the event with an ideal networking session that would put every delegate in an advantageous position to meet and establish contacts early.

The session offers an excellent opportunity for the "early" birds to receive updates, meet speakers, sponsors, VIPs, and fellow delegates. We had a fullhouse in 2010; hence, the welcome reception is now one of the most anticipated segments of the conference. A not-to-miss event!

DAY 1: 20 OCTOBER 2011

8.00am Registration* and refreshments

*Only for delegates who have not pre-registered. Pre-registered delegates can join in at 9am (REMEMBER: Badges are required for entry)

SESSION 1: Opening ceremony

9.00am Chairman's Welcome/Welcome from the Organizers

*Jeremy Zwinger, President and CEO
The Rice Trader*

9.10am Keynote and Welcome

*Dr. Bui Ba Bong, Vice Minister
Ministry of Agriculture and Rural Development,
SR Vietnam*

Senior Official (invited)
Ministry of Industry and Trade, SR Vietnam

Senior Official
Vietnam Food Association

9.30am World Rice Trade Outlook 2012: Key Concerns and Drivers of the World Rice Trade

2011 has already seen the U.S. dollar and even the Euro leave its mark on markets, together with oil prices and a rising tide of price and interest generated from the global commodity complex. What does this mean to rice? More importantly, how do prospects look?

*Jeremy Zwinger, President and CEO
The Rice Trader*

10.15am Questions and Answers
Followed by morning refreshments and networking

SESSION 2: Vietnam and Thailand: The Asian Export Giants

With some 17 MMT out of the world's 30 MMT or so of rice trade represented by these two exporters, developments in these markets are vital elements that shape trends, as well as global price and business trends in rice exports. We have seen Thailand move from the mortgage scheme to price guarantee scheme in an attempt to raise competitiveness, while Vietnam has built a 7-MMT export empire that is very much built on Asian needs. Both of these origins also represent the largest share of suppliers to Africa.

Recent activities in Bangladesh have also seen Vietnam and Thailand rise to supply Bangladesh with significant quantities of rice (both white and parboiled rice), and, with India looking at a possible return to exports, future trends also look interestingly poised.

11.00am Vietnamese Rice Export Outlook and Challenges

- Analysis of Vietnam acreage, yield, and output potential
- The challenge of growing yields and improving quality
- Extension services and programs targeted at the farmers
- Vietnam rice production outlook
- Domestic consumption trends
- Export outlook for 2012 and beyond: Can Viet exports grow further?

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	Senior Representative Ministry of Industry and Trade, SR Vietnam	3.00pm	Bangladesh
11.30am	Crop Insurance: A Vietnamese Example <i>Roman Hohl</i> , Director–Client Markets Swiss Reinsurance Company and Representative, Agribank, Vietnam		<i>Barun Dev Mitra</i> , Secretary–Food Division (invited) Ministry of Food and Disaster Management, Bangladesh
		3.20pm	Questions and Answers Followed by afternoon refreshments and networking
12.00noon	Thai Rice Export Outlook: Policy Outlook and How This Will Impact Thai Export Potential and Outlook <i>Korbsook Iamsuri</i> , President The Rice Exporters Association, Thailand CEO, Kamolkij Group of Companies, Thailand	SESSION 4:	Emerging Exporters and the Promise of More Export Availability
12.30pm	Questions and Answers Followed by networking luncheon	4.00pm	Myanmar’s Export Potential: Can Myanmar Become a Consistent Exporter? Senior Official Myanmar Rice Industry Association
The Third Annual - RICE TASTING CONTEST		4.30pm	Cambodia’s Ambitions in Exports: Progress Report To be announced
SESSION 3: Buy-Side Movers and Shakers in Focus Indonesia, Philippines, and Bangladesh, together, represent between 3 MMT and 6 MMT of rice imports, with a lot depending on domestic production at these respective rice-producing countries. All three have their place in the world’s top-10 rice producers list. Rice is staple, but population growth can often set the tone for consumption and trade; and a dynamic rice supply- and-demand balance often requires swift decisions when it comes to meeting food security obligations. Buyers can buy via open market, government-to-government deals, or tenders, with no one strategy absolutely foolproof. Each strategy would have to be studied for its merit before being applied to the market.		5.00pm	Questions and Answers
2.00pm	China’s Rice Production, Export and Import: Chinese Strategies to Meet Long-term Food Security Issues Senior Official (invited) National Grain and Oilseeds Information Center, State Grain Administration, PR China	6.00pm-onwards	CONFERENCE RECEPTION AND DINNER The conference gala dinner is slated to be the ultimate networking activity for delegates, held immediately after the day’s activities. The event offers an ideal environment that allows delegates to discuss the day’s presentations, while continuing the networking process and gain from the buzz, as well as from the more informal sources of information, updates, and businesses. A setting that presents entertainment, cocktails, and dinner—delegates will be pampered while networking.
2.20pm	Indonesia’s Rice Production Outlook and How This Translates To Possible Imports <i>Sutarto Alimoeso</i> , President Director Perum Bulog	8.55am	Chairman’s Remarks <i>Jeremy Zwinger</i> , President and CEO The Rice Trader
2.40pm	Philippines in Focus: How Close Is the Philippines to Rice Self-sufficiency? <i>Angelito T. Banayo</i> , Administrator (subject to final confirmation) National Food Authority, Republic of the Philippines	9.00am	Futures Markets and Risk Management <i>Dr. Samarendu Mohanty</i> , Head and Senior Economist, Social Sciences Division International Rice Research Institute

DAY 2: 21 OCTOBER 2011

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SESSION 5: **Global Exports: The Rest of the Best**

Will India return to exports? Will Pakistan's production rise back to pre-flood levels? How will expectations of a lower output from the U.S. leave its mark on markets? How has the world received the news of Brazil's crop recovery and the South America's return to exports?

9.20am **India's Return to Non-Basmati Exports: Is this the Sign of India's Return as an Exporter?**

Karan Chanana or Protik Guha
Amira Foods, India

09.40am **Pakistan's Rice Production (Recovery) and Export Outlook**

Fuad Hamid Garib, Director
Garibsons (Pvt) Ltd

10.00am **U.S. Output Concerns and Impact on Exports**

Elizabeth C. Ward, President and CEO
USA Rice Federation

10.20am **Brazil's Crop Recovery and the Return of South America's Export Prowess**

Dr. Bruno Lanfranco, Sr. Researcher
National Agriculture Research Institute of Uruguay

10.40am **Questions and Answers**
Followed by morning refreshments and networking

PANEL SESSION 6: **Rice Markets and Risk**

11.15am **Risk and the Rice Trade – How to ensure performance across the rice supply chain?**
Our panelists will debate more specifically on the choices available to the participant in the rice trade when it comes to protection—from Marine Insurance, CMA, the Financier, as well as the trader and the quality controller, who uses these tools in day-to-day operations.

Panelists:
Henry Allard
Filhet-Allard Maritime

Christine Grolimund, VP Global Operation
Collateral Management Services
SGS Société Générale de Surveillance SA

Pitak Supanantakarn, Country Manager – Consumer Goods Division

Intertek Testing Services (Thailand) Limited

Bruno Charuel, Member of the Management Committee
Crédit Agricole Switzerland

12.30pm **Questions and Answers**
Followed by networking lunch

2.00pm **Food Aid Market Focus: Rice fortification as a contribution to public health**

Bruno Kistner, Director of the Nutrition Improvement Program of DSM Nutritional Products Ltd.

2.30pm to 4.30pm **The Traders Presentation and Panel Discussion: "Outlook for the Rice Trade at key Destination Markets & the Future of Rice Price"**

Frédéric Lançon, Economist, Environment and Society Department
French Agricultural Research Centre for International Development Collective Action, Centre de Coopération Internationale en Recherche, Agronomique pour le Développement (CIRAD)

Amit Gulrajani, General Manager
Olam International

Arup Gupta, Country Head - Vietnam
Phoenix Commodities

Jean-Pierre Brun, Managing Director
Marius Brun & Fils

V. Subramanian, Vice President,
The Rice Trader

4.30pm **Questions and Answers**
Followed by afternoon refreshments

5.00pm **End of Conference**



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Hue.ngo@sheraton.com
Phone: +66(0)76 396433 x 2057

MAKE YOUR RESERVATIONS ONLINE NOW!

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1105122800&key=DCEF8>

I/we will attend:

[] Pre-conference workshop on parboiled rice technology*
(2-5pm on 19 Oct 11)

*No additional charge but limited to the first 50 delegates

Please register the following delegates for the workshop:

Company Name: _____
Company Address: _____
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State: _____
City: _____
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Billing Address (if different from above)

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Company Address: _____
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Street: _____
State: _____
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Country _____

Hotel Information, VISA & Reservations:
Delegates are advised to make hotel reservations early to avoid disappointments from late bookings.

Please make your reservations ASAP by contacting:

HOTEL CONTACTS AND INFORMATION

Mr. Tran Duy Phuong
Convention Service Manager
Tel: +84 8 3827 2828
Fax: +84 8 3824 7635
Email: phuong.tran@sheraton.com

Hotel Address:
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88 Dong Khoi Street, District 1, Ho Chi Minh City, Vietnam
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*Conference attendees require only a "tourist" visa

ONLINE VISA APPLICATIONS CAN BE MADE FROM THE FOLLOWING SITES:

<http://www.myvietnamvisa.com/>

or

<http://www.vietnamvisaonline.net/>

Registration Rates (fees per person)	TRT Subscriber Rate	Delegate Rate
Early Bird (register and pay before 19 Aug 2011)	USD 799	USD 899
Special Rate (register and pay before 19 Sep 2011)	USD 899	USD 999
Regular Rate (registrations after 19 Sep 2011)	USD 1099	USD 1199

Visit

www.trtworldrice.com

DISCLAIMER:

Registration fees do not include accommodation or travel costs. Failure to make payment in advance could result in delays or delegate being barred from attendance. Please consult the organizers if there are delays or if there are requests for payments to be made on-site.

Registration fees include attendance, refreshment breaks, relevant documentation, and entry to all conference-related networking functions.

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