

WELCOME RECEPTION TUESDAY 6 SEPTEMBER 2011

19:00-20:30

WELCOME RECEPTION

Grand Hyatt Hotel, Tiffin Lounge, Mezzanine Level
Sponsored by Lantao Shanghai Great Harvest

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DAY #1 WEDNESDAY 7 SEPTEMBER 2011

08:00-09:00

REGISTRATION & CHECK-IN WELCOME REFRESHMENTS

Sponsored by California Table Grape Commission

09:00-10:30

QUESTION TIME: ASIAN RETAIL PANEL

A panel of leading supermarket buyers debate the big issues in Asian food retail, from direct sourcing to food safety.

Shane Bourk, The Dairy Farm Group/Wellcome (Hong Kong)

Jean-Paul Khaou, Tesco Group Food Sourcing - Asia (China)

John Glover, Metro Cash & Carry International (Asia)

Nick Reitmeier, Central Food Retail (Thailand)

10:30-11:30

NETWORKING BREAK

Sponsored by Del Monte

11:30-12:45

EFFECTIVE RETAIL MARKETING

A series of case studies from across the world examines how to grow retail sales through innovative new concepts and approaches.

John Pandol, Pandol Brothers (US)

Shawn Harris, Nature's Pride (The Netherlands)

Martin Kneebone, Freshlogic (Australia)

12:45-13:00

ASIA FRUIT LOGISTICA OPENING CEREMONY

13:00-18:00

ASIA FRUIT LOGISTICA OPEN

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DAY #2 THURSDAY 8 SEPTEMBER 2011

08:00-09:00

REGISTRATION & CHECK-IN WELCOME REFRESHMENTS

Sponsored by Goodfarmer

09:00 -10:30

SUPPLIER SPOTLIGHT: PERU

What does this rapidly emerging South American export country have to offer Asian buyers?

Jesica Larovere Frigo, Pedregal (Peru)

Jorge Aranguri, Danper (Peru)

Jason Bosch, Origin Direct Asia (China)

Hiroaki 'Don' Okazoe, IPM Nishimoto (Japan)

10:30-11:30

NETWORKING BREAK

11:30-13:00

NEW TRACKS FOR LOGISTICS

Leading players in global reefer logistics debate the latest developments for the sector in Asia, from the growth of intra-Asian trade to new technologies.

Eric Eng, APL (Singapore)

Dr David Deng, China Merchants Holdings (International) Co (Hong Kong)

Lawrence Dunnigan, Port of Oakland (US)

Bob Cooper, CT Freight (Australia)

13:00-18:00

ASIA FRUIT LOGISTICA OPEN

13.45-16:00

OPTIONAL DELEGATE RETAIL TOURS

Market Place by Jasons
International (Park N Shop)

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DAY #3 FRIDAY 9 SEPTEMBER 2011

08:00-09:00

REGISTRATION & CHECK-IN

09:00-10:30

THE FUTURE FOR FRESH CONVENIENCE?

Asia is an up-and-coming market for prepared and fresh-cut produce, so what's happening on the ground and what opportunities are there?

Siebe van Wijk, The Fruit Republic (Vietnam)

CK Lai, Fresh-cut Produces (Hong Kong)

Dennis Foo, Chiquita Brands China (China)

Sukhdev Singh, Food Freshly (Germany)

10:30-11:30

NETWORKING BREAK

11:30-12:45

FRESH IMPETUS FOR APPLE MARKETING

We explore the changing dynamics in Asia's apple markets, which are creating new opportunities for suppliers and for varietal diversification.

Steve Leung, Alfa Fruit Packers (China)

Keith Sunderlal, The SCS Group (India)

Jon Durham, Apple & Pear Australia/International Pink Lady Alliance (Australia)

Peter Beaven, Pipfruit New Zealand/International Pink Lady Alliance (New Zealand)

12:45-13:00

CONFERENCE CONCLUSIONS

13:00-18:00

ASIA FRUIT LOGISTICA OPEN