



The 11th Annual

GLOBAL GRAIN GENEVA

Register before
11 October 2013 to

**SAVE
\$150**

12-14 November 2013 • InterContinental, Geneva, Switzerland

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THOMSON REUTERS

Confirmed Speakers include:

- **Dave Hightower**, President, **The Hightower Report**
- **Jean-Philippe Everling**, Executive Director, **Granit Negoce**
- **Brandon Scott Crozier**, CEO, **Nidera Brazil**
- **Tom Puddy**, Head of Marketing, **CBH Group**
- **David Nelson**, Global Strategist Grains & Oilseeds, **Rabobank**
- Senior Representative, **Toepfer**
- **Alain Butler**, Senior Advisor Soft Commodities, **BNP Paribas**
- **Graham Trask**, Managing Director, Fixed Income, Currencies & Commodities, **Macquarie Bank**
- **Bernard Belk**, Global Head Food & Agriculture, **Swiss Re Corporate Solutions**
- **Kim Benni**, Head of Risk Management, **Vivescia**
- **David Watts**, General Manager of Desktops, EMEA, **Interactive Data**
- Senior Representative, **SGS**
- **Giles Korzenecki**, Senior Vice-President Diversified Commodities, **ABN AMRO Clearing**, The Matthews Group
- **Edward George**, Head of Soft Commodities Research, **Ecobank**
- **Judith Ganes-Chase**, President & CEO, **J. Ganes Consulting**
- **David Brough**, Senior Correspondent, **Thomson Reuters**
- **Kona Haque**, Agricultural Commodities Research, **Macquarie Bank Limited**
- **Euan Mann**, Founder, **Complete Commodity Solutions Ltd**
- **Steve Wateridge**, Managing Partner, **Tropical Research Services**



GLOBALGRAIN GENEVA

12-14 November 2013 InterContinental, Geneva, Switzerland

Global Grain Geneva will return for its 11th edition and represents the premier meeting place for participants in the international grain trade. With over 1,000 delegates attending from industry leading companies, this event offers unique networking opportunities alongside first class content.

A must attend event for grain and oilseed professionals and after another eventful year in international grain markets, the event will be more important than ever.

1000+
Delegates

60+
Countries
represented

10+
Years of
expertise

500+
Companies

30+
Exhibitors

40+
Expert speakers

Key features of the event:

- **Separately bookable Soft Commodities Seminar on 12 November** providing the perfect update on the cocoa, coffee and sugar markets
- **Dedicated areas** are available across the hotel to allow you to conduct meetings in a quiet environment
- **Networking breaks** and **cocktail receptions** offer unrivalled networking opportunities
- **Re-designed and improved agenda** as industry experts discuss the latest developments in the world grain markets
- **Agenda featuring internationally recognised speakers**
- **Private meeting suites** can be booked at the conference venue



"Global Grain helps us prepare our strategy for the next three years"

Cornel Boere, Director Purchasing and New Business Development, **Agrifirm Co Products**

GLOBALGRAIN LIVE

The New Web App and Website Service

Available FREE from October 1 for all registered delegates. Global Grain Live is the ultimate networking and event management tool, enabling you to get the most from your time at the event. The free-to-download Web App has been redesigned for 2013:

- **Browse the delegate list by name, company name or country**
- **Access the speaker presentations during the event**
- **Send speaker questions via the chairman – live**
- **Make connections with and send messages to the 1,000 other delegates before, after and at the conference**
- **Create and update your profile**

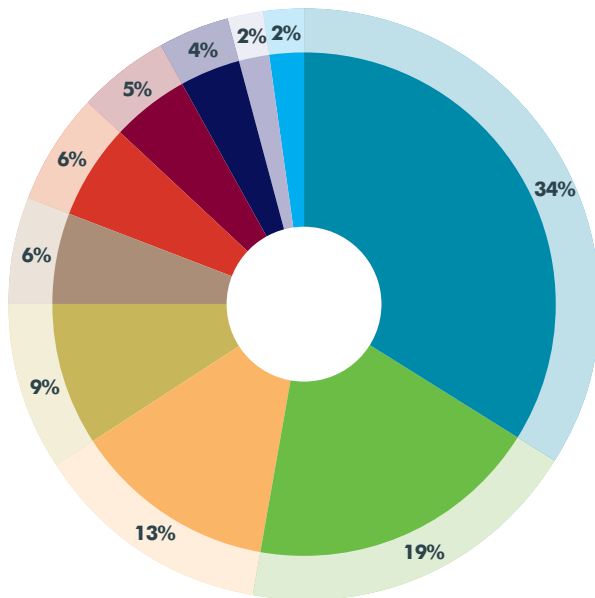
Available via desk top browsers or on mobile devices running Windows, apple iOS and Android. Make the most of your event experience by planning your meetings in advance and using it live at the event on your mobile device.





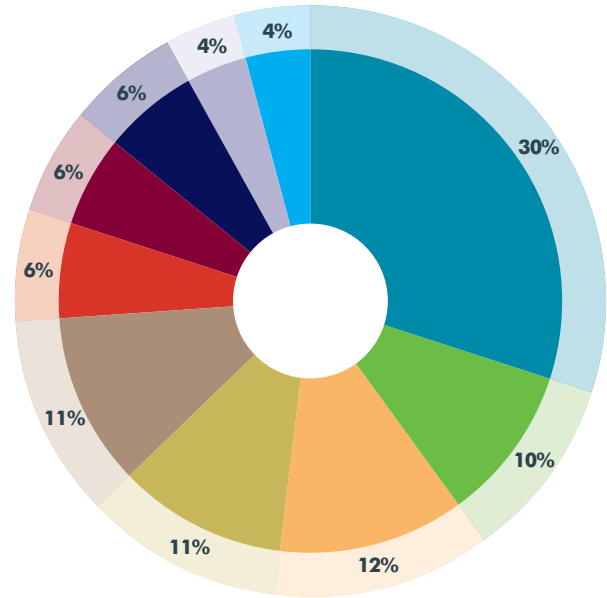
WHO ATTENDS ?

2012 Attendees by job title:



● C-Level, Director, President, General Manager, VP	34%
● Trader	19%
● Sales/Marketing/Business Development/Commercial Manager	13%
● Head of Region/Department	9%
● Broker	6%
● Analyst/Consultant/Advisor	5%
● Chartering/Logistics Manager	4%
● Financial Manager	2%
● Lawyer	2%
● Other	6%

2012 Attendees by industry:



● Trader	30%
● Broker	10%
● Mills/Consumers	11%
● Inspection	11%
● Research	6%
● Banking	6%
● Software	6%
● Shipping	4%
● Legal	4%
● Other	12%

Supporters already confirmed




Swiss Grain Traders





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capacity in the
commodities
sector



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for your success

Let us accompany you with financial solutions
for all your banking and investment needs



BNP PARIBAS
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DAY ONE: Tuesday 12 November, 2013

SEPARATELY BOOKABLE EVENTS

09:00 – 17:00

Only available for registered delegates of Global Grain Geneva

Introductory and Intermediate Level Workshops on Price Risk Management

The full day introductory-level and the half-day intermediate-level programs are designed for those interested in agriculture price risk management (food processors, feed manufacturers, grain merchandisers, importer/exporters). This will be free to attend but places are limited.

To apply for registration please email info@ggrain.com.



08:45 – 17:15

Soft Commodities Seminar

For the first time at Global Grain Geneva, we will be introducing a briefing day covering the coffee, cocoa and sugar markets before the main event begins. This will provide the perfect update on other soft commodities for participants in the grain markets and for those who work in other soft commodities.

The coffee, cocoa and sugar markets will all be covered with a short supply and demand presentation followed by a discussion covering the key issues relevant to each market.

Book now to:

- **Learn** about the **changing supply and demand** dynamics through **presentations** from experts on each market
- **Hear** market insights and discussions from **leading figures** through **industry roundtables** covering coffee, cocoa and sugar
- **Gain** access to **networking opportunities** with **coffee breaks** and the **networking lunch**. The **champagne cocktail reception** in the evening will be shared with the icebreaker of Global Grain Geneva
- **Understand** to what extent soft commodity markets are intertwined

For an agenda please turn to page 8

14:00 Registration open for Global Grain Geneva 2013

14:00 – 18:00 Exhibition open

18:00 – 20:00 Champagne cocktail reception

Tel: +44 (0) 20 7779 7222

Email: info@ggrain.com

Web: www.globalgraingeneva.com



DAY TWO: Wednesday 13 November, 2013

08:30

Registration and breakfast

09:00

Opening remarks

09:15 **NEW FOR 2013**

Unique world grain outlook

Featuring original, current research from leading grain and oilseed trader experts from the five key grain origination regions of the Black Sea, North American, European Union, South American and Australian markets.

- Black Sea: **Thorsten Thiedmann**, Executive General Manager – Global Trade, **Toepfer International**
- North America: **Dave Hightower**, President, **The Hightower Report**
- European Union: **Jean-Philippe Everling**, Executive Director, **Granit Negoce**
- South America: **Brandon Scott Crozier**, CEO, **Nidera Brazil**
- Australia: **Tom Puddy**, Head of Marketing, **CBH Group**

For full details on this exclusive panel discussion, please see the next page

10:45

Coffee and networking sponsored by

11:30

Unique world grain outlook continued

13:00

Lunch sponsored by



14:30

How will China drive agribusiness?

- The perspective of China seen from global markets
- The dynamic from inside a civilisation-state
- A path to a new way for grain exporters

Alain Butler, Senior Advisor Soft Commodities, **BNP Paribas**

15:15

The future of grain in Libya: Analysing the opportunities and challenges associated with this CEO, **Al Sahl Holding Group**

16:00

Coffee and networking sponsored by

16:30

Risk management panel: What strategies can producers, traders and buyers use to reduce risk?

- What are the latest developments in risk management techniques?
- What challenges do agribusiness and food companies face when procuring commodities?
- How are traders managing risk during times of volatility?
- What types of risk transfer solutions are available to cover the entire agribusiness supply chain?

Moderator: **Graham Trask**, Managing Director, Fixed Income, Currencies & Commodities, **Macquarie Bank**

Bernard Belk, Global Head Food & Agriculture, **Swiss Re Corporate Solutions**

Kim Benni, Head of Risk Management, **Vivescia**

Paul Dubravec, Vice-President/Commodity Merchandising Risk Management, **Advance Trading**

Joel Lou, CEO, **Just Commodity**



UNIQUE WORLD GRAIN OUTLOOK

The opening session will provide in-depth analysis of the global supply outlook covering all the price drivers and forecasts for the coming year, providing you with unbeatable trader perspective information to take away. The assumptions and forecasts of the five experts will also be tested and challenged by Moderator: **David Nelson**, Global Strategist Grains & Oilseeds, **Rabobank**

North America

Dave Hightower,
President, **The Hightower Report**

The Hightower Report is a commodity research and information firm specialising in high quality futures research and analysis. David Hightower is thoroughly versed in the complex interaction of world markets and global businesses. His closeness to the markets is evidenced in his direct and opinionated analysis.

European Union

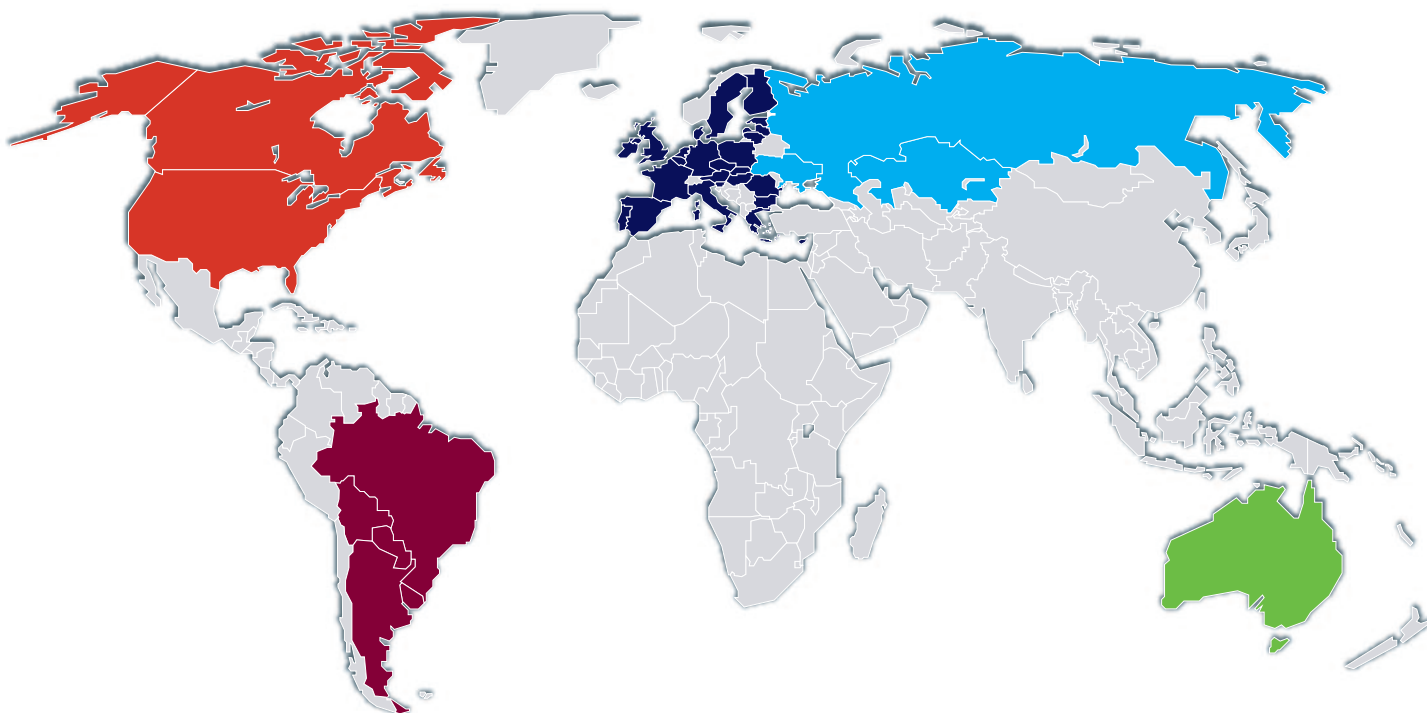
Jean-Philippe Everling,
Executive Director, **Granit Negoce**

Granit Negoce whose head office is in Nîmes, markets between 4 and 5 million tons of grain, of which 69% is grown in Western or Northern Europe, 16 % in Central and Eastern Europe, and 5 % in Southern Europe.

Black Sea

Senior Representative, **Toepfer**

Toepfer are one of the leading trading companies for agricultural products in the region. The key to this success was the early decision to engage in originating agricultural products, organising the entire logistics chain from domestic farms to Black Sea export ports.



South America

Brandon Scott Crozier,
CEO, **Nidera Brazil**

Nidera's presence in Brazil dates back to 1969. More recently it established a new company – Nidera Sementes – an integrated agribusiness focused on origination and import of grains and oilseeds, and on crop technology.

Australia

Tom Puddy,
Head of Marketing, **CBH Group**

Tom is the Head of Marketing at CBH Group and is responsible for the high-level international and domestic marketing activities for wheat, barley, canola, lupins, oats and pulses. Tom has helped to transform CBH into one of Australia's largest wheat exporters in the newly deregulated environment.



17:15

Ocean freight: Dry Bulk freight market fundamentals

- Reduction of capacity and saving fuel costs
- How are freight firms adapting strategy to cope with a tough environment?
- Have things begun to improve in the last 12 months?

17:45

Close of conference followed by champagne cocktail reception

DAY THREE: Thursday 14 November, 2013

08:30

Breakfast

09:15

Macroeconomic Uncertainty and Managed Futures

Giles Korzenecki, Senior Vice-President Diversified Commodities, **ABN AMRO Clearing**, The Matthews Group

10:00

Assessing the continued impact of high frequency trading on grain markets

- Analysing the continued levels of volatility of international grain markets
- How is the changing regulatory environment impacting this space?
- Considering the ethics and profitability of land investment: What are the key considerations for investors?
- Will more investment banks exit agricultural trading: Is this an ethical decision or is it strategy?

Moderator: **David Watts**, General Manager of Desktops, EMEA, **Interactive Data**

Martin Davies, Head of Farmland Investments, **Insight Investment**

10:45

Coffee and networking sponsored by **eka**

11:15

Report on major issues, crop quality and implications of compliance and certification

Senior Representative, **SGS**

11:45

Examining the path towards paperless trading

Software is gaining increasing acceptance in the commodity trading world. Earlier this year, Cargill made its first grain shipment using an electronic Bill of Lading. Information and Communication Technologies are set to impact all aspects of the trade, including carriage, logistics, financing, certification and risk management. Drawing on experts in various aspects of the trade, this panel will examine the opportunities, challenges and risks involved in a paperless trading environment.

Moderator: **Siavosh Arasteh**, Co-Founder & Director, **Agflow**

Richard Faint, Managing Director, **Charter Wise Ltd**

12:30

Close of conference day followed by champagne brunch sponsored by



Swiss Re



Corporate Solutions



SOFT COMMODITIES SEMINAR

Tuesday 12 November, 2013

SEPARATELY BOOKABLE EVENT

08:45

Registration and breakfast

09:15

Opening remarks

09:30

Macro-overview: Analysing the key economic drivers for soft commodity markets

- An introduction to the coffee, cocoa and sugar markets
- How have soft commodities been impacted by the wider economy in recent years?
- What are the top macro-issues for soft commodity traders to track?
- Macro analysis of the key economies with an impact on commodity markets particularly Brazil and China

Edward George, Head of Soft Commodities Research, **Ecobank**

10:30

World coffee supply and demand outlook for 2013/14

- Analysing changing dynamics; particularly the move away from Arabica to Brazilian-natural Arabica and how this impacts pricing for consumers
- With the price now below the cost of production and farmers starting to rebel, will government aid and intervention improve the situation?
- What could be the impact on production if prices continue to fall?
- What impact is a weakening Real having on the Brazilian coffee market?
- To what extent have infrastructure issues impacted coffee exports from Brazil and other key markets

Moderator: **Judith Ganes-Chase**, President & CEO, **J. Ganes Consulting**

Steve Wateridge, Managing Partner, **Tropical Research Services**

Andrea Thompson, Head of research and analysis, **CoffeeNetwork**

11:30

Coffee and networking

12:15

World Sugar Supply & Demand Outlook for 2013/14

- What synergies can be found between the sugar markets and other soft commodities particularly corn?
- Analysing the pricing dynamic between ethanol and sugar
- Focus on Brazil: With the industry having lost government support how would producers deal with a fall in pricing?
- How are production costs changing and how much is this impacting prices globally?
- A look at other key markets particularly India

Presenter & moderator: **Toby Cohen**, Director, **Czarnikow**

David Brough, Senior Correspondent, **Thomson Reuters**

Pricing

\$999 for non registered Global Grain Geneva delegates

\$699 for registered delegates before 11 October

\$799 for registered delegates thereafter

13:15

Lunch

14:45

World cocoa supply and demand outlook for 2013/14

- Analysing the global outlook for cocoa as the industry experiences consolidation
- Is slow economic growth denting demand?
- What new markets for production are opening up?
- With Cote d'Ivoire looking more stable, will high levels of production in traditional cocoa regions combined with growth in areas such as South-East Asia lead to a surplus in supply?
- Analysing structural reforms for cocoa in Cote d'Ivoire and Ghana

Presenter & moderator: **Euan Mann**, Founder, **Complete Commodity Solutions Ltd**

Steve Wateridge, Managing Partner, **Tropical Research Services**

Raymond Beimers, Head of Agri Commodities Amsterdam, **ABN AMRO Bank**

15:45

Coffee and networking

16:30

Concluding remarks: How intertwined are soft commodity markets?

- To what extent are coffee, cocoa, sugar and grains impacted by each other?
- What is the outlook for Softs vs. Other commodity markets?
- Analysis of the impact of recent weather patterns
- Comparing the effect of speculation on soft commodities
- Predictions for the next 5 years

Kona Haque, Agricultural Commodities Research, **Macquarie Bank Limited**

17:15

Close of seminar followed by Global Grain Geneva champagne cocktail reception





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Sponsorship gets your brand in front of a senior audience. It associates your company with the premier event of its kind, right through our pre and post event marketing campaigns. We have an unparalleled international reach and attract a large audience of high level executives. This is a unique chance to raise your company's profile, stay ahead of the competition and to be seen as a leading player in the industry with maximum exposure both prior to and at the event.

This gives you the platform to meet face to face with key industry figures and discuss the products and services your company has to offer. Exhibition booths are located in a prominent position visible to all attendees.

What's available?

Hospitality sponsor

Network and welcome potential clients with your prominent branding during breakfast, lunch or cocktail receptions

Conference App sponsor

High visibility branding throughout the conference with your logo seen by all delegates utilising the Global Grain Live Network

Hotel Key Card package

Company logo exclusively on hotel key cards given to all hotel delegate guests

We welcome your ideas regarding sponsorship and exhibition opportunities and will be happy to tailor a package to suit your needs, please contact:

Melissa Kroc

T: +44 (0) 20 7779 8545 E: mkroc@ggrain.com

Use this unique opportunity to:

Generate new business

...meet many international and local customers face-to-face

Promote your products/services

...raise your company's profile

Enhance your presence

...stand out from the crowd



Book early to guarantee your place and ensure the best location

Maximise your presence and showcase your company's products and services with a booth in the busy refreshments / exhibition area of the conference. **Spaces are limited so book early to guarantee your space. Please see the next page for the best possible position for your exhibition stand.**

2012 Sponsors, Exhibitors and Supporters included:

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| ● Bunge | | ● NYSE Liffe | ● Walinga |

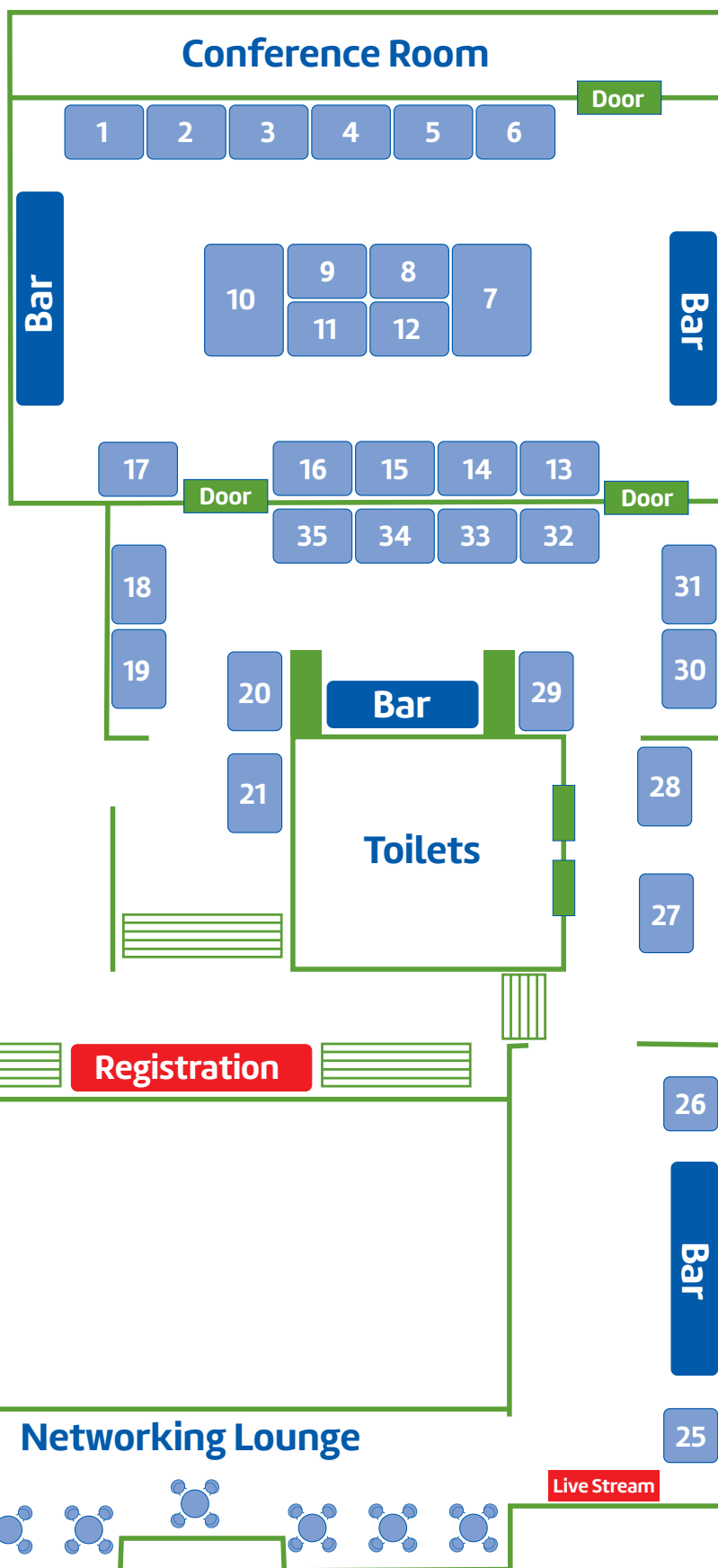


FLOORPLAN



Meeting Areas ←

Meeting Areas ←





WHERE TO STAY?

Arrangements have been made with several hotels in Geneva to provide Global Grain delegates with a discounted rate. Please find below details of the conference hotel and some alternatives.

Your reservation will be crosschecked against the participation list so it's advisable to register to Global Grain Geneva 2013 before making your reservation.

Conference Hotel



InterContinental Geneva:

InterContinental Geneva is a stately, 18-storey tower in the centre of the diplomatic district. Surrounded by parkland, with Lake Geneva and the Alps visible in the distance. The InterContinental Hotel is a short 5 minute taxi journey from the train station.

Superior room: **CHF 360**

Deluxe room: **CHF 390**

Junior suite: **CHF 480**

Above rates are per room, per night – single occupancy – and include buffet breakfast.

Supplement for double occupancy **CHF 40** per night

Subject to City Tax of **CHF 4.75** per person, per night

Email reservations@intercontinental-geneva.ch quoting Hotel ref: **HZF** to take advantage of the reduced rate for Global Grain delegates

Reservations Dept.

Tel. **+41 22 919 32 61** – Fax **+41 22 919 32 54**

Alternative Hotels



Hotel Kempinski

Grand Hotel Kempinski

Classic room: **CHF 340**

Above rates are per room, per night.

Full American Breakfast available at an additional **CHF 50** per person, per night.

Subject to City Tax of **CHF 4.75** per person, per night

Hotel Royal

Standard room: **CHF 290**

Superior room: **CHF 320**

Above rate is per room, per night.

Buffet breakfast available at an additional **CHF 30** per person, per night

Subject to City Tax of **CHF 4** per person, per night

"The best conference for global grain trading"

Jacques Jongeneel, Broker, **Vicorus**

"Global Grain continues to be the main grain event connecting all market participants in the grain industry"

Simon Haslam, Founder, **Blue Ocean Trading Services**

"A must for everyone in the grain industry"

Sundeep Jain, Analyst – Commodities Research, **Futures First**

"Heart of the grain trading business"

Ayhan Kindap, Vice President (Purchasing), **CP Turkey**

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GLOBAL GRAIN GENEVA

12-14 November 2013 • InterContinental, Geneva, Switzerland

WEB

CONFERENCE REGISTRATION RATES

Before 11 October 2013

- ☐ **\$1,645 + 8% VAT** 1st and 2nd delegates
☐ **\$1,495 + 8% VAT** 3rd delegate
☐ **\$1,395 + 8% VAT** 4th delegate
☐ **+ \$699 + 8% VAT** Soft commodities seminar

Full price

- ☐ **\$1,795 + 8% VAT** 1st and 2nd delegates
☐ **\$1,645 + 8% VAT** 3rd delegate
☐ **\$1,495 + 8% VAT** 4th delegate
☐ **+ \$799 + 8% VAT** Soft commodities seminar

- ☐ **Soft Commodities Seminar Only \$999 + 8% VAT**

METHODS OF PAYMENT

PLEASE SIGN THE FORM IN ORDER FOR REGISTRATION TO BE PROCESSED

Signature:

Date:

- ☐ To make a payment by credit card, please call **+44 (0) 20 7779 7222** or visit **www.globalgraingeneva.com** to book and pay online

- ☐ **I would like to pay by bank transfer.**
Option only available before 15 October 2013

Note: Full bank details will be emailed to you with your booking confirmation. When paying by bank transfer, please ensure that you transfer enough funds to cover the full price of your purchase, plus any bank charges you may incur.

IMPORTANT: Please make sure you quote your full invoice number, details can be found on your invoice.

Global Grain Events standard terms and conditions apply.

Visas are the responsibility of delegates

Fees: The conference fee includes attendance at all sessions, refreshments, two drinks receptions and lunches.

Accommodation: The fee does not include accommodation. A limited allocation of rooms has been reserved at the conference hotel. Delegates will be sent an accommodation booking form along with confirmation of registration. This form should be completed and returned to the hotel.

VAT: If your organisation is tax registered within the European Union please provide your company VAT number

VAT number:

Swiss VAT number is: **CHE-114.779.554**

☐ Please tick if you are not registered for sales tax.

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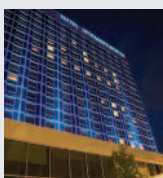
Logistical enquiries: **+44 (0) 20 7779 8320**

Fax: **+44 (0) 20 7779 8294**

Email: **info@ggrain.com**

Address: **Global Grain Events (A Euromoney Trading Ltd Company), Nestor House, Playhouse Yard, London, EC4V 5EX, UK**

VENUE



InterContinental, Geneva

7-9 CHEMIN DU PETIT-SACONNEX, GENEVA, 1211, Switzerland

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Booking your accommodation:

Upon registration, delegates will receive an accommodation booking form by email to be completed and returned direct to the hotel.

If your details above are incorrect please amend them here

PLEASE COMPLETE IN BLOCK CAPITALS

(Mr/Miss/Mrs/Ms/Dr)

Family Name/Surname:

First/Given Name:

***Delegate Email:**

***Administrator Email:**

Job Title:

Company Name:

Address:

Postal/Zip Code:

Country:

Tel: +

Fax: +

What is your company's main business activity:

***Delegates must provide their email address in order to receive booking confirmation and access to the delegate messenger system.**

DATA PROTECTION NOTICE

The information you provide on this form will be used by Euromoney Trading Ltd and its group companies ("we" or "us") to process your order and deliver the relevant products/services. We may also monitor your use of the website(s) relating to your order, including information you post and actions you take, to improve our services and track compliance with our terms of use. Except to the extent you indicate your objection below, we may also use your data (including data obtained from monitoring) (a) to keep you informed of our products and services; (b) occasionally to allow companies outside our group to contact you with details of their products/services; or (c) for our journalists to contact you for research purposes. As an international group, we may transfer your data on a global basis for the purposes indicated above, including to countries which may not provide the same level of protection to personal data as within the European Union. By submitting this order, you will be indicating your consent to the use of your data as identified above. Further detail on our use of your personal data is set out in our privacy policy, which is available at www.euromoneyplc.com or can be provided to you separately upon request.

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BOOKING CONDITIONS

Registrations can only be confirmed upon receipt of payment or proof of payment and discounted fees will only apply when payment is received within the offer period. If you are not able to attend, a substitute delegate will be accepted. Cancellations must be received in writing 28 days prior to the conference to qualify for a full refund less US\$200 administration fee. It may be necessary for reasons beyond the control of the organisers to alter the content, timing and venue. In the unlikely event of the conference being cancelled or curtailed due to any reason beyond the control of Global Grain Events, or it being necessary or advisable to relocate or change the date and/or location of the event, neither Global Grain Events, nor its employees will be held liable for refunds, damages and/or additional expenses which may be incurred by delegates. We therefore recommend prospective delegates arrange appropriate insurance cover.