CONGRESS PROGRAM /
PROGRAMA DEL CONGRESO

MAY 20 - 23, 1994

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AGROBUSINESS

WORLD CONGRESS ON AGROBUSINESS
CARACAS, VENEZUELA

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IS GRATEFUL FOR THE FOLLOWING:

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Pioneer Hi-Bred International, Inc., USA
Rabobank Nederland, USA
Venezuelan Tropical Fruit Company, Venezuela
1994
WORLD CONGRESS COORDINATING COMMITTEE

Jonathan Coles, Co-Chair, Chairman of the Board, Mavesa
Roberto Weill, Co-Chair, President, Venezuelan Tropical Fruit Company
Ray A. Goldberg, Professor, Harvard University
Jonathan Taylor, Chief Executive, Booker plc
Jean-Louis Floriot, Director, IGIA
Vernon E. Schneider, Distinguished Professor of Agribusiness, Texas A&M University

PROGRAM COMMITTEE

Jonathan Coles, Co-chair, Chairman of the Board, Mavesa
Mike Cook, Co-chair, Professor, Agribusiness, University of Missouri
Paul Aho, Staff Economist, Arbor Acres Farm Inc.
Greg Baker, Assistant Professor, Santa Clara University
Sergio Chazarro-Loaiza, Director, Financial Experts Unit, NAFINSA
Dennis Conley, Associate Professor, University of Nebraska-Lincoln
William Dobson, Professor, University of Wisconsin-Madison
Marvin Duncan, Professor and Chairman, North Dakota State University
Ray A. Goldberg, Professor, Harvard University
William D. Gorman, Professor, New Mexico State University
Vernon E. Schneider, Distinguished Professor, Texas A&M University
Jerry Siebert, Economist, University of California-Berkeley
Robert Thompson, President, Winrock International
Roberto Weill, President, Venezuelan Tropical Fruit Company
Decio Zylbersztajn, Professor, University of Sao Paulo

IAMA Staff Coordinator: Phillip Garrett, Director Member and Public Relations

FINANCE AND BUDGET COMMITTEE

Alfredo Gruber, Co-chair, President, Palmaven
William D. Gorman, Co-chair, Professor, New Mexico State University

MARKETING COMMITTEE

Roberto Weill, Co-chair, President, Venezuelan Tropical Fruit Company
Marvin Duncan, Co-chair, Professor and Chairman, North Dakota State University
Vernon E. Schneider, Co-chair, Distinguished Professor of Agribusiness, Texas A&M University
SATURDAY, MAY 21, 1994

7:30 a.m. - 6:00 p.m.
REGISTRATION
Hilton Foyer

10:00 a.m. - 12:30 p.m.
OPENING CEREMONY
Teresa Carreño Hall

Master of Ceremony: Alfredo Grüber, President, Palmaven, S.A., Venezuela

Speakers: Jonathan F. Taylor, President IAMA, Chief Executive, Booker Plc, United Kingdom
Honorable Rafael Caldera, President, Republic of Venezuela

Keynote Speaker: Gustavo Roosen, Presidential Commissioner for Financial Affairs, Venezuela

12:50 p.m. - 1:15 p.m.
OPENING OF PARTNERING FAIR
Grand Ballroom D

Guest Speaker: Ciro Añez Fonseca, Minister of Agriculture, Republic of Venezuela

1:15 p.m. - 2:00 p.m.
VIEW PARTNERING FAIR

2:00 p.m. - 3:30 p.m.
INVITED SPEAKER SESSION
Ballroom A

Chair: Roland Löhner, Presidente-Gerente, Cargill, Venezuela

Speakers: His Excellency Carlos Morales, Vice President, Dominican Republic
Ambassador Charles Gillespie, Director, Coordinating Office, Summit of the Americas, USA

3:30 p.m. - 4:00 p.m.
BREAK
Trade Expo Area

4:00 p.m. - 5:30 p.m.
INVITED SPEAKER SESSION
Ballroom A

Chair: William Dobson, Distinguished Professor, Department of Agricultural Economics,
University of Wisconsin-Madison, USA

Speaker: Adolfo Tayhardat, Executive Director, CONAPRI, Venezuela

8:00 p.m.
COCKTAIL PARTY
Hilton Foyer/Ballroom D
SABADO, 21 de MAYO de 1994

INSCRIPCION
Hilton Foyer

10:00 a.m. - 12:30 p.m.
CEREMONIA DE APERTURA
Teresa Carreño

Maestro de Ceremonias: Alfredo Grüber, Presidente, Palmaven, S.A., Venezuela
Oradores: Jonathan F. Taylor, President IAMA, Chief Executive, Booker Plc, United Kingdom
Honorable Rafael Caldera, Presidente, Republic of Venezuela
Discurso Inaugural: Gustavo Roosen, Presidential Comissioner for Financial Affairs, Republic of Venezuela

12:50 p.m. - 1:15 p.m.
EXPOSICION DE APERTURA
Gran Salón D

Invitado de Honor: Ciro Añez Fonseca, Minerist of Agriculture, Republic of Venezuela

1:15 - 2:00 p.m.
ALMUERZO

2:00 p.m. - 3:30 p.m.
SESION DE ORADORES INVITADOS
Gran Salón A

Director: Roland Löhner, Presidente-Gerente, Cargill, Venezuela
Oradores: His Excellency Carlos Morales, Vice President, Dominican Republic
Ambassador Charles Gillespie, Director, Coordinating Office, Summit of the Americas, USA

3:30 p.m. - 4:00 p.m.
INTERMEDIO
Gran Salón D

4:00 p.m. - 5:30 p.m.
SESION DE ORADORES INVITADOS
Gran Salón A

Director: William Dobson, Distinguished Professor, Department of Agricultural Economics, University of Wisconsin-Madison, USA
Oradores: Adolfo Tayhardat, Executive Director, CONAPRI, Venezuela

8:00 p.m.
COCTEL
Foyer/Gran Salón D
SUNDAY, MAY 22, 1994

8:00 a.m. - 9:00 a.m.      IAMA ANNUAL MEETING  Ballroom A

9:30 a.m. - 12:00 p.m.  SESSION 1  Ballroom A

The Converging Trading Blocks in the Americas

Chair: Eduardo Gómez Sigala, President, Alimentos Polar, Venezuela
Moderator: Jesus Seade, Deputy Director-General, General Agreement on Tariffs and Trade (GATT), Switzerland
Speakers: Alberto Pioletto, Minister of Foreign Trade, Republic of Venezuela
          Conrado Pappalardo, Chairman of the Commission for Economic and Financial Affairs of the Paraguayan Congress, Paraguay
          Magdalena Prado, Executive Director, Chamber of Commerce, Colombia

9:30 a.m. - 12:00 p.m.      SESSION 2  Upper Lobby Rooms North

Growth Opportunities in Tropical Agriculture

Chair: Luis R. Castellanos, President and General Manager, DowElanco Venezuela, Venezuela
Moderator: Hernando Caicedo, Chairman of the Board and CEO, Southern Rainbow Corporation, Colombia
Speakers: Augusto Solano Mejia, Universidad de los Andes, Colombia
          Robert Ross, President, Latin American Agribusiness Development Corporation, USA
          Eduardo Michelsen-Cuellar, Vice President, Colombina S.A., Colombia
          Roberto Weill, President, Venezuelan Tropical Fruit Company, Venezuela
          Eduardo Lopez Obregon, Executive Director, Nova Trading Company, Colombia

9:00 a.m. - 12:00 p.m.  SESSION 3A  Upper Lobby Rooms South

International Taxation and Agribusiness Investment

Chair: José Bouza, President, Banco de Venezuela, Venezuela
Moderator: Clair Nixon, Cooper & Lybrands Professor, Department of Accounting, Texas A&M University, USA
Speakers: Fernando Fernandez, Tax Partner, Price Waterhouse, Venezuela
          Jose Lara-Perez, Managing Partner, Coopers and Lybrand, Venezuela
          Greg Perry, Associate Professor, Department of Agricultural Economics and Resource Economics, Oregon State University, USA
DOMINGO, 22 de MAYO de 1994

8:00 a.m. - 9:00 a.m. JUNTA ANUAL DE IAMAR Gran Salón A

9:30 a.m. - 12:00 p.m. SESION 1 Gran Salón A

La Acción de los Bloques Comerciales en las Américas

Director: Eduardo Gómez Sigala, President, Alimentos Polar, Venezuela
Moderador: Jesus Seade, Deputy Director-General, General Agreement on Tariffs and Trade (GATT), Switzerland
Oradores: Alberto Poletto, Minister of Foreign Trade, Republic of Venezuela
Conrado Pappalardo, Chairman of the Commission for Economic and Financial Affairs of the Paraguayan Congress, Paraguay
Magdalena Prado, Executive Director, Chamber of Commerce, Colombia

9:30 a.m. - 12:00 p.m. SESION 2 Mezzanine Galería B Norte

Oportunidades de Desarrollo para la Agricultura Tropical

Director: Luis R. Castellanos, President and General Manager, DowElanco Venezuela, Venezuela
Moderador: Hernando Caicedo, Chairman of the Board and CEO, Southern Rainbow Corporation, Colombia
Oradores: Augusto Solano Mejia, Universidad de los Andes, Colombia
Robert Ross, President, Latin American Agribusiness Development Corporation, USA
Eduardo Michelsen-Cuellar, Vice President, Colombina S.A., Colombia
Roberto Weill, President, Venezuelan Tropical Fruit Company, Venezuela
Eduardo Lopez Obregon, Executive Director, Nova Trading Company, Colombia

9:00 a.m. - 12:00 p.m. SESION 3A Mezzanine Galería B Sur

Fijación de Impuestos Internacionales e Inversiones en la Agroindustria

Director: José Bouza, President, Banco de Venezuela, Venezuela
Moderador: Clair Nixon, Cooper & Lybrands Professor, Department of Accounting, Texas A&M University, USA
Oradores: Fernando Fernandez, Tax Partner, Price Waterhouse, Venezuela
Jose Lara-Perez, Managing Partner, Coopers and Lybrand, Venezuela
Greg Perry, Associate Professor, Department of Agricultural Economics and Resource Economics, Oregon State University, USA
Global Partnering in Eastern Europe and the Former Soviet Union

Chair: Walter Armbruster, Managing Director, Farm Foundation, USA
Moderator: John Nichols, Professor, Agricultural Economics, Texas A&M University, USA
Speakers: Jean-Louis Floriot, Director, Institute de Gestion International Agro-Alimentaire, France
G. Allen Andreas, Vice President and CFO, Archer Daniels Midland Co., United Kingdom
Catherine Daubner, Associate Professor, Dept of Microeconomics, Budapest University, Hungary
Charles Handy, Deputy Branch Chief, Economic Research Service, U.S.D.A., USA

12:30 p.m. - 2:00 p.m.  
LUNCH  
Grand Ballroom

Chair: Adolfo Tayhardat, Executive Director, CONAPRI, Venezuela

Why Venezuela, produced by CONAPRI, is a 15 minute video that shows the changes taking place in Venezuela thanks to the new attitudes and economic policies, which focus on privatization, foreign investment promotion, competitiveness of local industries and better access to international markets.

2:00 p.m. - 4:00 p.m.  
SESSION 4  
Ballroom A

Challenges For Small Agribusiness in A Global Economy

Chair: Cesar Egaña Pietersz, General Manager, Indulac, Venezuela
Moderator: Kevin Murphy, Chief Executive Officer, J.E. Austin Associates, Inc., USA
Speakers: Rafael Carbonell De Masy, Professor of Rural Development, Universita Gregoriana, Italy
John C. Ickis, Professor, Business Administration, INCAE, Costa Rica
Craig Leon, General Manager and Co-owner, Andean Organics, Ecuador
Ralph Christy, Professor, Managerial and Resource Economics, Cornell University, USA

2:00 p.m. - 4:00 p.m  
SESSION 5  
Upper Lobby Rooms North

Aracruz Case

Leader: Ray A. Goldberg, Moffett Professor of Agriculture and Business, Harvard University, USA
Presenter: Luiz Kaufmann, President and CEO, Aracruz Celulose S.A., Brazil
Reactors: Roger Malkin, Chairman, Delta and Pine Land Co., USA
Thomas Sporleder, Endowed Professor, The Ohio State University, USA
Consorcios Globales en Europa del Este y la ex Unión Soviética

Director: Walter Armbruster, Managing Director, Farm Foundation, USA
Moderador: John Nichols, Professor and Associate Head for Research, Agricultural Economics, Texas A&M University, USA
Oradores: Jean-Louis Floriot, Director, Institute de Gestion International Agro-Alimentaire, France
G. Allen Andreas, Vice President and CFO, Archer Daniels Midland Co., United Kingdom
Catherine Daubner, Associate Professor, Dept of Microeconomics, Budapest University, Hungary
Charles Handy, Deputy Branch Chief, Economic Research Service, U.S.D.A., USA

12:30 p.m. - 2:00 p.m.

ALMUERZO

Director: Adolfo Tayhardt, Executive Director, CONAPRI, Venezuela

Why Venezuela, ¿Por Qué Venezuela) producido por CONAPRI, es un video de 15 minutos que muestra los cambios que se están llevando acabo en Venezuela gracias a las nuevas actitudes y política económica, que se enfocan en la privatización, promoción de inversiones extranjeras, competitividad de industrias locales y mejor acceso a mercados internacionales.

2:00 p.m. - 4:00 p.m.

Retos para la Pequeña Agroempresa en una Economía Global

Director: Cesar Egaña Pietsz, General Manager, Indulac, Venezuela
Moderador: Kevin Murphy, Chief Executive Officer, J.E. Austin Associates, Inc., USA
Oradores: Rafael Carbonell De Masy, Professor of Rural Development, Universita Gregoriana, Italy
John C. Ickis, Professor, Business Administration, INCAE, Costa Rica
Craig Leon, General Manager and Co-owner, Andean Organics, Ecuador
Ralph Christy, Professor, Managerial and Resource Economics, Cornell University, USA

Caso de Aracruz: Futuras Direcciones, Problemas Ambientales y Nuevas Estrategias de las Compañías Madereras

Conductor: Professor Ray A. Goldberg, Moffett Professor of Agriculture and Business, Harvard University, USA
Presentador: Luiz Kaufmann, President and CEO, Aracruz Celulose S.A., Brazil
Panelistas: Roger Malkin, Chairman, Delta and Pine Land Co., USA
Thomas Sporleder, Endowed Professor, The Ohio State University, USA
Cuba's Agribusiness: Challenges and Opportunities

Chair: Paul Aho, Staff Economist, Arbor Acres Farms, Inc., USA
Moderator: James E. Ross, Adjunct Professor, International Agricultural Trade and Policy Center, University of Florida, USA
Speakers: Ambassador Pedro Luis Echeverria, Venezuela's Ambassador to the USA
          William A. Messina, Jr., Executive Coordinator, International Agricultural Trade and Policy Center, University of Florida, USA
          Kamal Dow, Director, International Agricultural Trade and Policy Center, University of Florida, USA

Harmonization of International Trade in Fruit and Vegetables

Chair: Hubert Faucher, Professor, Institute de Gestion International Agro-Alimentaire, France
Moderator: Eric P. Thor, Director, School of Agribusiness and Environmental Resources, Arizona State University, USA
Speakers: Jose Fu, School of Agribusiness and Environmental Resources, Arizona State University, Honduras
          David Black, InterAmerican Institute for Cooperation on Agriculture, USA
          Frank Lam, Agricultural Specialist, United States Agency For International Development, Nicaragua
          John Horton, Agricultural Marketing Specialist, Project Analysis, Inter-American Development Bank, USA

Private Sector Opportunities in the Transition to Market Economies

Chair: Max Wortman, Pioneer Hi Bred International Chair, Iowa State University, USA
Moderator: Anthony C.W. Wylie, Director General, Fundación Chile, Chile
Speakers: David Hughes, Professor of Agribusiness and Marketing, Wye College, United Kingdom
          Lynn Engstand, Agribusiness Specialist, Europe, Central Asia, Middle East, N. Africa, World Bank, USA
          Jorge Redmond, Presidente, Chocolates El Rey C.A., Venezuela
          Manuel Aristia Ruiz, President, Agricola Ariztia Ltd., Chile
La Agroindustria en Cuba: Retos y Oportunidades

Director: Paul Aho, Staff Economist, Arbor Acres Farms, Inc., USA
Moderador: James E. Ross, Adjunct Professor, International Agricultural Trade and Policy Center, University of Florida, USA
Oradores: Ambassador Pedro Luis Echeverria, Venezuela's Ambassador to the USA
William A. Messina, Jr., Executive Coordinator, International Agricultural Trade and Policy Center, University of Florida, USA
Kamal Dow, Director, International Agricultural Trade and Policy Center, University of Florida, USA

Armonización en el Comercio Internacional de Frutas y Vegetales

Director: Hubert Faucher, Professor, Institute de Gestion International Agro-Alimentaire, France
Moderador: Eric P. Thor, Director, School of Agribusiness and Environmental Resources, Arizona State University, USA
Oradores: Jose Fu, School of Agribusiness and Environmental Resources, Arizona State University, Honduras
David Black, InterAmerican Institute for Cooperation on Agriculture, USA
Frank Lam, Agricultural Specialist, United States Agency For International Development, Nicaragua
John Horton, Agricultural Marketing Specialist, Project Analysis, Inter-American Development Bank, USA

Oportunidades para el Sector Privado en la Transición a una Economía de Mercado

Director: Max Wortman, Pioneer Hi Bred International Chair, Iowa State University, USA
Moderador: Anthony C.W. Wylie, Director General, Fundación Chile, Chile
Oradores: David Hughes, Professor of Agribusiness and Marketing, Wye College, United Kingdom
Lynn Engstrand, Agribusiness Specialist, Europe, Central Asia, Middle East, N. Africa, World Bank, USA
Jorge Redmond, Presidente, Chocolates El Rey C.A., Venezuela
Manuel Aristia Ruiz, President, Agrícola Arizti Ltd., Chile
4:00 p.m. - 5:30 p.m., Sunday  

SESSION 8  
Upper Lobby Rooms North

Public Sector Role in Facilitating in International Agribusiness and Trade: Success Stories

Chair: Alfredo Grüber, President, Palmaven, S.A., Venezuela
Moderator: Frank Fender, Director, FAS/ICD/FID, USA
Speakers: Juan Isaza, CICOL, Colombia  
Eduardo Bringas, President, COMACO, Mexico  
Luis A. Rodriguez, Manager, Agropecuaria Framer, C.A., Venezuela  
Osvaldo Acosta, Executive Director, Grupo Eveba/Agroindustrial Proeba C.A., Venezuela

4:00 p.m. - 5:30 p.m.  
SESSION 9  
Upper Lobby Rooms South

The Global Food Market of the Future: Opportunities and Obstacles for Agribusiness

Chair: Fideias Robusté Ventura, President and Managing Director, Molinos Nacionales, C.A., Venezuela
Moderator: Mark Drabenstott, Vice President and Economist, Federal Reserve Bank of Kansas City, USA
Speakers: Michael Stanly, Vice President, International Multifoods - Pueringer Division, USA  
Alan Barkema, Assistant Vice President and Economist, Federal Reserve Bank of Kansas City, USA  
Marvin Duncan, Professor and Chairman, Department of Agricultural Economics, North Dakota State University, USA

7:30 p.m  
COCKTAIL PARTY & PRESIDENTIAL BANQUET  
Grand Ballroom
**SESSION 8**

**Exitos del Sector Público en Promoción de la Agroindustria y el Comercio Internacional**

**Director:** Alfredo Grüber, Presidente, Palmaven, S.A., Venezuela  
**Moderador:** Frank Fender, Director, FAS/ICD/FID, USA  
**Oradores:**  
Juan Isaza, CICOL, Colombia  
Eduardo Bringas, President, COMACO, Mexico  
Luis A. Rodríguez, Manager, Agropecuaria Framer, C.A., Venezuela  
Osvaldo Acosta, Executive Director, Grupo Evoba/Agroindustrial Proebas C.A., Venezuela

**SESSION 9**

**El Mercado Global Alimentario del Futuro: Oportunidades y Obstaculos para la Agroindustria**

**Director:** Fides Robusté Ventura, Presidente and Managing Director, Molinos Nacionales, C.A., Venezuela  
**Moderador:** Mark Drabenstott, Vice President and Economist, Federal Reserve Bank of Kansas City, USA  
**Oradores:**  
Michael Stanley, Vice President, International Multifoods - Pueringer Division, USA  
Alan Barkema, Assistant Vice President and Economist, Federal Reserve Bank of Kansas City, USA  
Marvin Duncan, Professor and Chairman, Department of Agricultural Economics, North Dakota State University, USA

**7:30 p.m.**  
**COCTEL & BANQUETE PRESIDENCIAL**
MONDAY MAY 23, 1994

8:00 a.m. - 10:00 a.m. SESSION 10 Ballroom A

The Role of Capital Markets in Global Agribusiness

Chair: Leroy Startz, Senior Vice President, Head of Agribusiness Finance, Credit Agricole, USA
Moderator: Sergio Chazaro-Loaiza, Director, Financing Experts Units, Nacional Financiera S.N.C., Mexico
Speakers: Lic. Arturo Ortiz Hidalgo, Director General, Nacional Financiera S.N.C., Mexico
Hector Laurence, Corporate Vice President, Pioneer Hi Bred International, Argentina
C. Richard Pace, Senior Associate, Abt Associates, USA

8:00 a.m. - 10:00 a.m. SESSION 11 Upper Lobby Rooms North

Global Food Processor/Retailer Interface

Chair: Bernard Yon, Professor and Consultant, Institute De Gestion Internationale Agro-Alimentaire, France
Moderator: William D. Gorman, Professor, Agribusiness, New Mexico State University, USA
Speakers: Jakob de Jonge, Presidente, MAKRO, Venezuela
Carlos Herrera, Managing Director, Bionova, Pulsar International - Empresas La Moderna, Mexico
Jonathan F. Taylor, Chief Executive, Booker plc, United Kingdom
Roberto Servitje, Director General, ALTEX - BIMBO, Mexico

8:00 a.m. - 10:00 a.m. SESSION 12 Upper Lobby Rooms South

Cultural Dimensions of Cross-border Agribusiness Management

Chair: Fernando Ruiz, General Manager, Semillas Pioneer Chile Ltda, Chile
Moderator: Phillip R. Garrett, Director Member and Public Relations, IAMA, USA
Speakers: Joe L. Welsh, Agribusiness Organizations Advisor, Indonesian Agribusiness Development Project, Indonesia
David Davies, Vice President for the Middle East and and North Africa, Agricultural Cooperative Development International, Egypt
Sara Keck, Associate Professor, Department of Management and Management Science, Pace University, USA
Dennis Conley, Associate Professor, Department of Agricultural Economics, University of Nebraska, USA

10:00 a.m. - 10:30 a.m. COFFEE BREAK Foyer/Trade Expo
**LUNES, 23 de MAYO de 1994**

**SESSION 10**

**El Papel de los Mercados de Capital en los Agronegocios Globales**

**Director:** Leroy Startz, First Vice President, Head of Agribusiness Finance, Credit Agricole, USA

**Moderador:** Sergio Chazarro-Loaiza, Director, Financing Experts Units, Nacional Financiera S.N.C., Mexico

**Oradores:** Lic. Arturo Ortiz Hidalgo, Director General, Nacional Financiera S.N.C., Mexico
Hector Laurence, Corporate Vice President, Pioneer Hi Bred International, Argentina
C. Richard Pace, Senior Associate, Abt Associates, USA

**SESSION 11**

**Interacción Global entre Productores y Detallistas**

**Director:** Bernard Yon, Professor and Consultant, Institute De Gestion Internationale Agro-Alimentaire, France

**Moderador:** William D. Gorman, Professor, Agribusiness, New Mexico State University, USA

**Oradores:** Jakob de Jonge, Presidente, MAKRO, Venezuela
Carlos Herrera, Managing Director, Bionova, Pulsar International - Empresas La Moderna, Mexico
Jonathan F. Taylor, Chief Executive, Booker plc, United Kingdom
Roberto Servitje, Director General, ALTEX - BIMBO, Mexico

**SESSION 12**

**Dimensiones Culturales de la Gerencia de la Agroindustria Global**

**Director:** Fernando Ruiz, General Manager, Semillas Pioneer Chile Ltda, Chile

**Moderador:** Phillip R. Garrett, Director Member and Public Relations, IAMA, USA

**Oradores:** Joe L. Welsh, Agribusiness Organizations Advisor, Indonesian Agribusiness Development Project, Indonesia
David Davies, Vice President for the Middle East and North Africa, Agricultural Cooperative Development International, Egypt
Sara Keck, Associate Professor, Department of Management and Management Science, Pace University, USA
Dennis Conley, Associate Professor, Department of Agricultural Economics, University of Nebraska, USA

**INTERMEDIO**

Foyer/Gran Salón D
Policy Transitions: Where is Food and Agricultural Policy Going?

Chair: Luis Agosto Vegas Benedetti, President, Distributor Benedetti, Venezuela
Moderator: Jonathan Coles, Chairman of the Board, Mavesa S.A., Venezuela
Speakers: Roberto Junguito, Director Banco de la Republica, Colombia
Ciro Añez Fonseca, Minister of Agriculture, Republic of Venezuela
Alberto Valdes, Senior Agricultural Adviser, Technical Department, Latin America and the Caribbean Region, World Bank, USA
Ken Shwedel, Regional Director, Mexico, Central America and the Caribbean Basin, American Soybean Association, Mexico

Non-Traditional Risk Capital in Global Agribusiness

Chair: Julio Rodriguez Berrizbeitia, Director, Banco Mercantil, Venezuela
Moderator: Rurik Halaby, President, AgriCapital Corporation, USA
Speakers: Daniel Chaiz, Vice President, Agricultural Cooperative Development International, USA
G. Michael Reed, Director, PHI Financial Services, Inc., USA
Neil Stadman, Director, Credit and Legal Department, Ag Services of America, Inc., USA

Cuba's Future Role in the Global Sugar, Fruit, and Vegetable Sector

Chair: Michael Woolverton, Continental Grain Professor of Agribusiness, Thunderbird, USA
Moderator: John Lamb, Associate Director, Chemonics International, USA
Speakers: Federico Poey, President, AGRIDEC, Inc., USA
Roger Sattler, Director, International Business Development, NT Gargiulo, USA
Conchita Espinosa, Founder and President, FRU-VEG Sales Inc., USA
Alvaro Carta, President, A.L. Carta, USA

LUNCH

Chair: Mike Cook, Professor of Agribusiness, University of Missouri, USA
Speaker: Roberto Alvarez del Blanco, Chief Executive Officer, Portico de Mar S.A., Spain
**Políticas en la Transición: ¿Hacia dónde van las Políticas Agrícolas y Alimentarias?**

**Director:** Luis Agosto Vegas Benedetti, President, Distributor Benedetti, Venezuela  
**Moderador:** Jonathan Coles, Chairman of the Board, Mavesa S.A., Venezuela  
**Oradores:**  
Luis Agosto Vegas Benedetti  
Jonathan Coles  
Roberto Junguito, Director Banco de la Republica, Colombia  
Ciro Añez Fonseca, Minister of Agriculture, Republic of Venezuela  
Alberto Valdes, Senior Agricultural Adviser, Technical Department, Latin America and the Caribbean Region, World Bank, USA  
Ken Shwedel, Regional Director, Mexico, Central America and the Caribbean Basin, American Soybean Association, Mexico  

**Financiamiento No Tradicional en Agronegocios Globales**

**Director:** Julio Rodriguez Berrizbeitia, Director, Banco Mercantil, Venezuela  
**Moderador:** Rurik Halaby, President, AgriCapital Corporation, USA  
**Oradores:**  
Julio Rodriguez Berrizbeitia  
Rurik Halaby  
Daniel Chaig, Vice President, Agricultural Cooperative Development International, USA  
G. Michael Reed, Director, PHI Financial Services, Inc., USA  
Neil Stadlman, Director, Credit and Legal Department, Ag Services of America, Inc., USA  

**El Futuro de Cuba en los Sectores Global del Azúcar, Fruta, y Vegetales**

**Director:** Michael Woolverton, Continental Grain Professor of Agribusiness, Thunderbird, USA  
**Moderador:** John Lamb, Associate Director, Chemonics International, USA  
**Oradores:**  
Michael Woolverton  
John Lamb  
Federico Poey, President, AGRIDEC, Inc., USA  
Roger Sattler, Director, International Business Development, NT Gargiulo, USA  
Conchita Espinosa, Founder and President, FRU-VEG Sales Inc., USA  
Alvaro Carta, President, A.L. Carta, USA  

**ALMUERZO**

**Director:** Mike Cook, Professor of Agribusiness, University of Missouri, USA  
**Orador:** Roberto Alvarez del Blanco, Chief Executive Officer, Portico de Mar S.A., Spain
SESSION 16

Human Capital and Rural Development Interface in Global Agribusiness

Chair: Ariel Lorenzo, Senior Manager International Raw Materials Development, Busch Agricultural, Inc., Argentina

Moderator: Edwin Price, Assistant Vice Chancellor, International Agricultural Programs, Texas A&M University, USA

Speakers: Dieter Wunder, Universidad Adolfo Ibanez, Chile
Guillermo J. D’Andrea, Professor, IAE, Argentina
Miguel A Lopez-Pereira, Economist, CIMMYT, Mexico
Judith Symonds, Agribusiness Consultant, France

SESSION 17

IllyCafe Case: Brazil-Italy Vertical Coordination for a Premium Italian Expresso

Chair: Albert Kern, Executive V.P., International Sales/Commercial Development, Mycogen Corporation, USA

Presenters: Decio Zylbersztajn, Professor, Agricultural Economics, School of Sao Paulo, Brazil
Pamela Adams, Director, MBA Programs, SDA-Bocconi, Italy

Reactors: Jerome Siebert, Economist, University of California-Berkeley, USA
Jeffery Royer, Associate Professor, Dept of Ag Economics, University of Nebraska-Lincoln, USA

SESSION 18

Risk Management in Agribusiness

Chair: Joseph Marshall, President, Southern Plantations Group, Inc., USA

Moderator: Marvin Hayenga, Professor, Agricultural Economics, Iowa State University, USA

Speakers: R. McFall Lamm, V.P. and Chief Economist, New York Coffee, Sugar, and Cocoa Exchange, USA
Francesco Braga, Professor, Department of Agricultural Economics and Business, Univ. of Guelph, Canada
H. Christopher Peterson, Assistant Professor, Agricultural Economics, Michigan State University, USA

INVITED ADDRESSES

Chair: Vernon E. Schneider, President, IAMA, USA

Speakers: Jonathan F. Taylor, Past President, IAMA, Venezuela
Past, Present and Future

Thomas Urban, Chairman, President and CEO, Pioneer Hi-Bred International, President-elect IAMA 1995, USA
Global Agribusiness in the 21st Century: A CEO’s Vision


**Relaciones entre los Recursos Humanos y el Desarrollo Rural en los Agronegocios Globales**

**Director:** Ariel Lorenzo, Senior Manager International Raw Materials Development, Busch Agricultural, Inc., Argentina

**Moderador:** Edwin Price, Assistant Vice Chancellor, International Agricultural Programs, Texas A&M University, USA

**Oradores:**
- Dieter Wunder, Universidad Adolfo Ibanez, Chile
- Guillermo J. D'Andrea, Professor, IAE, Argentina
- Miguel A Lopez-Pereira, Economist, CIMMYT, Mexico
- Judith Symonds, Agribusiness Consultant, France

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**Caso de Illycafe: Brasil e Italia - La Coordinación Vertical Brasil - Italia para obtener el Espresso Premium Italiano**

**Director:** Albert Kern, Executive Vice President, International Sales/Commercial Development, Mycogen Corporation, USA

**Presentadores:**
- Decio Zylbersztajn, Professor, Agricultural Economics, School of Sao Paulo, Brazil
- Pamela Adams, Director, MBA Programs, SDA-Bocconi, Italy

**Panelistas:**
- Jerome Siebert, Economist, University of California-Berkeley, USA
- Jeffery Royer, Associate Professor, Dept. of Ag Economics, University of Nebraska-Lincoln, USA

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**Manejo de Riesgo en los Agronegocios**

**Director:** Joseph Marshall, President, Southern Plantations Group, Inc., USA

**Moderador:** Marvin Hayenga, Professor, Agricultural Economics, Iowa State University, USA

**Oradores:**
- R. McFall Lamm, V.P. and Chief Economist, New York Coffee, Sugar, and Cocoa Exchange, USA
- Francesco Braga, Professor, Department of Agricultural Economics and Business, University of Guelph, Canada
- H. Christopher Peterson, Assistant Professor, Agricultural Economics, Michigan State University, USA

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**DISCURSOS INVITADOS**

**Director:** Vernon E. Schneider, President, IAMA, USA

**Oradores:**
- Jonathan F. Taylor, Past President, IAMA, United Kingdom

**Thomas Urban,** Chairman, President and CEO, Pioneer Hi-Bred International, President-elect IAMA 1995, USA

*Global Agribusiness in the 21st Century: A CEO's Vision*
INTERNATIONAL SYMPOSIUM ON AGRIBUSINESS EDUCATION

Partnerships Between Industry and Academia

FRIDAY, MAY 20, 1994

9:00 a.m. OPENING OF SYMPOSIUM
Chair: Dr. William D. Gorman, Professor of Agribusiness, New Mexico State University, USA
Welcome: Dr. Janet Kelly, Dean Instituto de Estudios Superiores de Administration, (IESA), Venezuela

9:10 a.m. OPENING ADDRESS
Agribusiness Education Programs In A Global Environment
Speaker: Jorge Redmond Schlageter, President, Chocolates El Rey, Venezuela

9:30 a.m. CURRICULUM ISSUES
- Why Specialized Agribusiness Programs?
- Undergraduate and Graduate Programs
- What Should Be The Curriculum Content?
- College of Agriculture vs College of Business
- Professor and Student Interaction
Chair: Dr. John Owens, Dean and Chief Administrative Officer, College of Agriculture, New Mexico State University, USA
Panelists: Dr. Jonathan Turner, Royal Agricultural College, United Kingdom
Dr. Bernard Yon, Institut de Gestion Internationale Agro-Alimentaire, France
Dr. Kerry Litzenberg, Texas A&M University, USA

11:00 a.m. BREAK

11:30 a.m. CASE METHODS IN AGRIBUSINESS EDUCATION
Teaching With The Case Method
- Case Preparation
- Class Discussion and Board Use
- Summary Points
Chair: Dr. Loren Parks, California State University, USA
Presenter: Dr. Greg Baker, Institute of Agribusiness, Santa Clara University, USA
12:15 p.m.  
LUNCH

1:45 p.m.  
THE CASE METHOD IN PROFESSIONAL EDUCATION
- Teaching Objectives
- Case Choice and Preparation
- Leading the Case Discussion

Presenters:  
Rafael Bornás, Adjunct Professor, IESA, Venezuela
Luis Manuel Rivas, Researcher, IESA, Venezuela

2:45 p.m.  
EXTRACURRICULAR ACTIVITIES IN AGIBUSINESS TEACHING PROGRAMS
- Research Programs
- Industry Relationships
- Internships and Field Trips

Chair:  
Dr. Ian Fairnie, Curtin University, Australia

Panelists:  
Jonathan F. Taylor, Chief Executive, Booker plc, United Kingdom
DeeVon Bailey, Professor, Utah State University, USA
David Hitchins, Marketing Manager, Euribrid, The Netherlands

3:50 p.m.  
BREAK

4:20 p.m.  
CASE STUDY METHODOLOGY
- Case Study Development
- Relationships Between Case Studies and Theoretical Backgrounds
- Relationships in Research

Chair:  
Dr. Vernon E. Schneider, Distinguished Professor of Agribusiness, Texas A&M University, USA

Presenter:  
Professor Ray A. Goldberg, Moffett Professor of Agriculture and Business, Harvard University, USA

5:00 p.m.  
CLOSING REMARKS

Dr. Hector Ordoñez, President, Agronegocios, Argentina

7:30 p.m.  
Welcoming Cocktail Party courtesy of the Weill Group, at the home of Roberto and Isela Weill. Transportation will be provided.
IAMA OFFICERS AND BOARD OF DIRECTORS

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IAMA Mission Statement

The International Agribusiness Management Association is an association of agribusiness leaders - academics, managers of public, private and cooperative commercial organizations, scientists, policy makers, and others - concerned that the value added food and fiber chains should be economically efficient, responsive to nutritional and other human needs, global and sustainable.

Misión de IAMA

La Asociación Internacional de Empresariado Agroindustrial (International Agribusiness Management Association) es una asociación de dirigentes en la agroindustria - academia, directores de organizaciones públicas, privadas, y cooperativas comerciales, investigadores, administradores, y de más - que se interesan en que el valor del aditivo alimenticio sea económicamente eficaz, en su aspecto nutricional y de más necesidades humanas, que se global y sustentable.