

INTERNATIONAL FOOD AND AGRIBUSINESS MANAGEMENT ASSOCIATION
19TH ANNUAL WORLD FORUM AND SYMPOSIUM

19th Annual World Food and Agribusiness Forum and Symposium



Platinum Sponsors	Gold Sponsors	Silver Sponsors	
			
			
Strategic Partners			
			
			
			
Friends of IAMA:	Siebert Family Trust	Ross McLaren	Jeanne Sullivan

PLENARY SPEAKER BIOGRAPHIES

Budapest, Hungary, June 23 - 25, 2009

Ariane Angelier heads the Office for Quality Signs and Organic Farming at the French Ministry of Agriculture, Directorate General for food, industry and territories politics. She is an engineer at the National Institute of environmental engineering, hydrology and forestry and at the National Institute of agronomy. Between 2001–2006 she worked at the National Forest Agency as Head of Research and Development. She has served as a Spokesperson to the European Commission and was responsible for rural development, food security and environmental affairs. She has several publications on silviculture and large woody debris disposal.

Walter Armbruster is president Emeritus of Farm Foundation and served as their president from 1991 – 2008. He is currently Editor of *Choices Magazine*. Prior to that, he served for two years as staff economist in the Agricultural Marketing Service, and eight years with the Economic Research Service, both in the U.S. Department of Agriculture, Washington, D.C. Dr. Armbruster works as a catalyst to improve the economic and social well-being of U.S. agriculture, the food system and rural communities, assisting private and public sector decision makers in identifying and understanding forces that will shape the future. An agricultural economist with a Ph.D. from Oregon State University and M.S. and B.S. degrees from Purdue University, Dr. Armbruster has served as president of the American Agricultural Economics Association and the American Agricultural Law Association.

Diána Bánáti received her C.Sc. degree at the Hungarian Academy of Sciences in 1996. She is the Chair of the Management Board of European Food Safety Authority (EFSA) and Head of the Department of Food Science of the Szent István University and Department of Food Regulatory Sciences and Consumer Science, of the Corvinus University of Budapest. Her research activity focuses on food science, with special regard to her main fields of interest: food safety, food policy, consumer sciences and ethics. She is also largely involved in national R&D food safety

programmes and FP6, FP7 research projects focusing on food safety, novel technology and risk management. She is also a member of several international (e.g. EFSA Management Board, EGE, ILSI) and national scientific bodies and is playing an active role in formulating national and international food policy, chairperson of numerous international conferences and author of articles on food safety, food ethics, consumer science and risk management. Dr. Bánáti is University Professor at Corvinus University of Budapest and University of Szeged.

Reto Battaglia, General Manager, Battaglia Food Safety Systems GmbH, Switzerland, finished his university education at ETH (Swiss Federal Institute of Technology) and obtained his Ph.D. in chemistry in 1970 in the area of biosynthetic problems. From 1973 he worked at the Cantonal laboratory of Zurich, the official food control agency of Zurich in Switzerland, where he was responsible for the management of food analytical and microbiology departments. He obtained the diploma as Swiss Food Chemist in 1976 and became the deputy head of the institute in 1980. He is a regular lecturer at the ETH Zurich and the University of Parma, where he is responsible for the compulsory course in „Quality Assurance in Food Processing and Trade“ for students in Food Science. From 2000 he was an active member of the CIES' Global Food Safety Initiative, helping to establish and introduce international food safety standards. He now runs his own food safety consultancy for food processors and traders (Battaglia food safety systems GmbH). He is a member and board member of a number of national and international learned societies. He presided the Federation of European Chemical Societies from 1999 to 2002, during which time he was initiating the transformation of this organisation to the new European Association for Molecular and Chemical Sciences EuCheMS, now a registered legal entity in Brussels, representing ca. 150 000 chemists in Europe. As an acknowledgement for this effort he received the EuCheMS Award for Service in 2005.

Arnoud-Jan Bijsterveld is historian and professor at Tilburg University, the Netherlands. He studied Medieval History (graduation 1987; Ph.D. 1993) in Nijmegen and Amsterdam. Since 1999, he has held a funded chair for the Regional History and Ethnology of Brabant in the Department of Sociology at Tilburg University. He published extensively on the medieval history of the Low Countries and the interplay between history, cultural heritage and (regional) identity. In 2008, he published, with Christian Curré, *Hans Horsten and Hans Moors*, a book on economic, social and cultural developments in North Brabant between 1983 and 2008.

Gerd Boeckenhoff earned a diploma at the Agricultural Economics University Bonn, and University Kiel, received his B.S. Agricultural Economics at the Washington State University, USA and got a Ph.D. in Agricultural Economics at the University Kiel, and Purdue University, U.S.A. He gained professional experience in research on strategies in the food processing industry as a research assistant at the Department of Agricultural Economics, University of Kiel. He was also consultant at Yankelovich & Partner, Hamburg and as of May 2005, he is the General Manager at Rabobank Polska S.A.

Joydeep Bose is the President and the Global Head of Human Resources for Olam International Limited. Joydeep holds a post graduate management degree and is a graduate of engineering. He has more than 19 years experience in the human resources field across industries such as chemical processing, telecom, information technology and agricultural supply chain management. He also led the initiative on People Capability Maturity Model, while he was a Human Resources General Manager and consulted engagements with the prestigious Fortune 100 companies in the US. His expertise's are in the areas of organization performance enhancement, transformational change, mergers & acquisitions and leadership development. In his current capacity at Olam, Joydeep is primarily responsible for providing leadership to the human resources function globally across more than 50 countries. Joydeep is a member of the committee engaged in sponsoring research for the International Trading Institute, which is a partnership initiative between International Enterprise, a Singapore government organization and the Singapore Management University, created with the objective of building talent for the trading industry in Singapore.

Francesco Braga is Associate Professor with a joint appointment in the Department of Business and the Department of Economics, College of Management and Economics, University of Guelph, Canada, and Professore Incaricato, Istituto di Economia Agroalimentare, Facoltà di

Agraria, Università Cattolica del Sacro Cuore, Italy. He is also a Scientific Director at the Food and Agribusiness Research Management Knowledge Network, Parma, Italy, Executive Director at the University of Guelph, and Managing Director, Alpi Marketing & Consulting Services Inc., Guelph, Canada. A graduate of the University of Guelph and the Università Cattolica del Sacro Cuore, Prof. Braga is a Board Member of IAMA and previously served as Executive Editor for the International Food and Agribusiness Management Review. Prof. Braga has advised over 100 graduate students, mostly at the MBA level. Passionate about his work in the food and agribusiness professional area, he has worked internationally with industry, government and academia. He is currently working on supply chain sustainability issues, price risk management issues and marketing of typical foods.

Carole L. Brookins is an international consultant known for her work as a policy and trade strategist on issues of global political economy and its effect on the food and agriculture sector. Her career has included positions as chairman and CEO, World Perspectives, Inc. and the U.S. Executive Director of the World Bank, 2001-2005. Ms. Brookins played a leading role in developing collaborative programs between the World Bank's International Development Agency (IDA) and the International Finance Corporation, providing critical support to small enterprise development in sub-Saharan Africa. She helped President Bush achieve initiatives to deliver IDA assistance in the form of grants instead of loans and adopt results based measurement programs. Carole was a consistent advocate for partnering public and private sectors to develop infrastructure in the poorest countries. Ms. Brookins regularly delivers keynote addresses on international economic, trade, agricultural and political issues before U.S. and overseas audiences. She has appeared on nationally televised programs, including "The MacNeil/Lehrer News Hour," and CNN's "Inside Business" and "Crossfire."

Aidan Connolly, Vice President of Alltech, graduated with a B.Comm. from University College Dublin and an MBS in International Marketing from the Smurfit School of Business, University College Dublin, Ireland. He has been with Alltech for 19 years, initially in Ireland, and then in France, Brazil and the United States. From 2002 until 2008, Mr. Connolly held the position of Vice President of Europe and was based at Alltech's European Bioscience Center in Dunboyne, Ireland. He currently holds the position of Vice President of Corporate Accounts and is based in Washington D.C. As Alltech's Vice President, he is responsible for corporate account strategy within Alltech. His expertise is in the field of branding, agriculture and international marketing. Mr. Connolly is also a board member of IFIF, former board member of FEFANA and is Vice President of Nutrition with the European Association for Animal Production.

Mike Cook is the Robert D. Partridge Endowed Professor in Agribusiness in the Department of Agricultural Economics at the University of Missouri-Columbia. Dr. Cook has over eleven years of industry experience gained from working under three different firms, with responsibilities ranging from marketing analyst to Chief Executive Officer and President. Currently, at MU, Dr. Cook is a member of many organizations that pertain to agribusiness, research, and leadership, and also is Chairman of the International Advisory Board of KLICT.

Csaba Csáki received a Ph.D. in Agricultural Economics in Hungary and was a post doctoral fellow at the University of California, Davis. Dr. Csáki is now Professor of Agricultural Economics at the Budapest Corvinus University, as well as, the former Rector of Budapest University of Economic Sciences. Currently, he is also Head of Department and member of the Monetary Board of the Hungarian National Bank. He was a Senior Advisor for strategy and policy in the Agriculture and Rural Development Department of the World Bank, and the principal author of the Bank's new rural development strategy. During the economic transition period of the 1990s, Dr. Csáki led the World Bank's analytical work on agricultural policies and food, and agriculture sectors in Central and Eastern Europe. In the late 90s and early 2000s, he was the leading agricultural and rural policy advisor on a global level at the World Bank. He is one of the world's leading experts on agricultural policy, development and economic transition in Central and Eastern Europe. During the last several years, Dr. Csáki has been working intensively on rural development issues in the developing world and on agricultural policy developments in the EU New Member States. He has edited, authored or co-authored numerous books and more than 200 articles.

Sándor Csányi is an economist and university professor who is specialized in finances. He later became a licensed pricing specialist and a chartered accountant. His first job was with the Ministry of Finance. He also worked at the Ministry of Agriculture and Food and at the Hungarian Credit Bank. From 1989 to 1992, he was Deputy CEO for the Commercial and Credit Bank (K&H), and since 1992, he has been the Chairman & CEO of the National Savings and Commercial Bank Ltd. (OTP). He is a member of the European Board of MasterCard, Vice President of the Board of the Hungarian Oil and Gas Company (MOL), and is also Co-chairman of the National Association of Entrepreneurs and Employers (VOSZ). He is also Chairman of the Supervisory Board of two OTP Bank Group members: DSK in Bulgaria and OTP Garancia Insurance. Since 2004, he has been Honorary Professor at the University of Western Hungary. He is a member of the International Association of Business Leaders and also of the Institut International D' Etudes Bancaires. In 2005, Dr. Sándor Csányi set up a HUF 1 billion foundation from his private fortunes to help talented poor children. He has got a number of professional and social recognitions.

Antonio Di Giulio started his professional career as an agricultural economist with the United States Foreign Agricultural Service – Department of Agriculture (FAS/USDA) in Rome, Italy, working primarily on commodity and food products market analysis, as well as, on scientific and regulatory aspects, including food safety and WTO trade issues. Afterwards, he became Principal Administrator with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) in Paris, France, where he worked on policies and research programmes on agricultural and food production systems of the Mediterranean region. His duties included the co-ordination of research programmes and the supervision of CIHEAM Annual Report on the development and agri-food policies in the Mediterranean region. Antonio Di Giulio is currently Head of the Food, Health and Well-being Unit in the European Commission, Directorate-General for Research.

Marcos Fava Neves is an expert in marketing, distribution channels, networks and business strategy. He is an agronomist engineer with Ph.D. in Business by FEA/USP. He is currently a professor at FEA-RP/USP, teaching Marketing for the undergraduate course and Marketing and Business Management for the Fundace MBA course. He has wide experience with projects in strategic management and marketing planning. Marcos has been a member of PENSA since 1992 and is a partner of Markestrat Associates.

Péter Feiner graduated at the College of Finance and Accountancy, Budapest. He is a business administrator and tax consultant, having special skills and experiences in controlling, accountancy, information technologies, logistics, communication and legal affairs. Beginning from 1998, Péter Feiner has worked at SPAR Hungary Trading Co. as Acting Director, and later he became President of Board of Directors. In 2005, he was elected as President of the Hungarian Trade Association. He was also decorated with the Klauzál Gábor Medal (2006) and the Great Order of Austria (2008). He speaks both English and German.

Csaba Forgacs is a professor and the Deputy-Head of the Department of Agricultural Economics and Rural Development, at Corvinus University of Budapest, and is getting a Master's in Economics at Karl Marx University of Economics, Budapest (one of the predecessors of CUB). He got his degree of Candidate of Science in 1985, and has been working for the university since 1970. He is also a former President of European Association of Agricultural Economics and Secretary General of Hungarian Association of Agricultural Economics, and has been Vice-Rector of the university. He is currently the President of the Hungarian Scholarship Board. His teaching areas include agricultural economics, and agribusiness, while his research interests consist of agricultural policy, transition economies and rural development.

Hilary Green became Head of R&D Communications on June 1, 2008, joining the Corporate Head Office in Vevey, from the Nestlé Research Centre in nearby Lausanne. Hilary studied human physiology and obtained a Ph.D. in Metabolic Physiology from the University of Nottingham. She has had a university academic career in research and teaching in physiology, nutrition and health in the UK, as well as, in Australia and New Zealand. In 2002, Hilary joined the

Nestlé Research Centre in Switzerland as a Senior Scientist. After several years in Nestlé Research, she moved to the Corporate Head Office to take responsibility for coordinating all external Nestlé R&D Communications world-wide.

Bernard Guntz received his International Diploma at the Higher Level European Institute of Commerce of Strassbourg. He served as the general manager of different supermarkets and hypermarkets (1991-2000) and worked for the creation of food security and commercial training service in Auchan, Hungary between 2001 and 2006. He is now working as the Technical Director of Auchan, Hungary.

Erhard Höbaus, Head of Division of Nutrition and Quality Assurance, Ministry of Agriculture, Austria, MSc having studied zoology and biochemistry graduated in 1977 at the University of Vienna (Dr. phil.). He also finished a postgraduate course on European Food Regulatory Affairs and graduated at the University of Ulster in 2006 (MSc). He worked at the University of Vienna, at the Federal Institute of Plant Protection, Vienna and at the Ministry of Agriculture, Forestry, Environment and Water Management. As Head of Division of Austrian Federal Offices and Institutes for Agriculture, 1995–2002 he was responsible for management and budgeting, research coordination and controlling. Since 2002 he is Head of Division of Nutrition and Quality Assurance. In addition, he is national contact point of FAO/WHO Codex Alimentarius.

Hector Huergo is an agronomist that graduated at the Facultad de Agronomía de la Universidad de Buenos Aires, 1974. He is an agricultural journalist of “El Campo, la Industria Verde” (Farming, the Green Industry), a TV weekly magazine and has been Director of *Clarín Rural* (weekly farming magazine from *Clarín Journal*, the biggest newspaper in Spanish language) since 1991. He is Co-founder and President of the Asociación Argentina de Biocombustibles e Hidrógeno (Argentine Biofuels and Hydrogen Association) and is the Former President of the Instituto Nacional de Tecnología Agropecuaria (INTA), the Agricultural National Research Institute. He is also Director of Solution Partners, a consulting company specialized in biofuels.

Marcos Sawaya Jank is President and CEO of the Brazilian Sugarcane Industry Association (UNICA). Former President of the Brazilian Institute for International Trade Negotiations (ICONE), Dr. Jank is also Associate Professor at the School of Economics and Business, University of São Paulo (FEA-USP), with a B.Sc. in Agronomy by ESALQ-USP, M.Sc. in Agricultural Policies in Montpellier (France) and Ph.D. by FEA-USP. He worked as Special Counselor to the Minister of Development for Industry and Trade of Brazil, as a special expert in trade at the Integration and Hemispheric Issues Division of the Inter-American Development Bank (IDB) in Washington, D.C. He has also been a visiting professor at Georgetown University and University of Missouri-Columbia. He was consultant and coordinator of projects at the World Bank, IDB, OECD, FAO, UNDP, the Hewlett Foundation, the Swiss Agency for Development and Cooperation (SDC), the German Marshall Fund of the United States, the UK International Cooperation Department (DFID) and other international organizations, and he has also published over 200 works and presented about 500 lectures in events in the country and abroad. Jank has over 20 years of experience in topics related to the sugar-ethanol industry.

Paul “Tuck” Jasper, IAMA President (2009-2010), earned his M.S. degree from Cornell University and a B.S. from Indiana University School of Business. After a career of growing businesses for others, Mr. Jasper is managing several new start-up projects including Evolve Beverages, Inc./ BevWorks LLC., Covered Logistics & Transportation LLC., and Sick Call Limited. He has worked in numerous executive management capacities for companies including President and CEO of Shurfine International, Topco Associates, Daymon Associates, Worldwide Procurement Group, Federated Foods and Kroger Company. He served on the IAMA Board of Directors from 1993-2002, and co-chaired the Chicago World Forum and Symposium in 2000. He has served on the Food Industry Management Advisory Board for six years.

Hans Jöhr served as the President of IAMA from June 2003 - June 2004. He is the Corporate Head of Agriculture at Nestlé in Vevey, Switzerland and is responsible for providing technical and strategic leadership in the groups' world-wide agricultural raw material supply chain. Prior to moving to Nestlé in 2000, Mr. Jöhr served as Chief Executive Officer of AFC Consulting in Brazil,

where he engaged in agribusiness and forestry, consulting and management. He is a member of the board of IPC (Intl. Policy Council on Agriculture Food and Trade) and a member of the advisory council of the Swiss State Secretariat of Economic Affairs (SECO). He also serves as the chairman of SIPPO (Swiss Import Promotion Programme). Mr. Jöhr is the past president of the Swiss-Brazilian Chamber of Commerce in São Paulo, Brazil and has consulted in over 40 countries. He is the author of more than 30 publications in Brazilian and international newspapers.

Tomáš Kreutzer studied at High School Kolin and University of Agriculture Brno, Faculty of Agronomy, Department of Zootech and received his postgraduate study in the mechanization of livestock at the University of Agriculture in Prague. He qualified as Head of the Farm Livestock Department at the Kolin regional office of the Ministry of Agriculture, and in 1997 to 2007, was Director and Head of working group for cattle and beef, Department of European Integration, Ministry of Agriculture of the Czech Republic. Currently, he is Director of Federation of the Food and Drink Industries of the Czech Republic.

Héctor Roger Ramón Laurence has been involved in agribusiness in Argentina and internationally for the last 30 years. He participated of the sector of input high tech supplies for Agriculture. Reached the highest positions in the seed business as Vice President of Morgan Seeds in Argentina and as Corporate Vice President of Pioneer Hi Bred International (USA) in charge of Latin América. In that industry was President of the Argentine Seed Association, ARPOV (Intellectual Property Rights and Trade Marks Protection), the Latin American Seed Federation and Board member for several years of FIS (International Seed Federation). Apart from being currently President of McLaren Holdings SA (agricultural production) it is a former President worldwide and presently Board member of IAMA (International Food and agribusiness Management Association).

Igor Mancel graduated at High School, Piešťany (1973) and at the Comenius University, Bratislava, Slovakia, Faculty of Law (1977). Igor Mancel then attended a manager training at the Louisiana State University, USA (1992). Between the years 1977 to 1997, he did governmental services at the Ministries of Interior and Foreign Affairs, and then he worked one year as Secretary in the Embassy of Slovakia in Prague (the Czech Republic). Since 1997, he has been the Executive Vice President of United Industries in Bratislava, Slovakia, President of the Wine Growers' Union of Slovakia and the Director of Wine Competition Agrovino.

Laszlo Mathe has a degree in Forest Engineering and a Master's of Science in Environmental Science and Policy from Central European University. Since January 2009, he has been coordinating the work of the WWF network on bioenergy, focusing on the recent EU biofuel developments and the potential impacts especially in southern producer countries. Previously, Mr. Mathe worked for the Forest for Life Program of WWF International, focusing on EU policies/strategies and aiming to increase the share of woody biomass in power generation.

Csaba Molnár, Minister of the Prime Minister's Office, Hungary, born in 1975 graduated "summa cum laude" at the Faculty of Law, Eötvös Lóránd University. Also earned a diploma at the European Union Faculty of Friedrich Ebert Stiftung. He worked as a lawyer-candidate as well as presented cultural and European law at the Western Hungarian University. His political career began when as a university student he joined the Hungarian Socialist Party. Since 2004 he is the President of County Győr-Moson-Sopron. Beginning from 2006 MP and member of the European Affairs Committee up to 2008. As member of the Hungarian delegation, since 2007 he is Assistant Member in the EU Regions Committee located in Brussels. In May 2008 he became State Secretary of the Ministry for National Development and Economy, while in December Minister of Transport, Telecommunication and Energy. In April 2009 he was charged as Minister of the Prime Minister's Office, Budapest.

Pal J. Molnár from the Science University Szeged, Professor for Quality Management studied Food Technology and Biochemistry at the Humboldt University of Berlin. He got his Ph.D. by the same university in 1972 and D.Sc. by the Hungarian Academy of Sciences in 1996. He was

Deputy Director General of the Hungarian Food Control Authority and later Director of the Food Quality Center in the Central Food Research Institute in Budapest. Now he is President and CEO of the Hungarian National Committee of the European Organization for Quality (EOQ) and Editor of the Hungarian scientific-technical periodicals: "Quality and Reliability" and "Food Investigations". In addition, Prof. Molnár is Member and Vice-President of the International Academy for Quality, Hungarian National Representative in the EOQ, Co-Chairman of the Codex Alimentarius Committee on Methods of Analysis and Sampling (CCMAS) and he has several other positions in national and international organizations. He published 3 scientific books and more than 350 papers in Hungarian, English and German language. He was Congress Chairman of the 44. EOQ Congress in Budapest in 2000 and organizer of many national and international quality conferences and seminars. He has edited more than 50 conference and seminar proceedings in the field of quality, was invited lecturer of several international quality conferences and Honorary Member of the Croatian Quality Organization. He is awarded with several Hungarian and German recognitions.

Christopher (Chris) Peterson is the Homer Nowlin Chair of Consumer-Responsive Agriculture and a professor of Agricultural Economics at Michigan State University. He is Director of the MSU Product Center for Agriculture and Natural Resources. The Center focuses on assisting agricultural, food and natural resource firms in the development of new markets, products and associated supply chain relationships. Dr. Peterson has his Ph.D. in Agricultural Economics from Cornell University and his MBA from the Harvard University Graduate School of Business. His research work has spanned the areas of strategic management, value-added ventures and differentiated product development, cooperative theory and financial practices, vertical coordination strategy and supply chain management. He also does "futuring" to craft scenarios for the evolution of the agri-food system. Dr. Peterson is the outside director on the board of Michigan Sugar Company.

Jerzy Bodgan Plewa was Associate Professor at Warsaw Agricultural University, member of the Supervisory Board of the Bank of Food Economy and advisor to the President of the National Bank of Poland, with responsibilities for farm sector analyses. Prior to that, he served as a consultant and member of the Poland/European Union/World Bank Task Force, where he worked on building a strategy for agriculture in Poland. From 1997 until July 2004, he was under Secretary of State at the Polish Ministry of Agriculture and Regional Development, and was responsible for negotiations on agricultural issues with the EU and other international organizations. During that time, he was also in charge of agricultural affairs in the team negotiating Poland's access to the European Union. On June 28, 2006, Jerzy Bodgan Plewa was appointed Deputy Director General in charge of international affairs in the Directorate General for Agriculture and Rural Development. He represents the DG in all negotiations and discussions concerning agriculture and rural development, both with international organizations and third-world countries, as well as, with the EU institutions and other DGs.

Jozsef Popp received his Master of Science (Agricultural Economics) at the University of Agricultural Sciences, Keszthely (1979) and a Master of Economics at the Budapest University of Economic Sciences (1984). He received his Ph.D. at the Hungarian Academy of Sciences (1987), Doctor of Sciences at the Humboldt University in Berlin (1988) and a D.Sc. at the Hungarian Academy of Sciences, 2008. Dr. Popp was the Head of Department of Finance at the Research Institute for Agricultural Economics from 1979 until 1988, a visiting professor at the Technical University in Munich (1988-1990) and the First Secretary at the Embassy of the Republic of Hungary in Washington, D.C. (1990-1998). Popp was also a senior advisor to the Ministry of Foreign Affairs and is currently the Deputy General Director at the Research Institute for Agricultural Economics in Budapest.

Joan Prats is Director of Corporate Responsibility for Health and Wellness, Coca-Cola Europe. Joan is responsible for leading the development and execution of a health and wellness strategy in partnership with internal and external stakeholders. Since taking this responsibility in 2004, Joan has been instrumental in ensuring a coherent and focused multi-stakeholder strategy, involving all business partners, to demonstrate the actionable contribution of the company and industry at large, while being a key partner in the health and wellness debate. Previous roles in

Coca-Cola have included, Head of Cabinet to the President of Coca-Cola Europe, Director of Organizational Strategy Iberia, Director of Marketing in Portugal and Operations Director of Spain. Joan is also Vice-Chairman of EUFIC (European Food Information Council), and a member of the executive committee of the World Federation of Advertisers among other industry representative roles. Joan Prats holds an MBA from Thunderbird, the International Graduate School of International Management in Phoenix, Arizona, an Economics degree from Barcelona University in Spain and an executive education from Wharton, USA

Gyoergy Rasko studied at the University of Economics, Budapest and earned M.Sc. degree in Agro-Economics and in 1980 a University Doctor degree, summa cum laude, with his thesis: International competitiveness of the Hungarian livestock industry. In 1998–2000, he was Senior Advisor to the Prime Minister's Office; since then, he is an entrepreneur, investor in the food sector and Managing Director at his own firm Raskó&Pap Consulting Ltd. He has had several years experience in agricultural policy formulation, privatization and farm management, both in Hungary and in the developing countries, and specific involvement in development programmes financed by international institutions (World Bank, FAO, OECD) as a consultant (business venture management, financing matters, privatization, land reform). He also prepared several studies analyzing the international competitiveness of the Hungarian agriculture.

Marty Reagan, Chief Executive Officer (CEO) of Ag Processing Inc (AGP), earned a Bachelor of Science in Agricultural Economics from the University of Minnesota in 1973, in which, at that time he joined International Multifoods, grain division. In 1983, he was appointed to Vice President of Grain Merchandising and in 1989 he was named President of Trading and Grain Merchandising. In 1994, Reagan became Group Vice President, Grain/Merchandising for AGP's Grain Group, (which included the Multifoods grain operations), a post he held until being named as CEO at AGP in the fall of 2000.

Jordi Rosell is a professor in the Applied Economics Department at the Autonomous University of Barcelona (Spain). His research interests include food, agriculture and rural development. He has participated in several research projects on food industry, evaluations on the sectorial impact of the Common Agrarian Policy and he has a wide experience in the design and assessment of regional and rural development programs. He is a member of the Rural Development Research Group of the Autonomous University of Barcelona (DRUAB) and of the Spanish Association of Agricultural Economics (AEEA).

William E. Scott is an agricultural economist with 27 years of experience in project development, both in the United States and internationally. He has undertaken projects in more than 30 countries on five continents, working with a broad spectrum of businesses and governments on agricultural and energy projects. In recent years, Mr. Scott has been working in the biofuels sector. In 2006/7 in Nigeria, he headed a team of experts to prepare feasibility studies for three \$300 million integrated projects, each designed with 20,000 hectares of sugar cane and a plant producing ethanol, sugar and electricity through cogeneration. Scott is now working on the development of biofuel projects in Brazil, Peru and Egypt. Mr. Scott has a master's degree from the Food Research Institute of Stanford University and an undergraduate degree from Stanford University and the Institut d'Etudes Politiques in Paris, France.

András Sebők is the General Manager of Campden & Chorleywood Food Industry Development Institute Hungary, and is also a visiting professor of the Szent István University at Gödöllő on "Food Safety and Quality Management". He graduated as a Chemical Engineer (M.Sc.), and specialized in Food Science at the Chemical Engineering Faculty of the Technical University of Budapest in 1975. He received his Ph.D. in Food Science (thesis: on food rheology) in 1984 at the Technical University of Budapest / candidate of food science – Hungarian Academy of Sciences, 1984), and diploma in Management Studies (Brunel University, 1994). He has participated in more than 40 Hungarian (OMFB, FVM, NKFP, GVOP, etc.) and 31 international (EUREKA, Phare, Copernicus, World Bank, UNIDO, EU 5th and 6th Framework, SAPARD) projects as a participant or project/subproject leader. He is author of several books, sections of books, or university textbooks on HACCP and GHP in Hungarian, and is editor of several industry Good Hygiene Practice Guides.

Mary Shelman is Director of Harvard Business School's Agribusiness Program, and leads the world's premier agribusiness gathering, which is attended by more than 200 CEOs and senior managers from global firms. She organizes and teaches similar programs in Europe, Latin America and Asia and achieved an MBA with Distinction from the Harvard Business School and was awarded a Dean's Doctoral Fellowship for research in economics and marketing after receiving a B.S. in Chemical Engineering with High Distinction from the University of Kentucky. Her experience bridges academia, as author and teacher of dozens of case studies on strategic change and challenges in global agribusiness firms, with practical business experience. She was also Chairman of the Board of RiceTec Inc., a fully integrated agribusiness venture owned by the Prince of Liechtenstein, and has served on boards of various international companies and industry associations including IAMA.

Jerome Siebert "Jerry" is the Executive Vice President of the International Food and Agribusiness Management Association (IAMA), an organization dedicated to the stimulation of strategic thought across the food chain and development and transfer of related knowledge. He is an emeritus Cooperative Extension Economist at the University of California, Berkeley where he conducted teaching, research, and extension programs in areas related to the industrial organization of the agricultural and food markets. His major area of research was the evaluation of regulations and policies on agricultural markets and sectors, and organized the University of California Executive Seminar on Agricultural Issues prior to his retirement. He also serves as the public member and chairman of the California Walnut Marketing Board, a federal marketing order, and public member of the California Walnut Commission, a state marketing order.

Gábor Szabó from Debrecen University (Hungary), is a full time professor in Agricultural Economics and the Director of Karoly Ihrig Doctoral School of Management and Business Administration. He is also the Editor-in-Chief of the scientific journal *Studies in Agricultural Economics*, and received his degree of Doctor of Economic Sciences (D.Sc.), awarded by Hungarian Academy of Sciences. His research interest includes economic and social effects of EU accession on Hungarian agriculture and he has developed international relations by being a member of EAAE (1975-1985), a participant in COMECON projects on economic evaluation of natural resources (1999-2002), working as a subcontractor in the CEESA project in 5th EU R+D programme (2003-2005) and being a contractor in the EUROLAN project in 5th EU R+D programme.

Csaba Székely received his master's degree from the Agricultural University of Gödöllő, Hungary in 1969. From 1970 to 2003, he worked as a lecturer and later as an associate professor at the Gödöllő University, Department of Farm Management and Economics. He received his Ph.D. in Agricultural Economics in 1980. In 1989, he was appointed full professor for Farm Management and Economics at the Gödöllő University. He was elected as Dean of the Faculty of Economics and Social Sciences (1991-1996) and Rector of the Gödöllő University (1996-1999). Presently he is Professor and the Dean of Faculty of Economics at the University of West-Hungary, Sopron.

László Vajda is an economist by training, and graduated from the University for Economics in Budapest (HU). He is Director of the Hungarian Ministry of Agriculture and Rural Development where he has worked since 1975. He was a member of the Hungarian EU accession negotiations team responsible for agriculture and fisheries. He is also currently Head of the Department for EU Coordination at the Ministry. He is Hungary's spokesperson for the Special Agriculture Committee in Brussels (BE). Dr. Vajda teaches at several universities in Hungary and is a guest professor at the Agricultural University in Gödöllő (HU). Vajda has served as IAMA's President since December of 2007.

Frans van Bijsterveld studied General and International Economics at Tilburg University (The Netherlands). He started his career at Rabobank Nederland, Economic Research Department in 1978, where he became Head of International Research. From 1985 onwards, he held a number of positions in the International Division. In 1989, he became Head of Agribusiness at the Corporate Banking Division and in 1992, he became General Manager of Rabobank Belgium. In 1996, Frans van Bijsterveld was appointed Global Head of Food & Agribusiness Research and

from 2001, he has managed the Food & Agri portfolio in Europe as F&A Business Manager, Europe. Currently, he is managing the Food & Agri Wholesale Business in the Europe region as Head of F&A Europe.

Jan van Roekel is presently Managing Director of STIRR, The Netherlands and became member of IAMA in 1995 and was appointed as board member in 1999. He was member of many program planning committees and Co-Chair of the IAMA Forum & Symposium 2002 in Noordwijk, The Netherlands and 2004 in Montreux, Switzerland. Jan van Roekel studied at Wageningen Agricultural University in The Netherlands where he graduated with distinction in 1972 in Business Administration, Marketing and Food Technology. He then held a variety of manager's posts at Sara Lee, International Flavors & Fragrances, Hero and Nehem Consulting Group. In 1994, Jan van Roekel set up Agri-Chain Competence Center which was followed by other knowledge and innovation centers in the agri-food sector. Today, Jan van Roekel is CEO of Innovation Center Flowers & Food to strengthen the competitive position of one of the most important economic sectors of The Netherlands.

Tibor Zsombor is the Operations Director at Metro Cash and Carry, Hungary, since 2000. He received his degree in College of Foreign Trade and after working 12 years at Foreign Trade Company in Germany, he joined METRO International in July 1992 as Office Manager. In 1994, he was appointed as Store Manager of MCC Hungary.