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Agriculture Outlook

Asia 2009

14 – 16 September 2009, The Grand Hyatt, Singapore

Hear from



Khoo Hock Aun,
Managing Director and Chief
Executive Officer
Cosmo Biofuels Group,
Malaysia



Pankaj Kapoor
Managing Director
Harrisons Malayalam Ltd



Rajeev Raina
Senior Vice President and
Head of Rice Division
Olam International
Pte Limited



Yong Lee Keng
Agricultural Services Manager
Nestle Malaysia Berhad



Sudhakar Tomar,
Managing Director,
Hakan Agro DMCC, United
Arab Emirates



Investment strategy for producers, buyers and investors

1st event of its kind

Providing a macro perspective of the Asian agriculture industry on how to optimise operational efficiency through strategic investment in modern technology and solutions

Thought provoking expertise opinion

Highly sophisticated topics discussed and presented by industry leaders on core issues impacting investment and operations

Building your Asian connections

Meet regulators, agribusinesses and key industry players crucial to building a successful business in Asia

Post conference workshop

Wednesday, 16 September 2009

Developing and managing successful integrated agribusiness ventures and projects >>Page 7

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“Agriculture Outlook Asia 2009 offers participants and speakers a platform to interact with each other on the challenges to Agriculture in the future, like climate change, urbanisation, the economy downturn, etc., that may threaten food security.”

Leslie Cheong, Director, **Agri-food and Veterinary Authority of Singapore.**

Meeting the challenge of food security - producing sufficiently to feed a world population of 10 billion by 2050!

The increasing global population and decreasing natural resources makes food insecurity a problem that pervades most economies. As such, more state departments are calling for strategic investments and outlining plans to achieve food security. This is why amidst the financial crisis, we still see an increase in agricultural investment in fertile regions. New schemes are regularly introduced and implemented to encourage land cultivation within various Asian countries. There is a pressing need to find ways to secure a dependable and sustainable means of food production.

The calls for strategic plans to achieve food security is answered by the development banks' and private sector's increased investments in agriculture. **Sumiter Broca of the Food and Agriculture Organization of United Nations** explains: “We have the task of feeding the world in a sustainable manner by providing industrial goods and producing raw materials. This is why there must be a drastic increase in agriculture and infrastructure investment.”

Agriculture Outlook Asia 2009 is the platform where agribusiness operators and solution providers meet to discuss investments in agri-operations and strategies for organising and professionalising sustainable agriculture production in Asia.

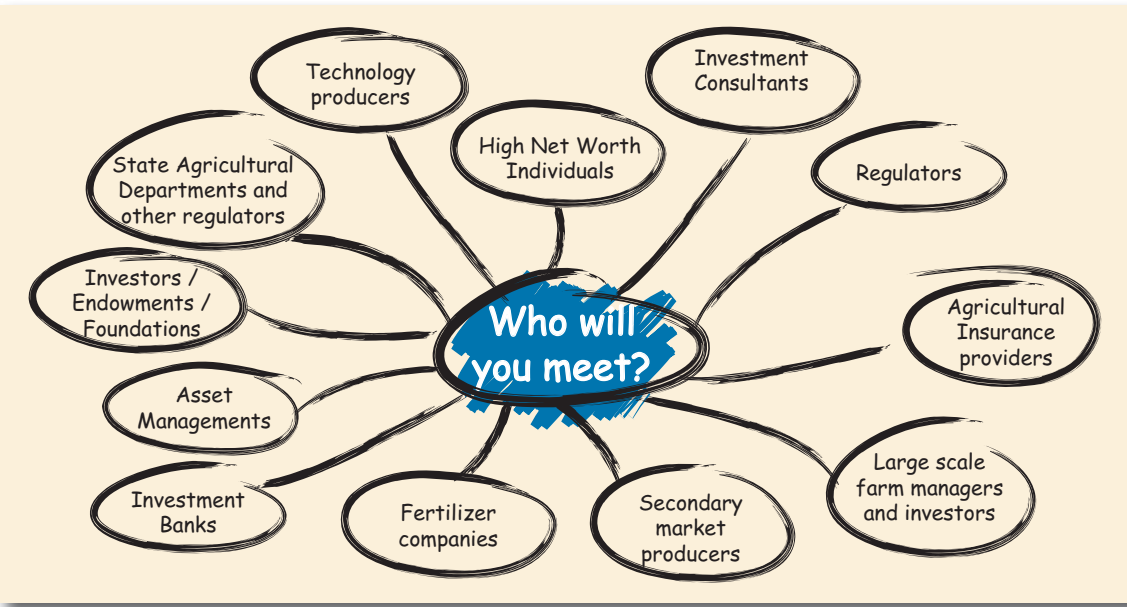
Take a few minutes to read through the agenda and you will realise why you must attend **Agriculture Outlook Asia 2009**. It will

- provide you with major guidelines on how to sustainably operate in an environment with scarce resources
- outline partnerships and schemes that government regulators have implemented in encouraging investment in agriculture
- explain why more investors and agrifund managers are funneling in more money into this sector
- reveal how agribusinesses combine the best operational practices across all their operations
- enable direct access to partnership opportunities with smaller farmers, responsible for two-thirds of the agricultural produces in Asia.

Agriculture Outlook Asia 2009 is where you will acquire knowledge on sustainable development in agriculture. It is also where you will establish your connections among key decision makers in the agribusiness sector

Be at the beginning of a new era of sustainable investment. Be at **Agriculture Outlook Asia 2009**.

Contact Faith Raagas at +65 6322 2748 or email faith.raagas@terrapinn.com on how you can be involved in the programme



6 REASONS

Detailed insights into the agriculture sector

Suited for senior level decision makers of the industry

Best strategies as assessed by industry specialists

Powerful decision makers from the 4 corners of the globe converge in one location

Associations panel: interact with the largest profile in the agriculture industry

Know how you can work with masses of smaller holders that generate majority of productivity

Government regulators on regulatory changes and initiatives

Get updates on the latest development directly from the source

Interact, discuss and brainstorm with like minded people

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The Terrapinn difference

Terrapinn events create exciting places to...

- Interact and grow knowledge
- Meet and make contacts
- Become inspired and reenergised

Use your brain



A-list of industry executives

Agriculture Outlook Asia 2009 brings regulators, investors and farm operators to discuss strategies for professionalizing and organising agriculture in the asia region.



"The critical challenge of ensuring food security in the face of the continuing growth in demand, coupled with the scarcity of natural resources, highlights technology's role in agriculture."

Andrew Guthrie
Region Head Crop Protection
Syngenta Asia Pacific



Here are the reasons why you must allocate agricultural commodities into your investment portfolio

Rodney Lake
Senior Investment Analyst
George Washington University Investment Office



It is a predominant occupation and major source of income for the population in Asia.

Leslie Cheong
Director
Agri-Food and Veterinary Authority of Singapore



"Top and bottom quartile performance are further apart in farming than in most other asset classes"

Detlef Schön
Chief Executive Officer
Aquila Capital Green Assets GmbH



How does agricultural exposure generate your much needed profits? Veteran agrifund manager fleshes out the issues

Hans-Willem van Tuyl
Independent Advisor



Plants are the fundamentals. What you need to know about biosecurity and plant genetic resource

John Lovett
Chairman
Cooperative Research Centre for National Plant Biosecurity

List of speaking organisations:

- ABB Grain Limited
- Agri-Food & Veterinary Authority of Singapore
- Agropcorp International
- Amira Foods India Limited
- Aquila Capital Green Assets GmbH
- Armajaro Singapore Pte Ltd
- Asian Development Bank
- Asian Farmers Association For Sustainable and Rural Development
- Australian Centre for International Agricultural Research
- C.P. Intertrade Co., Ltd
- Cambodian Center for Study and Development of Agriculture
- Center for Agricultural Policy and Agribusiness Studies, Padjadjaran University
- Cooperative Research Centre for National Plant Biosecurity
- Cosmo Biofuels Group,
- CropLife Asia
- Food & Fertilizer Technology Center for the Asian and Pacific Region
- Food and Agriculture Organization of the United Nations (FAO)
- FRESH Studio Innovations Asia Ltd
- George Washington University Investment Office
- Hakan Agro DMCC
- Harrison's Malayalam Ltd.
- IJM Plantations Berhad
- Institute of Policy and Strategy for Agriculture and Rural Development, Vietnam
- International Food Policy Research Institute - Asia
- International Rice Research Institute
- KS Oils Limited
- Lakshmi Energy Group
- Macquarie Group
- Malaysian Agricultural Research & Development Institute (MARDI)
- Ministry of Agriculture and Cooperatives
- Monsanto Singapore Co (Pte) Ltd
- National Federation of Peasant Organizations
- National Pingtung University of Science and Technology
- Nestle Malaysia Berhad
- Olam International Pte Limited
- Origin Agritech
- Parly Company SA
- Philippine Agricultural Development and Commercial Corporation
- Philippine Sugar Millers Association
- SA Road Transport Association (& Macklin Transport)
- SEAF India Investment Advisors
- Syngenta Asia Pacific Pte Ltd
- TDM Berhad
- The Prosperity Initiative
- Twynam Agricultural Group Pty Limited
- Vietnam Investment Network Corp.
- Western United States Agri Trade Association
- World Bank
- And more...

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Day One Monday 14 September 2009

8:00 Registration, Morning coffee and tea

9:00 Chairperson's welcome remarks
Khoo Hock Aun, Managing Director and Chief Executive Officer,
Cosmo Biofuels Group, Malaysia

Leveraging on state regulation in developing regional agribusiness ventures

9:30 **Keynote speaker: Establishing the importance of agricultural fundamentals to urge government investments in the agribusiness sector**



- Pinpointing the importance of investing in sustainable practices of food fiber production and establishing an ethical value chain to improve long term food security
- Outlining the effects of climate change and recommending policies that will ensure a steady supply
- Highlighting how improvement on infrastructure, water and waste management facilities will help develop the agricultural sector in emerging markets
- Examining how the government can promote ecologically sustainable agricultural industries while limiting market distortions in agricultural trade and provision?

Sununtar Setboonsang, Senior Agriculture Economist, **Asian Development Bank, Philippines**

10:00 **Regulators' panel: Examining why governmental initiatives are critical to sustaining the long term viability of agricultural investment**



- Reviewing the effects of the governmental production and trading policies on the progress of regional agribusiness
- Addressing the responses and recommendations by the private sector towards government policies
- Analysing practical feasibility of entering into the agribusiness sector by selecting investment interest areas to pursue in
- Emphasising the benefits for the private sector to invest in agriculture

Sumiter Singh Broca, Policy Officer, Policy Assistance Branch, **Food and Agriculture Organization of the United Nations (FAO), Thailand**

Tran Thi Quynh Chi, Vice Head of Science Management Division, **Institute of Policy and Strategy for Agriculture and Rural Development, Vietnam**

Apichart Jongskul, Secretary-General - Office of Agricultural Economics, **Ministry of Agriculture and Cooperatives, Thailand**

Marriz Agbon, President, **Philippine Agricultural Development and Commercial Corporation, Philippines**

Moderator:
David Shearer, Research Program Manager – Agribusiness,
Australian Centre for International Agricultural Research

10:30 Morning networking refreshments

Outlining the risks and benefits of investing in agricultural funds

11:00 **Institutional Investors' interview: Allocating to agricultural commodities in your investment portfolio**

- What role does agriculture play in an investment portfolio - a good opportunity in its own right or as a means of diversification?
- Does agriculture offer an effective inflation hedge?
- How do environmental and sustainability outcomes influence the decision to allocate to agriculture?
- What investment vehicles are available for gaining exposure to agriculture and what are the benefits and risks of each?

Rodney Lake, Senior Investment Analyst, **George Washington University Investment Office, USA**

Peter Fletcher, Managing Director, **Parly Company SA, Switzerland**

Moderator:

Tim Hornbrook, Division Director, Macquarie Agricultural Funds Management, **Macquarie Group, Australia**

11:45 **Agri Fund panel: Generating portfolio profits through launching agrifunds in support of agribusinesses**



- Selecting the best fund allocations by evaluating winning and losing crop classes
- Analysing the changing food patterns in light of Asia's increasing population and purchasing power
- Examining the strategies launched by US and European agricultural funds and the implications for Asia
- Which commodities will rise as staple products?

Detlef Schön, Chief Executive Officer, **Aquila Capital Green Assets GmbH, Germany**

Hemendra Mathur, Managing Director, **SEAF India Investment Advisors, India**

Nguyen Viet Anh, Chief Executive Officer, **Vietnam Investment Network Corp.**

Moderator:

Hans-Willem van Tuyll, Independent Advisor, **Switzerland**

12:30 Networking Lunch

Investing in modern technology for sustainable production of agricultural goods

2:00 **Using technological innovation to optimise resources and enhance farm productivity**

- Mechanising selected production processes to eradicate operational inefficiencies
- Uncovering technologies that enable economical farm supervision
- Examining internal and external factors influencing farm production to justify allocation for technological and man power requirements
- Overcoming issues and challenges in implementing technology driven farm operations in order to determine the optimal input use

Datuk Dr. Abd. Shukor Abd. Rahman, Director General, **Malaysian Agricultural Research & Development Institute**

2:30 **Achieving sustainable agriculture and increasing farm productivity through plant biotechnology and crop protection**

- Understanding the role of continuous research and application of plant science in developing seed technologies
- Increasing the level of education on crop protection products and natural resource management to increase crop yield
- Adapting to climate challenges by encouraging public-private research collaboration and integrating solutions
- Providing access to scalable information technologies for farmers to receive weather, crops, market alerts and early warning systems to help them make the right decision for sustainability and productivity

Tan Siang Hee, Executive Director, **CropLife Asia, Singapore**

3:00



A Terrapinn innovation, this is the revolutionary, exciting, quick and non-pressured way to meet fellow conference delegates and industry peers in one 30-min session. These brief meetings are the starting point for conversation and networking throughout the conference. This is where long-lasting and profitable business relationships begin.

- Meet... Move on ... meet... move on... meet!
- Exchange business cards with fellow conference delegates and industry peers
- Don't forget to bring lots of business cards, a box or two will do!

Day One (cont'd)

3:15 Afternoon break

Examining ways to improve crop yield in order to meet increasing demands

3:45 **Farm input showcase-seeds, fertilizers and herbicides: Choosing products that increase efficiencies while minimising direct costs**



- Understanding secondary market movements and developments to appraise the implications on agricultural economies and financial markets
- Outlining strategies in selecting high yield variety to ensure the sustainability of farm inputs
- Determining when to integrate sections of the value chain to strengthen agricultural portfolios
- Enhancing the contribution of distributors in the improvement and expansion of the value chain

Note: Each speaker shall have 20-minutes on the allocated farm input product

Seed generation:

Jen-Chyuan Lee, Director, **Food & Fertilizer Technology Center for the Asian and Pacific Region, Taiwan**

Biosecurity, diversity, and plant genetic resource:

John Lovett, Chairman, **Cooperative Research Centre for National Plant Biosecurity, Australia**

Herbicide and crop protection:

Andrew Guthrie, Head of Crop Protection for Asia Pacific, **Syngenta, Singapore**

4:45 **Infrastructure Panel: Improving infrastructure facilities to meet the increasing demands from agricultural and food industries**



- Summarising food security concerns to outline the requirements for agricultural and food infrastructure
- What are the infrastructures available and where are the investment opportunities?
- Outlining the critical factors in shifting to advanced infrastructures
- Identifying challenges and recommending solutions in establishing and upgrading agricultural infrastructures to facilitate investors in making informed business decisions

John Warda, Executive Manager - Group Operations, **ABB Grain Limited, Australia**

Leslie Cheong, Director, Food Supply & Technology Department, **Agri-Food & Veterinary Authority of Singapore**

Vijay Iyengar, Managing Director, **Agrocorp International, Singapore**

Gemma Gordon, President, **SA Road Transport Association (& Macklin Transport), Australia**

Moderator:

Christine Campbell, Executive Chairman, **Twynam Agricultural Group Pty Limited, Australia**

5:30 **Interactive Roundtables: Examining essential investments to secure an independent farming facility**



Table 1: Rice

Rajeev Raina, Head of Rice, **Olam International Ltd**

Table 2: Cocoa

Deborah Lim, General Manager, **Arjamaro Commodities Fund**

Table 3: Palm oil

Khoo Hock Aun, Managing Director, **Cosmo Biofuels Berhad**

Table 4: Agricultural technology (Knowledge and skills transfer)

Martin Gibson, Stewardship Director, **Crop Life Asia**

6:00 **Chairman's closing remarks**

Day Two Tuesday 15 September 2009

8:00 **Registration, Morning coffee and tea**

9:00 **Chairperson Welcome remarks**
Archimedes Amarra, Executive Director, **Philippine Sugar Millers Association, Philippines**

Maximising the potential of the projected surge in major Asian agricultural economies

9:15 **China Keynote Panel: Qualifying the resiliency of the Chinese agricultural economy in bridging the perception gap of their domestic markets**



- Appraising government policies that strengthen investments and how this will attract more investments into China's agricultural sector
- Building a strong domestic agricultural market by specifying mechanisms that help insulate the Chinese economic landscape from global agricultural trade
- Tapping into resources that define market opportunities based on fluctuating consumer needs
- Identifying Asian resource rich countries that will contribute to supplying the needs of the Chinese population

Hang Geng Chen, Chief Executive Officer, **Origin Agritech, China**

Robin Wang, Executive Director and China In-market Representative, **Western United States Agri Trade Association, China**

Moderator:

Fabrizio Bresciani, Rural Development Economist, **World Bank**

10:00 **India Keynote Panel: Discovering untapped opportunities in the Indian agricultural sector: How can we maximise production with limited arable land?**



- Mapping incentives and systems India need to implement to attract capital allocation from the Middle East
- Identifying land areas that will increase capacity and local expansion given the continent's lack of arable land
- Examining how environmental issues such as limited access to arable land and water may jeopardise future investments in Indian agriculture
- Recommending areas in farm operation that may mechanise in achieving a steady progression to technological efficiency

Abusaleh Shariff, Senior Research Fellow, **International Food Policy Research Institute - Asia, India**

Balbir Uppal, Chairman and Managing Director, **Lakshmi Energy & Foods Ltd. India**

Pankaj Kapoor, Managing Director, **Harrisons Malayalam Ltd., India**

Sanjay Agarwal, Managing Director and Executive Director, **K S Oils Ltd, India**

Moderator:

Protik Guha, Vice President, **Amira Foods India Limited, India**

10:45 **Morning networking refreshments**

Promoting ecologically sustainable agricultural industries and community based enterprises in the Asian region

11:15 **Power panel of farm associations: Building the capacities of small-scale agricultural players by responding to the challenges of sustainable agro-based industries**



- Determining the collective influence of smaller scale food producers in the import and export movement in Asian countries
- Investing in technology investments and providing financial support to increase the productivity of each unit of smaller scale agricultural players
- Resolving the challenges in developing human-capital that may

Day Two (cont'd)

adapt to the changing agricultural landscape

- Using agricultural sustainability to chart strategic and sustainable responses to solve problems on rural poverty, food insecurity and climate change

Sang Yang Koma, President, **Cambodian Center for Study and Development of Agriculture, Cambodia**

Vicente Fabe, Chairman, **National Federation of Peasant Organizations, Philippines**

John Marsh, Executive Director, **The Prosperity Initiative**

Moderator:

Wen-Chi Huang, Professor, **National Pintung University for Science and Technology, Taiwan**

12:00 Ensuring sustainable agriculture by allocating control of natural production resources to smaller scale farmers

- Determining the effects of the global financial meltdown on collective market of small scale farmers and the Asian agricultural region
- Articulating proposals and solutions on food security for an equity-led trade that promotes the well-being and livelihoods of smaller scale farmers
- Suggesting policies that will aid the development of small scale farmers in the region
- Providing access for smaller farm operators to gain economic opportunities and a voice in the decision making processes by integrating agriculture in Asia

Esther Penunia, Secretary General, **Asian Farmers Association For Sustainable and Rural Development, Philippines**

12:30 Networking Lunch

Emphasising the commitment to sustainability by introducing best practices on processes and distribution mechanisms

2:00 Agribusiness Panel: Defining best practices in standardising and organising large scale agribusiness farm operations

- Outlining changes in global agriculture and exploring human and technological factors that constitute to next generational farming
- Disconnecting fluctuating commodity prices from fundamentals by controlling technical factors such as fuel and infrastructure facilities
- Standardising main operations and referencing it to identify areas of improvement
- Balancing the need to integrate vertical processes with the core business objectives in deciding on viable business expansion

Harvey Glick, Senior Director, Scientific Affairs Asia, **Monsanto Singapore Co (Pte) Ltd**

Joseph Tek Choon Yee, Chief Operating Officer, **IJM Plantations Berhad, Malaysia**

Sudhakar Tomar, Managing Director, **Hakan Agro DMCC, UAE**

Moderator:

Sumeth Laomorphorn, Director, **Thai Rice Exporters Association, Thailand**

2:45 Examining facilities that ensure efficient distribution and post harvest handling of agricultural products

- Choosing essential global operations that may be vertically or horizontally integrated to increase value for money but reduce costs for farm producers and retail consumers
- Looking into facilities for the transportation and processing of agricultural commodities
- Instilling mechanisms and assimilating best practices that guarantee a safe and steady supply of agricultural commodities
- Identifying crucial areas for collaboration for agribusinesses and

distribution outlets to incorporate mainstream sustainability across all operations

Siebe van Wijk, Managing Partner, **FRESH Studio Innovations Asia Ltd, Vietnam**

3:15 Afternoon networking reception

Achieving optimal efficiency in meeting production and consumption potentials at a reduced cost

3:45 Supply Chain Panel Discussion: Resolving issues on supply chain management for a more efficient production operation

- Reviewing areas in the supply chain operations that can reduce costs to increase capital value
- Finding ways to resolve issues on cost, deployment and execution in the plantation operations
- Reinventing technological and administrative mechanisms for a more efficient yield and productivity of soft commodities
- Case study: An example of production of high yield and high value agricultural commodities

Deborah Lim, General Manager, **Armajaro PTE Ltd, Singapore**

Yong Lee Keng, Head of Agricultural Services, **Nestle, Malaysia**

Rajeev Raina, Senior Vice President and Head of Rice Division, **Olam International Ltd, Singapore**

Badrul Hisham Bin Mahari, Chief Executive Officer, **TDM Berhad, Malaysia**

Moderator:

Ronnie Natawidjaja, Director, **Center for Agricultural Policy and Agribusiness Studies, Indonesia**

4:30 Summary Panel: Assessing the long term Asian agriculture outlook in light of the rising cost due to population increase

- Examining how farmers cope with the credit crunch and how it will affect Asia's role in the global import and export market?
- Highlighting the importance of developing the Asian agriculture industry to ensure sufficient food supply for the future
- Outlining how climate change and biosecurity risk will impact the production and consumption of agriculture and agrobased industries
- Pinpointing technological trends and innovations that will increase local food, feed and fuel production for Asia to meet growing future global demand

Ho-Kyum Lee, Agricultural Economist, **Food and Fertilizer Technology Center, Taiwan**

Samarendu Mohanty, Senior Economist and Head of Social Sciences Division, **International Rice Research Institute, Philippines**

Fabrizio Bresciani, Rural Development Economist, **World Bank, Philippines**

Moderator:

Sumeth Laomorphorn, Director, **Thai Rice Exporters Association, Thailand**

5:15 Chairman's closing remarks

5:30 Close of Conference

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Post-Conference Masterclass Wednesday 16 September 2009

Developing and managing successful integrated agribusiness ventures and projects

Facilitated by:

Khoo Hock Aun

Managing Director and Chief Executive Officer
Cosmo Biofuels Group

Food supplies are diminishing that is why the public and private sectors are looking into Asian agribusinesses who can provide a long term supply. Business operations must ensure that current practices minimize input but deliver maximum output. This masterclass lays out the guidelines on the agribusiness operations that investors and agribusinesses managers must evaluate before they allocate funds in their operations. It will include a practical discussion on managing large scale agriculture operations.

Registration is at 9.30am. The masterclass will commence at 10am. Lunch and refreshments are scheduled in the proceedings.

Masterclass agenda:

- Setting the strategic objectives before allocating funds into an agribusiness venture or project
- Setting benchmarks to the progression and growth of the agribusiness venture from land matters, labour issues and market channels
- Instilling mechanisms for due diligence in order to

manage and mitigate the risks involved in entering an agribusiness venture or project

- Evaluating the market environment and potential price trends
- Assessing the investor and agribusiness operators' specific needs to develop an efficient integrated agribusiness chain stemming from farm to table.
- Considering sustainability issues and practices via case Studies from South East Asia

Your masterclass leader



Mr Khoo Hock Aun is Managing Director/ Chief Executive Officer of Ark Bio Sdn Bhd, a regional biotechnology company focused on development of improved genetic material and mass propagation of planting material for oil seed plants and organisms. They collaborate with research institutes on agronomy, plant nutrition, farm mechanization, pest and disease management, precision agriculture as well as into alternative uses of vegetable oil and its by-products. He also heads Cosmo Agritech Sdn Bhd which provides consultancy for the development of integrated agribusiness projects, plantation agency management services and state of the art processing technology for agriculture.

"Sustainable development in Agriculture, considering technical, economic, ecological, and social criterias, should be in any Agri-based organisation's business interests, whereby a win-win-win situation for people, planet and profits, must be the all encompassing objective."

Yong Lee Keng,
Agricultural
Services Manager,
**Nestle Malaysia
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innovation to a targeted audience. This is your opportunity to raise your company profile while networking with regulators, farming associations, other agribusinesses, industry experts and buyers.

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- Generate **new sales lead**
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Agriculture Outlook

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1 day pass (Post-conference masterclass) 16 September 2009	SGD2,095	SGD2,095	SGD2,095	SGD2,095	<input type="checkbox"/>	
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