



## DRAFT AGENDA

AGRICULTURAL PRODUCTS AND RELATED GLOBAL MARKETS OUTLOOK & TOOLS FOR AGRI-FOOD INDUSTRIES PURCHASES PRACTICES

Date: March 31<sup>st</sup> and April 1<sup>st</sup>, 2011

Venue: Radisson Hotel Flamingos, Mexico City

### **Thursday March 31<sup>st</sup>**

09:00 – 09:15 AM Introduction and Purpose. APPAMEX, NAEGA, U.S. Grains Council, American Soybean Association, U.S. Wheat Associates



09:15 – 12:30 PM Agricultural Commodities Global Outlook and Projections: A Fundamental Perspective

Moderator: Bryce Wells, CEO West Plains Co.

09:15 – 10:30 AM Feed Grains: Corn, Milo, DDGS (1 hour 15 min.) Ricardo Celma, Consultant, Agri – Tendencias y Servicios



10:30 – 10:45 AM Coffee Break (15 min.)

10:45 – 11:45 AM Oilseeds: soybeans, soybean oil and meal; canola & rapeseed, palm oil (1 hour) John C. Baize, CEO John C. Baize and Associates, Consultant for American Soybean Association-IM.

**John C. Baize and Associates**  
**International Agricultural Trade and Policy Consulting**

11:45 – 12:30 PM Wheat: food and feed classes (45 min.) Joseph K. Sowers. Assistant Regional Director. Mexico City Regional Office U.S. Wheat Associates

12: 30 – 12:45 PM Questions & Answers Session (15 min.)



12:45 – 05:15 PM Outlook and Perspectives on Related Markets

Moderator: Gary Martin. CEO President, North American Export Grains Association

12:45 – 01:45 PM Food and Feed Prices (highlighting Livestock & Poultry Global S&D) (1 hour).

Bryce Wells. CEO West Plains Co.



01:45 – 02:45 PM Lunch Break (1 hour 15 min.)

03:00 – 03:30 PM Energy: Non-Renewable and Biofuels (45 min.) (TBC) John C. Baize, CEO John C.

Baize and Associates, Consultant for American Soybean Association-IM

03:30 – 03:45 PM Questions & Answers Session (15 min.)

03:45 – 04:45 PM Mexican Agricultural Products Markets (1 hour)

Moderator: Direction Counselor, APPAMEX

03:45 – 04:45 PM Agricultural Supply & Demand (1 hour). Juan Carlos Anaya, Director General,

Agricultural Markets Consulting Group (GCMA)



04:45 – 05:00 PM Questions & Answers Session (15 min.)

## **Friday April 1<sup>st</sup>**

09:00 – 10:15 AM Mexican Grains and Agri-Food Markets (Cont.)

Moderator: Direction Counselor, APPAMEX

09:00 – 10:00 AM Domestic Agricultural Marketings Government Policies (1 hour) (TBC) Manuel

Martinez De Leo, Director Chief, Supports and Services for Agricultural Commercialization (ASERCA) - Secretariat of Agriculture



10:00 – 10:15 AM Questions & Answers Session (15 min.)



10:15 AM – 01:50 PM Purchasing Tools and Practices for Agri-Food Industries

Moderator: Sam Bonilla, Senior Advisor for NAEGA on Commercial Practices

10:15 – 10:30 AM Communications & Information: group dynamic (15 min.) Gerardo Luna, M.B.A., Director, International Products and Services, CME Group



10:30 – 11:10 AM Price Trading: elements and fixation (40 min.) M. Jay O'Neil, Senior Agricultural Economist, International Grains Program, Kansas State University



11:10 – 11:25 AM Coffee Break (15 min.)

11:25 – 12:00 PM Financial Markets: Funds, Currencies and Interest Rates, Stock Markets (35 min.) M. Eduardo Tello. Director General, IDEFI Consultants, S.C.



12:00 – 12:30 PM Price Risk Management: Alternatives, Existing Tools Gerardo Luna, M.B.A. Director, International Products and Services, CME Group (20 min.) and Bryce Wells, CEO West Plains Co. (10 min.)

12:30 – 01:10 PM Contractual Alternatives for Buyers & Sellers (40 min.) Sam Bonilla. Senior Advisor for NAEGA on Commercial Practices

01:10 – 01:30 PM Production and Purchases Planning for Agri-Food Industries (20 min.). Alberto Parra, Commercial Executive. Bunge Comercial



01:30 – 01:50 PM Questions & Answers Session (20 min.)

01:50 – 02:00 PM Upcoming Educational and Training Programs (10 min.) APPAMEX and NAEGA

Survey to be e-mailed to the following address:

[appamex@prodigy.net.mx](mailto:appamex@prodigy.net.mx)

ADJOURN

\*\* It includes simultaneous translation, notes, materials, acknowledgment and presentations. Also it will be available a snack table at the room and buffet lunch the first day.