



North American Export Grain Association

## 17th FORUM APPAMEX – NAEGA 2010 “THE OPTIMUM SUPPLY OF STAPLE GRAINS: KEY FOR THE MEXICAN AGRI-FOOD SECTOR COMPETITIVENESS”

Dates: October 28-30, 2010  
Place: Cancun, Quintana Roo. MEXICO  
Venue: Hotel Presidente Intercontinental Cancun.

### **THURSDAY OCTOBER 28th**

**07:00 – 09:00 PM      Cocktail-Reception for Participants**

### **FRIDAY OCTOBER 29th**

**08:00 – 08:45 AM      Registration of Participants**

**08:45 – 09:15 AM      GUESTS OF HONOR PRESENTATION AND OPENING REMARKS: Secretary of Economy; Secretary of Agriculture; Embassy of the United States of America - U.S. Department of Agriculture; Agri-Food and Fisheries Commission CONCAMIN; National Council for Grains and Oilseeds Supply (CONAGO); National Agricultural Council (CNA); North American Export Grain Association (NAEGA); Mexico Agricultural Products Suppliers Association (APPAMEX)**

**09:15 – 10:45 AM      Global Grains and Oilseeds Supply: Perspectives and Strategies for the Agri-Food Security and Competitiveness**



**“Global Trade Flows: Impact of Free Trade Agreements, New Technologies and New Demand on changing Import/Export Patterns”. Foreign Agricultural Service (FAS). U.S. Department of Agriculture**



**“Long Term Viable Options for the Staple Grains Economic Supply Enhancement in Countries with Fast Growing Food and Feed Markets”. International Food & Agricultural Trade Policy Council (IPC)**

**10:45 – 11:00 AM      Coffee Break**

**11:00 – 11:45 AM      The Regulatory Frameworks and Commercial Practices as Challenges and Opportunities for the Mexican Agri-Food and Feed Sector. First Part**



**“Deregulation of Agricultural Inputs Import Processes for the Agri-Food Industry and Development of the Bilateral System Mexico – U.S. for Phytosanitary Electronic Certification and Verification”. Ing. Arturo Calderon, Director General of Plant and Animal Health Inspection, Agri-Food Plant and Animal Health, Food Safety and Quality National Service (SENASICA) – Secretariat of Agriculture; George Galasso, Trade Director -Grains- Phytosanitary Issues Management Animal and Plant Health Inspection Service (APHIS) – USDA**



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**11:45 AM – 01:15 PM Trends and Policies for the Agri-Food Sector Growth and Development in Highly Competitive Markets**



**“Official Supports for Agricultural Diversification and the Integration Induction of Supply Chains”**. Undersecretary of Agriculture; Supports and Services for Agricultural Marketings (ASERCA) – Secretariat of Agriculture. Manuel Martinez de Leo, Director Chief or Felipe Pena, Director General of Markets Development.



**“Free Trade and Deregulation of Importing Processes for the Secure Supply of Affordable Staple Foods”**. Pablo Javier Klein, Director General of Basic Industry. Undersecretary of Industry and Commerce, Secretariat of Economy

**01:15 PM Free Lunch**

**04:00 – 10:00 PM Tour and Dinner – Show at Xcaret “Mexico Spectacular”**  
Classified among the best shows in the world



**SATURDAY OCTOBER 30th**

**09:00 – 10:00 AM MARKETS & HEDGING OUTLOOK “Price Convergence between Futures and Cash Markets: The Current and Future Validity of the References and Hedging for Buyers and Sellers of Commodities”**. CME Group, Louis Dreyfus Commodities

**10:00 AM – 12:30 PM The Regulatory Frameworks and Commercial Practices as Challenges and Opportunities for the Mexican Agri-Food and Feed Sector. Second Part**



**“Biosafety of Living Modified Organisms (LMOs): Consolidation and Enforcement of the Pilot Project for Identification of Food, Feed and Processing LMOs Imports”**. Juan Antonio Dorantes, Director General of Foreign Trade Analysis. Undersecretary of Foreign Trade, Secretariat of Economy

**10:45 – 11:00 AM Coffee Break**

**11:00 AM – 12:30 PM (Continues)**



**“Contract Formulation as a Tool for Conformity of Imported Grains between Buyers and Sellers”**. Sam Bonilla, Senior Advisor for NAEGA on Commercial Practices



**“Official U.S. Supervision Practices for Bulk Agricultural Transportation Loading and Equipment”**. Sam Bonilla, Senior Advisor for NAEGA on Commercial Practices; Federal Grain Inspection Service – Grain Inspection, Packers and Stockyards Administration – USDA



**“Highlights of an Early Alert System of U.S. Crop Conditions Related to their Impact on Export Grains Quality”**. National Agricultural Statistics Service (NASS) – USDA



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<b>12:30 – 01:30 PM</b>	<b>KEYNOTE SPEAKER. “Global Outlook of the Economic and Financial Evolution since the Crisis and its Effects on Emerging Countries”. Ph.D. Arturo Anton Sarabia. Specialist in Economic Cycles. Mexico Economic Research and Education Center (CIDE)</b>
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**01:30 PM**                      **Closing Words. Undersecretary of Foreign Trade. Secretariat of Economy.**

**01:45 PM**                      **Closing Lunch**