



Guayaquil/Ecuador

25-27 APRIL 2007

# Programme\*

## WEDNESDAY 25 APRIL 2007

- 14:00 - 15:00 Delegate Registration and Check-In**
- 14:00 - 19:00 Exhibition Opens**
- 15:00 - 15:45 Welcome and Introduction**
- 15:45 - 16:15 Keynote Presentation**  
Yesterday, Today and Tomorrow: Where next for the global banana industry?  
Recent years have seen radical developments in the production, export, marketing and consumption of bananas. How did we get to where we are today and what does the future hold?  
**Martín Zúñiga Morales**, Procomer (Costa Rica)
- 16:15 - 16:45 Issues concerning the marketing of bananas in Ecuador**  
**Walter Spurrier**, Consultant (Ecuador)
- 16:45 - 17:45 Networking Break**
- 17:45 - 19:00 Session 1**  
Global Markets: win some, lose some?  
Are traditional markets in the US and Europe past their sell by date? Can newly-emerging markets be the engines of growth? Or will they just provide temporary relief to a global industry in crisis?  
Panellists include:  
**Michael Cavallero**, Dole Fresh Fruit (USA)  
**Erich Hinrichs**, Consultant (Germany)  
**Paul Smits**, NEH Philippines (Philippines)
- 19:00 - 20:30 Welcome Reception**

## THURSDAY 26 APRIL 2007

- 08:00 - 09:00 Delegate Registration and Check-In**
- 09:00 - 10:30 Session 2**  
Central and South America: where next for producers and exporters?  
It has often been said in the fresh produce business that you grow what you can sell and not sell what you can grow. This session looks at how Latin American producers and banana marketers are meeting the challenges of the 21st Century.  
Speakers include:  
**Jesús Correa Pérez**, Uniban S.A. (Colombia)  
**Jorge Sauma**, Corbana (Costa Rica)  
**Jorge Alex Serrano**, Oro Banana (Ecuador)
- 10:30 - 11:30 Networking Break**
- 11:30 - 13:00 Session 3**  
Corporate Social Responsibility: the new challenges  
For decades the banana industry in Central and South America has been an uneasy partnership of competing stakeholders. How have local labour, producers and multinationals moved forward to address new environmental and labour issues?  
Speakers include:  
**Joaquín Aramburu**, Sello Social (Ecuador)  
**George Jaksch**, Chiquita Brands (USA)  
**Eduardo Ledesma**, AEBE (Ecuador)  
**Luis Felipe Duchicela**, Rainforest Alliance (Costa Rica)  
**Gabriel Márquez Vélez**, Fundauniban (Colombia)

- 13:00 - 14:30 Lunch**
- 14:30 - 15:45 Session 4**  
Adding Value to Bananas: How to get more from your bananas  
Whether it's organic or convenience, consumers are prepared to pay a premium for the banana they want. Case studies on what works and what does not.  
Speakers include:  
**Miguel Gortari**, Inspectorate (Uruguay)  
**Paul Smits**, Smurfit Kappa (Holand)  
**Bob Kisting**, Chiquita Fresh Group (USA)  
**Gary Ward**, StePac LA Ltd. (Israel)
- 15:45 - 16:45 Networking Break**
- 16:45 - 18:00 Session 5**  
Logistics: innovation for the future  
The latest developments and innovations in getting your banana to the supermarket shelf in perfect condition.  
Speakers include:  
**Antonio Aloe**, Sopisco News (Ecuador)  
**Richard Bright**, Reefer Trends (UK)  
**Johan Claes**, Sea-Invest N.V. (Belgium)  
**Ton van Santen**, Interko Koeltechniek B.V. (Holland)

## FRIDAY 27 APRIL 2007

- 09:30 - 10:45 Session 6**  
Science: new technologies and scientific developments  
Leading industry academics and scientists report on how the latest technological and scientific advances are helping to shape the banana trade of tomorrow.  
Speakers include:  
**Walter Melendez Matarrita**, Trilex (Costa Rica)  
**Alvaro Segura**, Boyer Cropscience (Costa Rica)
- 10:45 - 11:45 Networking Break**
- 11:45 - 13:00 Session 7**  
Forum - Part 1: Retail Revolution  
Key global retailers offer insight and comment on retail banana trends and developments  
Panellists include:  
**Jelger de Vriend**, Ahold (Holland)  
**Bob Kisting**, Chiquita Fresh Group (USA)
- 13:00 - 14:30 Lunch**
- 14:30 - 16:30 Session 8**  
Forum - Part 2: Panel Discussion  
Continued discussion by industry leaders on the global banana industry.  
Panellists include:  
**María Fernanda Espinosa**, Ministry of foreign affairs (Ecuador)  
**Ramiro Gurdíán**, Ministry of Trade (Nicaragua)  
**Roberto Hoyos**, Augura (Colombia)  
**Mathias N'Goan**, OCAB (Ivory Coast)  
**Bernard O'Connor**, Dole Fresh Fruit (USA)  
**Manuel Rodríguez**, Chiquita Brands International (USA)  
**Jorge Sauma**, Corbana (Costa Rica)  
**Leroy J. Sheffer**, Ministry of Trade and Industry (Panama)  
**Paul Trauger**, Pacific Fruit (Belgium)  
**Maritza Vielman**, Consultant (Guatemala)
- 16:30 - 17:00 Closing Words and end of Conference**