

## Winning meat consumers with innovation

### PROGRAM

#### 15 January 2018 (Monday)

Ballroom, Anantara Siam Bangkok Hotel  
155 Rajadamri Road, Bangkok 10330 Thailand Ph +66 2 126 8866

#### 0900 **Welcome**

David Hughes

*Conference Chairman, Emeritus Professor of Food Marketing at Imperial College London, UK*

Prof Hughes has extensive experience as an international advisory board member with food & beverage supply chain companies and financial service organizations on three continents, assisting them with strategy and decision-making. He has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia. For 20 years, he was a Non-Executive Director of Berry Gardens Ltd – a UK farmer-owned berry fruit business (£230 million turnover in 2015). With his American business partner, David established, grew and sold a branded fresh produce business which served supermarkets in the USA.

### UNDERSTANDING CONSUMER ATTITUDES

#### 0910 **Consumer trends that impact the meat industry**

David Hughes

*Conference Chairman, Emeritus Professor of Food Marketing at Imperial College London, UK*

#### 0950 **Catering for busy lifestyles**

Philip Steggals

*Managing Director, Kadence International, Singapore*

Mr Steggals has been working with Kadence in Singapore since 2011, initially heading up the Insight function in the Singapore office. Kadence is known for bringing innovative methodologies and techniques to market research. The company has vast experience across many different sectors, countries and product cycles. As Managing Director he has been building stronger relationships with clients and to help raise the profile of strategic insight consultancy. The Singapore office acts as our regional hub in Asia with offices in Indonesia, Thailand, Vietnam, Hong Kong, China, Japan. Mr Steggals has degrees in business studies, and research & consultancy from Lancaster University.

1030 Coffee

#### 1100 **ASEAN Millennials: One size fits all?**

**Goro Hokari**, *Managing Director of Hakuodo Institute of Life and Living ASEAN, Executive Regional Strategic Planning Director of Hakuodo Asia Pacific*; **Promphohn Supataravanich**, *Strategic Planning Supervisor of Hakuodo Institute of Life and Living ASEAN, Strategic Planning Supervisor of Hakuodo Asia Pacific Co Ltd*; and **Ampa Theerapatsakul**, *Strategic Planning Director of Hakuodo Institute of Life and Living ASEAN, Strategic Planning Director of Hakuodo (Bangkok) Co Ltd*.

Goro Hokari is the Managing Director of Hakuodo Institute of Life and Living ASEAN (corporate think tank) and Executive Regional Strategic Planning Director in Hakuodo Asia Pacific (regional headquarter). He focuses on strengthening and implementation of strategic planning based on Hakuodo philosophy sei-katsu-sha (human centric viewpoint) to the Hakuodo group offices across South East Asia. Hakuodo is an integrated advertising and communication agency headquartered in Japan which is the world's sixth largest advertising agency.

1140 Discussion panel with the speakers from the Understanding consumer attitudes session

1210 Lunch

## KEYNOTE PRESENTATION

### 1320 **Every mouthful meaningful for the sustainable life chain**

Patcharaporn Sagulwiwat

*Assistant Vice President, Corporate Social Responsible and Sustainable Development, Chareon Pokphand Foods, Thailand*

Ms Patcharaporn has been with CPF for 11 years initially as a General Manager with the company's poultry integration but more recently with the Corporate Social Responsible and Sustainable Development Department in Bangkok. She has been instrumental in CPF being accepted as a member of the globally recognized Dow Jones Sustainability Indices (DJSI) for the third year in a row, and for the company receiving a Sustainability Report Recognition Award from the Thai Securities and Exchange Commission.

## CATCHING THE TRENDS IN FOOD RETAIL & FOOD SERVICE

### 1350 **How food service and food retail are converging**

David Hughes

*Conference Chairman, Emeritus Professor of Food Marketing at Imperial College London, UK*

### 1430 **Trends in QSR**

Rob Gosney

*Protein Product Development and Innovation Advisor, Australia*

Mr Gosney is an accomplished food value chain specialist with more than 25 years of experience in leading value added food product production and food service establishments. Most recent clients have included: Misschu Tuckshops, a Lao-Vietnamese-Australian themed restaurant chain; and Sumpo Food Group, a fully integrated Fujian, China, based agribusiness group with annual sales revenue of more than \$500 million plus. Prior to that he was Group R&D and Product Innovation Manager, Asia Pacific Region with OSI International Foods where he developed and commercialised many new products in seven sites in the Asia Pacific region.

1500 Coffee break

## KEYNOTE PRESENTATION

### 1530 **Disruptive market change in the food sector**

Jean-Yves Chow

*Senior Vice President, Food & Agri Sector Coverage, Mizuho Bank, Singapore*

JY Chow covers the food, beverage and agriculture sectors in Asia Pacific-ex Japan to deliver business strategic and financial solution to Mizuho clients. Prior to joining Mizuho, he held research, advisory and trade finance roles at Rabobank in Hong Kong for seven years. At this position he originating, advising, and financing transactions in the food and agriculture supply chain across Asia for large multinationals, government authorities, financial institutions and private equities. He initially built his food and agri expertise while operating as a technical director at Invivo/Neovia in China for 5 years.

1610 Discussion panel with the speakers from the afternoon session.

1700 **Meet the Speakers Cocktail Party** (finger food and refreshments provided until 1830 hrs)

## 16 January 2017 (Tuesday)

Ballroom, Anantara Siam Bangkok Hotel

155 Rajadamri Road, Bangkok 10330 Thailand Ph +66 2 126 8866

## KEYNOTE PRESENTATION

### 0900 **Growth disrupters in the chicken business**

Gordon Butland

*Director, G&S Agriconsultants Co Ltd, Thailand*

Mr Butland established a career in accounting that saw him rise to become Chief Financial Officer for the Coca Cola Company for South Latin America. In 1989 he started his association with Rabobank International. In the mid-90s he started to visit Southeast Asia and in 1998 moved to Asia and became Rabobank's Global Head of the poultry sector. In September 2004 he retired and is now concentrating on advisory assignments within the entire spectrum of the global poultry industry.

## DEVELOPING & MARKETING INNOVATIVE MEAT PRODUCTS

### 0940 **The science of product innovation**

Robert van Barneveld

*Group CEO and Managing Director of the Sunpork Group of Companies, Australia*

Mr van Barneveld manages a group encompassing farms with 40,000 sows, a breeder farm, a slaughter works and a major processing plant. In addition to his work with SunPork, Robert is also a Non-Executive Director of the ASX-listed Ridley Corporation (Australia's largest stockfeed manufacturer). He has worked widely with feedmills and livestock producers in Asia over the past 20 years and has a PhD in amino acid nutrition of monogastrics.

1020 **Standards for ensuring consumer respect**

Peter Bracher

*Managing Director – Asia Pacific, NSF International, Thailand*

Mr Bracher's background is as a Government enforcement officer in the UK, where he gained experience managing a meat inspection service covering rural slaughterhouses, and he also worked as a Chief Environmental Health Officer. He then moved to the commercial sector where he managed the food safety and health and safety teams for Tesco, the UK based international retailer, before moving to ASDA, which is part of the US based retailer Walmart, as their director responsible for food safety, quality and sustainability. To gain more international experience, Mr Bracher moved to India where he was Head of Operations for the major retailer Reliance Retail.

1050 Coffee break

1110 **What do you want to be famous for?**

Rob Gosney

*Protein Product Development and Innovation Advisor, Australia*

1150 Discussion panel with the speakers from the morning session.

1220 Lunch

1330 **Developing the potential of meat alternatives**

**Ricky Lin** *Founder, Life3 Biotech; and Leong Lai Peng* *Senior Lecturer, National University of Singapore*

Ricky Lin is the founder of Life3 Biotech, a start-up company focusing on innovative functional foods and beverages through the use of natural plant-based ingredients; to address health concerns such as cardiovascular diseases, diabetes and osteoporosis attributed to poor nutrition and lifestyle habits.

Dr Leong Lai Peng is a lecturer of the Food Science & Technology (FST) Programme at NUS. Her research focuses on the kinetics of chemical reactions in foods which includes the Maillard reaction and reactions involving antioxidants. Dr Leong also works on shelf life extension and prediction of foods in which both chemical and physical methods were used.

1410 **Developments in ASEAN trade and regulations**

Sara Aparicio Hill

*Associate, K&L Gates, Singapore*

Ms Aparicio Hill is an associate at the international law firm, K&L Gates, in Singapore. She concentrates her practice on ASEAN and EU regulatory and compliance matters, in addition to advising on free movement of goods and services, data protection, competition, antitrust and trade matters; with a focus on the food, functional food, beverage, cosmetics and feed industries. Immediately prior to joining the firm, she managed a boutique consultancy in Singapore dedicated to advising the food, functional food and beverage industries.

1450 **Potential for innovative pork products**

Robert van Barneveld

*Group CEO and Managing Director of the Sunpork Group of Companies, Australia*

**ADOPTING NEW MEAT PROCESSING TECHNOLOGY**

1530 A chaired roundtable of presentations and discussion from leading developers of processing and packaging equipment on the latest and coming advances in cooking and coating technologies, thermo forming and packaging solutions.

1600 Panel discussion with speakers from the afternoon session.

1630 Conference close

\* Please note that this program may be subject to change.

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