SPECIAL PRESENTATION
Marketing that is changing the face of the egg industry

Flock longevity – Part 1: The pullet

Egg production without AGPs – How and how soon?

Managing egg shell quality – the consumer speaks!!!

HORIZON KEYNOTE: Do eggs help sharpen your mind?

Jakarta, 8-9 October 2018

Bangkok, 11-12 October 2018

Conference sponsored by

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Conference organised by
The 2018 Layer Feed Quality Conference topics have been carefully selected from feedback from more than 400 participants in Bangkok and Jakarta in 2017. With cooperation from our sponsors and leaders in layer production around the world, we are assembling a strong group of local and international experts who will not only present but also be part of the highly popular panel discussions, as well as for the first time a ‘meet the speaker’ forum at the end of Day One.

At the 2018 Layer Feed Quality Conference there will be three sessions:

**Flock longevity – Part 1: The pullet**
Chaired by Dr Santiago Ramirez, FCR Consulting Group, Australia
Flock longevity will determine the overall economic returns to a producer. Critical management steps in the progress of the flock will be addressed in this three-part program, starting with ‘The pullet’ in 2018, ‘Transition and early lay’ in 2019 and ‘Mid to late lay’ in 2020. Dr Santiago Ramirez has agreed to chair this session over the next three years, bringing expertise at each stage of development to participants, with speakers carefully selected based on their expertise, addressing key aspects including health, nutrition and ingredient selection.

**Egg production without AGPs - How and how soon?**
Speakers include Dr Doug Korver (Canada) and Dr Daniel Ramirez
Based on the 2017 delegate (or participant) feedback, this session will present international lessons learnt from managing layer operations without AGPs and a discussion on how to capitalise market considerations for AOP-free and free-range eggs.

**Managing egg shell quality – the consumer speaks!!!**
Speakers include Murtla Umar Faruk (Switzerland) and Dr Doug Korver
Linking with our Horizon Keynote address on marketing, and from strong delegate feedback from the 2017 Layer Feed Quality Conference, the demands on eggshell quality and its consequence impact with the consumer, this session will remind participants of the essential success factors in managing eggshell quality.

In addition, the 2018 Layer Feed Quality Conferences will feature two presentations selected to inform participants of innovations that are ‘on the horizon’ and can be expected to make a significant impact on the industry:

**HORIZON KEYNOTE ADDRESS**
*Innovations that are changing the face of the global egg industry*
Delivered by Professor David Hughes, Imperial College, United Kingdom

The impact of globalisation has seen the transformation of egg production from small domestic operators toward larger more outwardly focused operations. What are the consumer trends and how will these impact the Asian egg industry in the future?

**HORIZON KEYNOTE ADDRESS**
*Do eggs help sharpen your mind?*
Dr Mongkol Kaewsutas, Mae Fah Luang University, Thailand
How eggs impact the cognitive function of humans and the impact of normal and enriched eggs – truly ground-breaking work on why eggs are healthy. Dr Mongkol Kaewsutas conducted his research with the Thai army – a presentation not to be missed!

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**Key Speakers**

**Professor David Hughes**
Emeritus Professor of Food Marketing at Imperial College London, United Kingdom and Global Food Marketing Analyst, International Egg Commission
Professor Hughes brings with him a wealth of marketing experience in the food and drinks industry. He is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer trends, and is a strong proponent of building vertical alliances between key chain members in the food industry; farmers, life science and input companies, ingredient firms, food and beverage manufacturers, retailers and food service. David has extensive experience as an international advisory board member with food companies and financial service organisations on three continents. Energetic, engaging, humorous and insightful, David gains the very highest evaluations at seminars, conferences and board level discussions in every continent he visits. He works closely with senior management of food and beverage firms on business strategy development and with governments on food policy formulation. David’s views are frequently sought by TV, radio and the printed press.

**Dr Mongkol Kaewsutas**
Graduate in Antiaging and Regenerative Medicine, Mae Fah Luang University; Regional Manager Alltech Inc, Thailand
Dr Mongkol’s expertise is on food safety, mineral nutrition, pre/probiotics, antibiotic resistance bacteria, nutrition for chronic disease, egg and meat science, DHA omega-3 egg, Selenium enriched egg and cognitive brain function. His current position is Regional manager for multinational key accounts in Asia Pacific and also Guest Lecturer on nutrition and health disease. His publications include:
- The Effect of daily consumption of boiled and fried egg on cholesterol level in overweight Thai men
- The Effects of Dietary Microalgae and Fish Oil in Layers on DHA Omega-3 enrichment of the Eggs
- Electroencephalographic Study of Microalgae DHA Omega-3 Egg Consumption on Cognitive Function

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**Enjoy two excellent venues**

DoubleTree by Hilton Hotel Jakarta- Diponegoro

The contemporary DoubleTree by Hilton Hotel Jakarta-Diponegoro is ideally located away from the heavy traffic, yet close to Jakarta’s CBD. Shopping malls, markets, restaurants and leisure options are easily reachable. Enjoy a variety of modern amenities in a beautiful guest room including king-sized beds, 42-inch LCD TVs and WiFi. A 24-hour business centre is available.

See the Registration Form for details of the special rates for Layer Feed Quality Conference delegates.
Dr Doug Korver
Professor of Poultry Nutrition, Department of Agricultural, Food and Nutritional Sciences, University of Alberta, Canada
Dr Korver received a PhD from the University of California, Davis. Professor Korver's research program has a strong applied research focus; relevance to the poultry industry remains an important consideration in his approach to research. In addition to practical research on feedstuff quality and dietary supplement evaluation in poultry diets, his work focuses on nutrition-immune function interactions and bone biology in meat and egg-type poultry.

Dr Santiago Ramirez
Principal Consultant, FCR Consulting Group, Australia
Santiago is a monogastric nutritionist. He services clients in Australia, Asia Pacific and Latin America, offering technical troubleshooting services to a variety of feed mills and producers. He holds a Bachelor’s Degree in Food Science and Nutrition, a Master’s in Molecular Biology, and a PhD in Molecular Microbiology.

Dr Murtala Umar Faruk
Deputy R&D Centre Head and Senior Scientist in Poultry Nutrition, DSM Nutritional Products, France
Dr Umar Faruk gained his PhD at the Université François Rabelais, Tours, France where he was involved in a series of experiments on layer hen nutrition. This was carried out both in Europe and in Africa with the objective of assessing the current feeding system in laying hens with a view to developing alternative feeding system using unprocessed feed ingredients. Recent publications include:
- A meta-analysis on the effect of canthaxanthin on egg production in brown egg layers
- Simultaneous inclusion of sorghum and cottonseed meal or millet in broiler diets: effects on performance and nutrient digestibility
- Identification of peptides in the terminal ileum of broiler chickens fed diets based on maize and soybean meal using proteomics
- Results of an international phosphorus digestibility ring test with broiler chickens

Radisson Blu Plaza Bangkok
Radisson Blu Plaza Bangkok offers an easy access to the city. The hotel is 200 m from MRT Sukhumvit Station as well as to BTS Asoke Station. It has on-site outdoor pool and restaurants serving Thai and International cuisine. The property offers facilities for disabled guests with free Wi-Fi access throughout the area. Free public parking is available at the property.

FULL PROGRAM INCLUDES:
- 20 presentations, three major topics & the new Horizon keynote address
- 15 experts delivering a world-class program
- A full program of speakers in both Jakarta and Bangkok
- Greater access to speakers including our ‘meet the speakers’ immediately following Day One
- Extended Panel discussions to permit more questions
- Actual presentations will be available in PDF for downloading post-conference
- A chance to mix with like-minded industry professionals
REGISTRATION FORM –

- I will attend the Jakarta conference (8-9 October 2018)
- I will attend the Bangkok conference (11-12 October 2018)

Please complete one registration form for each delegate — photocopy for multiple bookings and/or different addresses.

Take advantage of the EARLY BIRD REGISTRATION
- I am registering as an individual and paying before 20 August 2018 for USD 75 off — you pay only USD 465

Take advantage of the TEAM REGISTRATION
- I am registering as a part of a team of 3 to 5 and paying before 10 September 2018 for USD 90 off — you pay only USD 450 per person
- I am registering as part of a team of 6 or more and paying before 10 September 2018 for USD 105 off — you pay only USD 435 per person

Regular Conference Package
- I am registering for the full conference including coffee breaks, lunches, official dinner, conference work papers and proceedings at USD 540 per person
- I will not attend but send me the proceedings on a memory stick USD 250

Delegate Details

Please check one box
- Dr
- Mr
- Mrs
- Ms
- Miss

Family name ........................................

Given name ....................................... 

Company name ....................................

Job title ............................................

Street Address ....................................

City ..................................................

State/Province ....................................
Postal code ........................................

Country ...........................................

Business Phone ...................................

Mobile Phone ....................................

Email address .....................................

Should you wish a different name and/or company on your name tag:

Delegate Name for tag ............................

Company Name for tag ...........................

I have read and agree to the terms and conditions for this event

Signature ............................................ Date ....................................

Payment Methods

Total amount in USD .............................

- By Credit Card

This transaction will appear on your Credit Card Statement as a transaction with ASIAN AGRIBUSINESS SINGAPORE.

Please debit my:  □ Mastercard □ Visa □ American Express

Credit Card

Number ...........................................

Expiry date ........................................

CVV ..................................................

Name on card ....................................

Signature ...........................................

* CVV is the last 3 digits of the number printed on the signature strip of most credit cards. For American Express it is a 4 digit number printed on the front of the card.

- By Bank Transfer

We will send you an invoice with remittance instructions.

- By Cheque or Bank Draft

(All bank charges to be borne by the payee)

Make payable in USD to Asian Agribusiness Media Pte Ltd

A receipt will be emailed to the above email address once payment is confirmed. Should you have any specific requirements for your receipt, contact us once you have completed registration.

Take advantage of the TEAM REGISTRATION

Venue:

- DoubleTree by Hilton Jakarta
- Radisson Blu Plaza Bangkok

Hotel accommodation and travel costs are not included in the registration fee.

Reduced conference room rates have been negotiated with the DoubleTree by Hilton Jakarta starting from IDR 1,694,000 nett or USD 119 nett including breakfast, internet and taxes. Room rates for the Radisson Blu Plaza Bangkok start from THB 4200 nett or USD 132 nett including breakfast, internet and taxes. To make your booking please contact us at events@asian-agribiz.com for a booking form or download a copy from www.asian-agribiz.com

A list of alternative accommodation is available from events@asian-agribiz.com or can be downloaded from www.asian-agribiz.com

Dietary and special care

The organisers will make every effort to assist those with special dietary or care requirements.

- Please contact me about specific dietary or care requirements.

Questions

Any questions please email events@asian-agribiz.com

Terms and Conditions

PAYMENT: Payment is due at the time of registration. Registrants who have not made full payment will be declined entry to the event.

ADMISSION: Only registered and fully paid delegates will be allowed into the vicinity of the conference, including the areas occupied by the conference meeting room, registration desk, coffee breaks, lunch, welcome gathering and conference dinner.

Other than conference sponsor personnel, no delegate will engage in commercial activity at or in the vicinity of the conference.

PROGRAM CHANGE POLICY: Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organiser may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, Asian Agribusiness Media reserves the right to alter or modify the advertised speakers and/or topics if necessary.

SUBSTITUTIONS: You may substitute delegates in writing up to seven (7) days prior to the event. Email details to events@asian-agribiz.com – substitutions cannot be accepted less than seven days prior to the event.

CANCELLATIONS: Asian Agribusiness Media Pte Ltd (AAM) does not provide refunds for cancellations received less than twenty-one (21) days prior to the event. For cancellations received in writing more than twenty-one (21) days prior to the conference you will receive a full refund less any banking charges that may have been incurred on your behalf. Alternatively the sum can be credited towards another AAM conference for up to one year from the date of the original event. In the event that AAM cancels the event, delegates will receive a full refund less any banking charges that may have been incurred on your behalf. Alternatively the sum can be credited towards another AAM conference for up to one year from the date of the original event. In the event that AAM cancels the event, delegates will receive a full refund less any banking charges that may have been incurred on your behalf. Alternatively the sum can be credited towards another AAM conference for up to one year from the date of the original event. In the event that AAM cancels the event, delegates will receive a full refund less any banking charges that may have been incurred on your behalf. Alternatively the sum can be credited towards another AAM conference for up to one year from the date of the original event. In the event that AAM cancels the event, delegates will receive a full refund less any banking charges that may have been incurred on your behalf. Alternatively the sum can be credited towards another AAM conference for up to one year from the date of the original event.

PERSONAL DATA: Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.

Please do not pass my information to any third party.

ORGANISERS: The organiser of this event is Asian Agribusiness Media Pte Ltd, 25 International Business Park #02-103 Singapore 609916. Company registration no. 200719300M.