

**Conference  
Processed Foods – Advantage India '08:  
Feeding Global Business Opportunities**

**Draft Programme**

**DAY 1: 17<sup>th</sup> July 2007:**

|                 |   |
|-----------------|---|
| 0800 hrs        | <b>Registration</b>   |
| 0930 – 0940 hrs | <b>Welcome Address</b><br><br>Mr Piruz Khambatta,<br>Chairman, CII National Committee on<br>Food Processing and<br>Chairman & Managing Director Rasna International |
| 0940 – 1010 hrs | <b>Keynote Address on “Processed Foods- Advantage India”</b>  |
| 1010- 1020 hrs  | <b>Address by Ministry of Food Processing Industries</b>  |
| 1020 – 1035 hrs | <b>Address by Guest of Honour</b>   |
| 1035 - 1045 hrs | <b>Inaugural Address by Chief Guest</b><br><br>Mr Sudodh Kant Sahai<br>Minister of State(I/C) for Food Processing Industries  |
| 1045 – 1055 hrs | <b>Concluding Remarks :</b>   |
| 1055 – 1110 hrs | <b>Tea Break</b>  |

**1110 – 1215 hrs: Session I: The Evolving Global Scenario in Processed Foods**

**Focus:** The World Trade in Processed Foods is showing some distinct trends. These include a shift from commodities to value added foods; Consumers showing divergent responses of both reinforcing Geographic associations as well as a willingness to try the same cuisine from new sources for taste, variety and cost considerations.

**This session will focus on opportunities and challenges these trends represent.**

**Session Chairman: Mr Suvratan, Chairman, Food Safety Standard Authority**

|                            |   |
|----------------------------|---|
| 1110-1115 hrs              | Opening Remarks by Session Chairman   |
|                            | <b>Presentations</b>  |
| 1115- 1130 hrs<br>(15 min) | <b>The Change in Consumer Plate – Implications for Global Processed Food Trade</b>                      |
|                            | Mr Martial Rolland*<br>Chairman and Managing Director<br>Nestle India Ltd                               |
| 1130-1145 hrs<br>(15 min)  | <b>The Retail Response to the Changing Consumer Plates - Opportunities for India</b>                    |
|                            | Mr Ravi Nigam,<br>Managing Director, Tasty Bite Eatables Ltd.   |
| 1145-1200 hrs<br>(15 min)  | <b>Emerging Regulations in Processed Food Trade – Getting Ready</b>                                     |
|                            | Mr S Dave<br>Director, Agricultural and processed Food Products Export<br>Development Authority (APEDA) |
| 1200- 1210 hrs             | <b>Open Discussion</b>  |
| 1210-1215 hrs              | <b>Concluding Remarks by Session Chairman</b>   |

**1215 – 1330 hrs: Session II: Global Sourcing- Understanding Buyer Expectations**

**Focus:** Global Buyers in different groups have different needs – products; packaging; disclosures and supply chain models. This session will critically examine the requirements of international sourcing companies on how to make India the food-outsourcing hub for their product and services.

**The session will focus on examining specific issues of best practices, quality, Ingredients, Certifications, Brand Promotions and transaction costs which make up the buyers expectation set. Specific focus will be on the time and process to get a new “food accepted”**

**Session Chairman: Mr B M Vyas** , Managing director, GCMMF (Gujarat Co-operative Milk Marketing Federation)

1215-1220 hrs            Opening Remarks by Session Chairman

**Presentations:**

1220-1235 hrs            **Expectations of Global Super Markets/Hyper markets**  
(15 min)                    **from outsourcing including Private labels.**

Mr. Andreas Bauer  
Head Consumer Goods Practice Roland Berger Strategy  
Consultants, Germany

1235-1250 hrs            **Expectations of Global Food Manufacturing Companies**  
(15 min)                    **from outsourcing.**

Mr Shrijit Mishra , Unilever

1250- 1310 hrs            **Expectation of the Global Retailers: A supplier**  
(15 min)                    **Perspective.**

Mr Vineet Chabbra,  
Managing Director,  
The Global Green Company

1310-1325 hrs            Open discussion  
(15 min)

1325-1330 hrs            Concluding Remarks

**Lunch 1330- 1430**

**1430- 1930 hrs Buyer Seller Meet**

1930 – 2030 hrs Session III: CEO Conclave

**Developing the Country Strategy for Food Brand India 2012**

**Focus:** Developing and Executing “Food India Brand” is very critical for making India the Food Factory of the world.

This session will discuss how to build a global brand for Indian Processed Foods. It will through light on lessons and actions to be taken by  
Indian manufacturers;  
Global Retailers;  
Service and infrastructure providers;  
Government authorities in creating a global brand.

**Focus of Panel Discussion**

Define Ambition for Growth of Indian Processed Foods  
Discuss how global consumers will be tracked  
Discuss issues like

Will India be in small batch sizes or mass foods  
How to meet the future Global food safety quality and regulatory requirements  
How to upgrade Indian technology and skilled manpower to be on par with the global standards  
Discuss how time to market from India can be lower- Concept to product delivery

Anchor:.....

1930 – 1940 hrs Opening Remarks by Anchor

1940-2020 hrs **Panel Discussion:**

**Panelists:**

**Mr B M Vyas\*** Managing director, GCMF (Gujarat Co-operative Milk Marketing Federation)

**Mr Mike Cockrell**  
Chief Merchandising Officer  
Bharti Wal-Mart Pvt. Limited

**Mr. Emmanuel**  
Auchan \*

**Mr Martial Rolland\***  
Chairman and Managing Director  
Nestle India Ltd

**Ms Vinita Bali\***  
Managing Director  
Britannia Industries Ltd.

**Mr Daniel Allamand**  
Chief Procurement Officer  
Gate Gourmet

**Mr Ravi Nigam**  
Managing Director, Tasty Bite Eatables Ltd

**Mr Gautham Mukkavilli**  
Managing Director  
Pepsico India Holdings Pvt Ltd ( Fritolays Division)

2020-2030 hrs Concluding Remarks

**2030 hrs Net Working Dinner**

**Close of Day one**

Invited\*

Day 2: 18<sup>th</sup> July 2008

**0945 – 1115 hrs: Session - IV: India's successes in Global Processed Foods Industry**

**Focus:** There are already different Success Models for Indian Processed Foods

This session focuses on the different models and the key learnings about Indian Capabilities in market understanding, batch sizes, quality and safety etc. The Session will also focus on Experience sharing and case studies by leading Indian have been involved in international food processing – how they identified markets, how much time they took to break through and how they had to redefine their processes for success.

**Session Chairman:** Mr Asit Tripathy, , Chairman, APEDA

**0900-0905 hrs**    **Opening Remarks by Session Chairman**

**Presentations: India's Successes in Global Processed Food Industry: Key Factors**

**0905-0925 hrs**    **Presentation A:**  
**Indian Cuisine in world Markets : Branded Products**  
(20 min)

Mr sadananda Maiya  
Chairman and Managing Directors  
MTR Foods Ltd.

**0925-0945 hrs**    **Presentation B:**  
**Catering to International Tastes through Private Label**  
(20 min)

Mr Akshay Malhotra  
Weikfield Foods Pvt Ltd.

**0945-1005 hrs**    **Foreign Cuisine from India:**  
(20 min)

Mr Rajesh Gandhi  
Managing Director  
Vadilal Industries Ltd

**1005- 1025 hrs**    **Open Discussion**

**1025-1030 hrs**    **Concluding Remarks**

1030 – 1045 hrs Tea / Coffee

**1115–1215 Session: V Operationalising the Game plan – A Panel Discussion**

**Focus:** There is always a gap between strategy and operations. This session is an exchange between buyers and sellers in challenges they face with each other.

**Session Chairman :** Mr Rajan Chibba, Intrim Business Associates

1045-1050 hrs **Opening remarks by Session Chairman :**

1050-1145  
(55 min) Debate

- Buyers: Three selected buyers , **one retailer and two others For the Sellers-**
- Sellers: Three selected Sellers; **Rasna;; ADF**

1145-1150 hrs Concluding Remarks by Session Chairman

**1215 – 1300 hrs Session VI: Wrap up and Valedictory Session**

DG CII

**1300 – 1400 hrs Lunch**

**1400 hrs onwards One-to-one Meetings**

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