



Conferences Program 2010

* THIS SCHEDULE IS SUBJECT TO ADJUSTMENTS

WEDNESDAY, SEPTIEMBRE 8

THURSDAY, SEPTEMBER 9

FRIDAY, SEPTEMBER 10

HALL 1

4 P.M. TO 5 P.M.

Master Conference

A VISION OF TRADE IN THE AMERICAS

■ **Ambassador Oscar Maúrtua** of Romania

Representing the OEA in Mexico

A brief summary of trade in Latin America and the Caribbean as the region in which agricultural, cattle, forest and fishing production increased the most in the last 15 years, as well as their exports.

5 P.M. TO 6 P.M.

IMPORTANT CHANGES IN FDA REGULATIONS

■ **Jorge Ymay**
Registrar CORP

Introducing the changes that are expected in FDA regulations for marketing foods.

6:00 A 7:00

BUSINESS OPPORTUNITIES IN A FOOD AND BEVERAGE SECTOR IN THE UK.

■ **Isaac A. Vargas**
Head of Inward Investment.

UK Trade & Investment is the government agency that helps British businesses established in the UK to succeed in the global economy, while helping foreign companies bring quality investments to the UK.

HALL 1

4 P.M. TO 5 P.M.

INTERNATIONALIZATION OF SMES

■ **Antonio Esrawe**

General Director of Grupo Exporta

Processes and methodologies that small and medium enterprises should carry out to compete in international markets.

5 P.M. TO 6 P.M.

POST-CRISIS FOOD AND BEVERAGES CONSUMPTION TRENDS

■ **Marcel Motta**

Euromonitor Research Manager

Post-crisis food and beverages consumption trends and the effects that the recession has on the way consumers feed themselves.

HALL 2

4 P.M. TO 5 P.M.

FDA REQUIREMENTS FOR EXPORTING TO THE USA

■ **Sr. Luis Chavarria**

Associate Subdirector for Latin America, FDA

United States food and Drug Association requirements for importing food products.

5 P.M. TO 6 P.M.

GFSI STANDARDS FOR WORLD EXPORT AND SUSTAINABILITY

■ **Robert Prevendar**

Global Food Safety Certification Systems, NFS International

A brief history, what is driving it, why it is important for both food manufacturers and food retailers, benefits to the manufacturer, and how to get started with the certification process.

HALL 1

4 P.M. TO 5 P.M.

HOW TO COMPETE IN MARKETS WITH HIGH SUPPLY CONCENTRATION

■ **Antonio Esrawe**

General Director of Grupo Exporta

Useful advice on strategies for exportable products in high competition markets

5 P.M. TO 6 P.M.

REQUIREMENTS FOR EXPORTING TO EUROPE AND CHINA / Workshop on business opportunities in China

■ **Lic. Salvador Suarez**

COMCE director for Asia y Oceania

Market research (the importance of being practical) and consolidating export plans. Very specific business ideas on business in China. Clarifying doubts that businessmen have about this country.

HALL 2

4 P.M. TO 5 P.M.

HOW TO EXPORT TO THE MIDDLE EAST

■ **Lic. Carlos Casas**

Promexico

Support that Promexico has for exporting to the Middle East

5:30 P.M. TO 6 P.M.

FDA LABELING WORK SHOP

■ **Sr. Luis Chavarria**

Associate Subdirector for Latin America, FDA

USFDA requirements in food labeling. Includes a workshop for better understanding.