



# Eurofruit Congress

## مؤتمر الفواكه Middle East

## Programme\*

### Saturday 24 September

18.00-19.00:

#### Delegate check-in & registration

Al Bahara Ballroom Pre-function Foyer  
Lower ground floor, InterContinental Dubai Festival City

19.00-20.30:

#### Welcome Reception

Al Bahara Ballroom Pre-function Foyer  
Lower ground floor, InterContinental Dubai Festival City

### Sunday 25 September

08:15-09:00:

#### Delegate check-in & registration

Al Bahara Ballroom Pre-function Foyer  
Lower ground floor, InterContinental Dubai Festival City

09:00-09:15:

#### Welcome to Eurofruit Congress Middle East

Al Bahara Ballroom  
Lower ground floor, InterContinental Dubai Festival City

09:15-10:30: SESSION 1

#### Retail spotlight: the final link in the chain

Quality standards are improving throughout the Middle East, while consumer expectations also continue to rise. What are retailers in the region doing to respond to this trend and what challenges are they facing?

#### Speakers include:

Manu Ghai, Planet Retail (UK)

10:30-11:30:

#### Networking break

11:30-13:00: SESSION 2

#### New sources, new opportunities

Importers in the Middle East are constantly on the lookout for new sources to guarantee year-round supply. We look at four countries, including Slovenia, that are keen to offer their services to the region.

#### Speakers include:

Bostjan Kozole, Evrosad (Slovenia)  
Alejandro Moralejo, All Lemon (Argentina)

13:00-14:00:

#### Networking lunch

14:00-15:00: SESSION 3

#### Break-out sessions

##### BREAK-OUT 1

#### Food preservation in the desert

Freshness is a central issue in the Middle East, given the region's climate and rising quality expectations. What are companies doing to ensure that temperature-sensitive products remain fresh?

#### Speakers include:

Ramesh Mamidala, Emirates SkyCargo (UAE)  
Mihir Patel, Amancorp (UAE)  
Abdulatif Al-Ayoub, Bioconservacion S.A. (Spain)  
Sukhdev Singh, Food Freshly (Germany)

##### BREAK-OUT 2

#### The importance of marketing

What sort of promotional actions are currently being undertaken in the Middle East's fresh produce sector and which are the most effective? What lessons can be learnt from marketing plans elsewhere in the world?

#### Speakers include:

Simon Bakht, AMFI (Lebanon)  
Raquel Herce, Mint (Spain)

15:00-16:00:

#### Networking break

16:00-17:30: SESSION 6

#### Shifting dynamics in the Gulf

The pace of change in the Middle East appears to be accelerating, due to social and demographic shifts, technological advancements and various other factors. How does this bode for the future of the fresh produce industry in the region?

#### Speakers include:

Hadi Abuseedo, Abuseedo Trading (UAE)  
Ahmed El-Hodaiby, Trade Waves (Egypt)

18.00-19.30:

#### Gala Cocktail

Last updated: 12 September 2011

Arabic/English simultaneous translation will be provided.

\*Please note: this programme is subject to change.