

## FICCI-FOODWORLD INDIA 2010

*Theme: Beyond the Horizon: Fuelling New Cycles of Success.*

### Day 1: 24<sup>th</sup> November 2010

|               |  |  |
|---------------|--|--|
| 1000-1030 hrs | Registration   |  |
| 1030-1100 hrs | Inaugural Session (Launch of Knowledge paper and R&D portal)   |  |
| 1100-1115 hrs | Tea Break  |  |
| 1115-1130 hrs | Presentation by Knowledge partner                              | Inauguration of Annapoorna Exhibition by Hon'ble Minister Food Processing Industries |
| 1130-1230 hrs | Plenary Session- Winning Strategies in the Consumer led Future |  |
| 1230-1400 hrs | Lunch  |  |
| 1400-1530 hrs | Strategy Session- Vision & Sustainability                      | Registration<br>Buyer Seller Meet at Exhibition Grounds                              |
| 1530-1545 hrs | Tea Break  |  |
| 1545-1630 hrs | Interaction with Senior Food Safety Official                   |  |

### Day 2: 25<sup>th</sup> November 2010

|                  |   |  |
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| 1030-1100 hrs    | Registration (running tea)  |  |
|                  | Parallel session 1  | Parallel session 2   |
| 1100-1245 hrs    | Designing Supply Chains to match Indian Realities : An action Manifesto | New Perspectives in R&D and innovation in Food Processing  |
| 1245-1400 hrs    | Lunch   |  |
| 1400-1530 hrs    | Technology: Trigger to achieve a High Growth Trajectory                 | Managing Food Safety : Global Challenge & Global Solutions |
| 1530- 1545 hrs   | Tea Break   |  |
| 1545-1630 hrs    | Industry Academia Interface   |  |
| 1630 hrs onwards | Visit to Exhibition   |  |

## Program

| Day 1: 24 <sup>th</sup> November 2010 |   |   |
|---------------------------------------|---|---|
| 1000- 1030 Hrs                        | Registration  |   |
| 1030 - 1100 Hrs                       | <b>Inaugural Session</b><br><br><b>Opening remarks and moderation by</b> Mr. Rajan Kohli, Advisor, FICCI<br><b>Welcome Address by</b> Mr. Shrijeet Mishra, Chairman FICCI Food Processing Committee & Executive Director Foods, Hindustan Unilever Ltd.<br><b>Address by</b> Mr. Harsh C Mariwala, Senior Vice President, FICCI & Chairman, Marico Ltd.<br>Release of Knowledge Paper<br>Release of R&D portal<br><b>Inaugural address by Shri. Subodh Kant Sahai, Hon'ble Minister for Food Processing Industries, Government of India</b><br><b>Vote of thanks by</b> Mr Peter Grothues, Vice President Food, Koelnmesse GmbH   |   |
| 1100 - 1115 Hrs                       | Networking Tea Break  |   |
| 1115 –1130 Hrs                        | <b>Indian Food Industry: Presentation by Knowledge partner</b><br><b>Mr. Ramesh Srinivas, Executive Director, KPMG</b>  |   |
| 1130- 1230 Hrs                        | <b>Plenary Session: Winning Strategies in the Consumer led Future</b><br><b>Chairman: Mr. Ramesh Srinivas, Executive Director, KPMG</b><br><br><ul style="list-style-type: none"> <li><b>Learn to sell the way consumers want to buy</b><br/> <b>Mr. Shriram Khanna, Chairman, VOICE</b><br/> With increasing competition and demanding consumer, adopting a right and innovative approach to cater to the consumers is the need of the hour. This session would discuss how consumer psychographics enable effective sale and marketing strategies for food companies.</li> <li><b>Global Demographic Trends: Who is the consumer of the Future?</b><br/> <b>Mr. Harish Bijoor, CEO, Harish Bijoor Consults</b><br/> Understanding the consumers of tomorrow, designing the strategies of diversification and innovation today will be the key to survive and grab large market share in the global food business. What would be composition of consumer basket in the future; is our industry ready to serve them? These and many such pertinent issues will be discussed in this strategic session through analysis of global demographic trends and patterns of food consumption.</li> <li><b>Health and Wellness: Scope from Indian perspective</b><br/> <b>Mr. Sidharth Singh, Regional Category VP- South Asia (Foods), Hindustan Unilever Ltd.</b></li> </ul> Question & Answer |   |
| 1230-1400 Hrs                         | LUNCH   |   |
| 1400-1530 Hrs                         | <b>Strategy Session: Vision &amp; Sustainability</b><br>Chairman: Ms. Radha Singh, Advisor FICCI and Former Secretary Ministry of Agriculture<br><br><ul style="list-style-type: none"> <li><b>Vision 2015: Robust, Sustainable &amp; Inclusive</b></li> </ul>  | Business to Business Meetings (venue: <b>Exhibition Grounds</b> ) |

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|   | <p><b>Panellists:</b><br/> <b>Mr. Shrijeet Mishra, Executive Director Foods, Hindustan Unilever Ltd.</b><br/> <b>Mr. Neeraj Chandra, COO, Britannia Industries Ltd.</b><br/> <b>Mr. Anand Kripalu, Managing Director, Kraft India</b><br/> <i>‘Growth with sustainability’; ‘Achieving Inclusiveness’</i> have just not remained the glorified, idealistic terms of yesteryears but have become the modern age pillars of success for various industries across sectors. Food processing sector has also been recognized as one of the thrust areas following this path, as its growth will not only increase the level of processing and reduce wastage, but also generate employment opportunities and provide long-term economic sustainability to the farmers. ‘Vision 2015’ session would have global business leader’s debate on the key strategic elements which will contribute to the sector’s dynamism, help in achieving economic, social and environmental sustainability along with stimulating inclusive growth by generating mass employment.</p> <ul style="list-style-type: none"> <li>• <b>Food Security &amp; Sustainability: For the times ahead!</b></li> </ul> <p><b>Panellists:</b><br/> <b>Mr. Siraj A Chaudhry, Chairman, Cargill India Pvt. Ltd.</b><br/> <b>Mr. Gavin Wall, FAO Representative in India and Bhutan</b><br/> <b>Dr. Marie-Josée Jenniskens, Division Head, Food and Consumer Product Safety Authority (VWA), The Netherlands</b><br/> The world population is estimated to grow from 6.8 billion to 9 billion by 2050. How we address this demand for sustainable, healthier food is critical. Food for years has been on the top of the political and economic agenda, with issues such as obesity, sustainability, and security of supply. Farmers, policy makers, consumers, and the big businesses involved in the food chain, stand alongside economists and environmentalists debating the balance between food production, the challenges and value of waste, and the growing use of crops for fuel. The global leaders would debate on the strategies to address concerns regarding food security and suggest solutions which are sustainable thereby benefitting the entire value chain.<br/> Question &amp; Answer</p> |   |
| <b>1530 -1545 Hrs</b>                       | <b>Networking Tea Break</b>  |   |
| <b>1545-1630 Hrs</b>                        | <p><b>Interaction with Senior Food Safety Officials</b></p> <p>Address by Mr. F.E. Van Zoeren, Deputy Inspector General of Dutch Food Safety Authority</p> <p>Moderation by: FICCI</p> <p>Question &amp; Answer</p>  | <p>Business to Business Meetings (venue: <b>Exhibition Grounds</b>)</p> |
| <b>Day 2: 25<sup>th</sup> November 2010</b> |  |   |

| 1030 -1100 Hrs | Registration (running tea)  |  |
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|                | Parallel Session 1: Supply Chain & Technology   | Parallel Session 2: Research and Development & Food Safety   |
| 1100– 1230 Hrs | <p><b>Designing Supply Chains to match Indian Realities : An action Manifesto</b></p> <ul style="list-style-type: none"> <li>What are top ten Supply chain Management Strategies in 2012</li> </ul> <p><b>Mr. Howard James Scott, Member-JETCO and Chief SCM Officer, GATI Ltd.</b></p> <p>In the face of the steady run up in manufacturing and logistics costs, the old strategies for cost containment no longer have the same punch. Food Processing Companies now widely realize that they must restructure their supply chains to take out costs and maintain their customer service edge. The session will focus on the top supply Chain Management Strategies for 2012 and beyond.</p> <ul style="list-style-type: none"> <li><b>Sustainability Paradigm for the Food Supply chain sector</b></li> </ul> <p><b>Mr. Praneet Gupta, Senior Associate, Booz &amp; Allen</b></p> <p>Enjoying a net worth of about \$5.7tn in 2008 – and tipped to exceed \$7tn by 2014 – the global food and beverage industry is a major player on the world stage. The food and drink industry has a major role to play in the development of a low carbon economy. Sustainable production is emerging as the defining issue in the wake of the short-comings of Copenhagen. So it was no surprise that the sector waited on tenterhooks for last year's COP15 accord, which with it, if had been passed, could have brought a range of sweeping commitments and legislation that could have affected how the food industry is poised alongside the rest of the world.</p> <ul style="list-style-type: none"> <li><b>Technical intelligence driving the food value chain</b></li> </ul> <p><b>Mr Clifford Patrao, Supply Chain Consulting Leader, IBM</b></p> <p>Food and agribusiness supply chains and networks – once characterized by autonomy and independence of actors – are now swiftly moving toward globally interconnected systems with a large variety of complex relationships. The market forces exert a dual pressure on agro-food chains, forcing towards continuous innovation and agency coordination. The session will dwell on how technical intelligence can create efficient supply</p> | <p><b>New Perspectives in Research and Development in Food Processing sector</b></p> <ul style="list-style-type: none"> <li>International trends in Research and Development in Food Processing sector</li> </ul> <p><b>Dr. Anantheswaran, Pennsylvania State University</b></p> <p>Customers look for innovation, new variety, and brand loyalty. Innovations require implementation and application of high tech food processing technologies and tailor made multidisciplinary solutions. The session will highlight recent innovations and trends in products, processes and packaging which have significantly altered the contours of the food industry across the globe.</p> <ul style="list-style-type: none"> <li><b>Foot printing: Carbon &amp; Water</b></li> </ul> <p><b>Mr Bishal Thapa, Vice President, ICF International</b></p> <p>Carbon footprint is a way organizations assess impact of their operations on Climate change. Food processing sector is identified as a major contributor. As more and more food industries are signing in to carbon footprint their products, more and more research activities are initiated for carbon mapping and labelling of products throughout their lifecycle. Similarly, our virtual water footprint is critical and we need to give it far more attention. This session will share the global trends in carbon and water foot printing and elaborate how food industry is adapting to it.</p> <ul style="list-style-type: none"> <li><b>Cutting Edge Applications of Nanotechnology for Food Industry</b></li> </ul> <p><b>Dr. Shantikumar Nair, Director and Professor, Amrita Centre for Nanoscience</b></p> <p>Nanotechnology is an emerging area with massive potential, be it for smart packaging that lets you know when a food is really out of date, or for enhancing the delivery of nutrients in the body. As a new technology it will rightly attract interest from the public. Market analysts predict billion dollars market for food produced with nanotechnology within five years. The session will dwell on research work on nano related technologies in the country with special focus on nanosensors.</p> |

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|                       | <p>chains and provide a competitive edge.</p> <ul style="list-style-type: none"> <li>• <b>When Cost and Collaboration Collide: Making Supplier Partnerships work</b><br/><b>Mr. Kanaiya Parekh, Commercial Director, Tesco Hindustan Wholesale Pvt. Ltd</b><br/>The idea of a supplier as partner might sound like a fantasy promoted by academics, which have never experienced the tough conditions of real business. But there are benefits to having a collaborative, collegial relationship with your suppliers. Suppliers help companies build better products and services. A partnership can give suppliers greater visibility into how you operate, enabling you and your suppliers to collaborate by reducing costs, improving service and quality, and even innovating. The session will focus on strategies to develop effective partnerships.</li> <li>• <b>Free Trade Warehousing Zones: A game for changer Indian Agri Food Supply Chain.</b><br/><b>Mr. Sanjay Sethi , VP Supply Chain, Arshiya International Ltd</b><br/><br/>Question &amp; Answer</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Food Forensic: Using DNA barcoding</b><br/><b>Dr. G. D. Khedkar, Scientist, Dr. Baba Saheb Ambedkar Marathwada University</b><br/>Food fraud is a growing problem for food industry that is costing crores of rupees. One of the greatest problems facing this branch of criminal investigation - food forensics - is that consumers can't always tell when they're being defrauded. The product might taste similar, will probably look similar, will cost about the same, and will not necessarily do the consumer any harm (apart from financially). A variety of techniques including DNA-based methods are used to identify grains in <b>food</b> mixtures, and to fingerprint grain varieties. This session will focus on related research in our country.<br/><br/>Question &amp; Answer</li> </ul>                              |
| <b>1230- 1400 Hrs</b> | <b>Networking Lunch</b>   |   |
| <b>1400-1530 Hrs</b>  | <p><b>Technology: Trigger to achieve a High Growth Trajectory</b></p> <ul style="list-style-type: none"> <li>• <b>What are Top Ten Supply Chain Technologies for 2012</b><br/><b>Mr. Samee Patel, DHL Supply Chain</b><br/>In today's highly competitive environment, most companies are constantly searching for cost-effective ways to lower production costs while improving quality and response times to meet changing consumer demands. To gain a competitive edge, many companies are re-assessing their supply chains and getting more strategic with the adoption of latest technologies. Substantial competitive benefits can result from emerging technologies designed to quickly reduce supply chain production costs and improve efficiencies, accuracy, and output. The session will focus on the top supply Chain Technologies for 2012 and beyond.</li> </ul>  | <p><b>Managing Food Safety : Global Challenge &amp; Global Solutions</b></p> <ul style="list-style-type: none"> <li>• <b>Food Safety and Standards Act: Way Forward</b><br/><b>Mr. S B Dongre, Director, Food Safety and Standards Authority of India</b></li> <li>• <b>What are top ten Food Safety Challenges globally ahead</b><br/><b>Dr J I Lewis, General Manager, Marico</b><br/>Food has become a global commodity but the system of assuring the safety of food is not adequate. Global food safety challenges constitute differences in standards, methodologies, and philosophies. Reducing food safety risk can be achieved by preventing contamination from farm to fork. The topic will focus on how food safety strategies should be risk based targeting food that contribute significantly to the exposure of the consumer along the entire food chain.</li> </ul> |

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|                | <ul style="list-style-type: none"> <li>• <b>Cold Chain technologies that work for India</b><br/><b>Mr Jeff Rees, The Logistics Business, UK</b><br/>So far there is not enough private investment in the development of agri-focused infrastructure such as creation of pre-cooling facilities at farm gates, warehousing and storage infrastructure facilities including cold storage, wholesale/terminal agriculture markets, because of inherent viability gaps. An effective cold chain infrastructure is today the need of the hour to contain the huge wastage of Agri food produce annually due to a highly fragmented supply chain &amp; cold chain infrastructure. This session is thus an attempt to understand various innovative and cost effective cold chain technologies that work for India.</li> <li>• <b>Transforming India's fresh food Supply Chains through cost effective technology solutions</b><br/><b>Mr. Howard James Scott, Chief SCM Officer, GATI Ltd.</b><br/>India is positioned as world's largest producer of fresh fruits and the second largest of vegetables. But around 40% of India's fresh fruit and vegetables deteriorate due to lack of proper infrastructure. This wastage is estimated to a value loss of approx \$ 10 Billion per annum. The session would focus on cost effective technology solutions to address the issues of wastage that has marred the agri food business since decades and resulted in the loss that is colossal.</li> <li>• <b>Bottlenecks for food supply chain in India</b><br/><b>Alok Srivastava, National Head- Cold Chain, TCI</b></li> </ul> <p>Question &amp; Answer</p> | <ul style="list-style-type: none"> <li>• <b>Lifestyle Changes and its Impact on Non Communicable Diseases in India</b><br/><b>Mr. Mayur Bhargava, Head – Wellness Unit, Nestle India Ltd</b></li> <li>• <b>Managing Food Safety with less developed businesses</b><br/><b>Ms. Breda Mitchell, International Trading Law &amp; Technical Director, Tesco</b><br/>Worldwide it is recognized that managing food safety has clear benefits. However, the problems of implementing and managing food safety in small business and developing countries have been extensively discussed. Certain external conditions (e.g. regulations, market forces, expectations for due diligence, or promotion by public health and food control authorities) are increasing the pressure on less developed businesses. Even retail and hypermarket companies are supporting their suppliers towards food safety culture.</li> <li>• <b>Novel Foods: Adding Values through Differentiation</b><br/><b>Mr. Arun Bansal, Director- Innovation Technology and Quality, General Mills</b><br/>It is difficult to define novel foods in a legal sense. However, novel foods are often defined as a type of food that does not have a significant history of consumption or is produced by a method that has not previously been used for food. In order to meet the trend amongst consumers towards newer foods, companies are testing novel technologies for differentiating their products at marketplace. This topic will elaborate some key novel trends and technologies.</li> </ul> <p>Question &amp; Answer</p> |
| 1530- 1545 Hrs | <b>Networking Tea Break</b>  |   |
| 1545-1630 Hrs  | <p><b>Back to School: leveraging Industry- Academia Interface</b><br/>Universities are not only centres of academic and teaching excellence; they are also technology drivers developing products and processes which can be licensed to industries to help them build greater levels of competitive advantage in their market. The session will try to explore the needs of industry professionals and promote ties between industry and academic institutions and aligning the needs of food technology institutions with the needs of the industry.</p> <p><b>Panelists:</b><br/><b>Dr. Anantheswaran, Pennsylvannia State University</b><br/><b>Mr. Atul Bhatia, Director- Science and Technology, Kraft India</b></p>   |   |

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|                         | <b>Ms. Rinka Banerjee, Regional Technology Director-Foods/South Asia, Hindustan Unilever Ltd.</b><br><b>Dr. Sudhakar Mhaskar, Head Technology- Consumer Business, Marico Ltd.</b><br><b>Mr. Arun Bansal, Director- Innovation Technology and Quality, General Mills</b><br><br>Question & Answer |
| <b>1630 hrs onwards</b> | <b>Visit to Exhibition</b>   |