



GLOBAL GRAPE SUMMIT 2019 PROGRAM - **DRAFT**

08:00 Registration starts (Great Room)

08:30 Inauguration – Jim Prevor (US) and Gustavo Yentzen (Chile)

08:45 **Session 1: The Global Table Grape Panorama**

Uncover the current state of play for commercial table grape production around the world during our opening session. Gain an insight into every prominent supply country, from their current plantings to the evolution of their latest advances.

Speaker: Manuel José Alcaino, President, Decofrut (Chile)

09:45 **Session 2: Consumer Response to New Varieties**

Discover how consumers worldwide are reacting to the various new table grape varieties being introduced to the market. Hear detailed analysis provided by major international retailers and other industry experts from China, Europe and the USA.

Speakers:

- Presentation of Kantar study – Joe Shaw Roberts (UK)
 - Phil Macy, Category Buyer for Grapes and Stonefruit, Sam's Club (US)
 - George Liu, CEO, Frutacloud (China)
 - Duncan McIntyre, Chairman, SNFL (UK)
 - John Pandol, Director of Special Projects, Pandol Bros. Inc (US)
 - Others speakers to be confirmed
 - **Moderator:** Jim Prevor, CEO & Editor-in-Chief, Produce Business Magazine (US)

11:00 Coffee Break

11:30 **Session 3: Fast-Forward to 2029**

Find out what the next ten years hold for the global table grape industry as predicted by our panel of well-respected grape experts. Learn about where the industry is headed as well as the critical opportunities and challenges, from over-production to new varieties and emerging markets.

Speakers:

- Presentation on New Production Areas, Oscar Salgado – SanLucar (Chile)
 - Gary York, Vice President, Global Sales, C.H. Robinson (US)
 - Ricardo Koch, General Manager, Río Blanco (Chile)
 - Rupert Maude, Commercial Director, El Ciruelo (Spain)
 - Others speakers to be confirmed



13:00 Lunch

14:00 **Session 4: Marketing Table Grapes for Success**

Understand how to market grapes successfully through an analysis of current performance. Bring yourself up to speed on new packaging concepts, branding, innovation, technology and good practices.

Speaker: Don Goodwin, President & Owner, Golden Sun Marketing (US)

14:45 **Session 5: Maximizing Online Retailing in China**

Get the inside track on how to make the most of retailing table grapes online in China, the world's most advanced online shopping market. Understand how online sales are impacting the performance of table grapes in this hugely important consumer market.

Speaker: George Liu, CEO, Frutacloud (China)

15:15 **Session 6: Supplier Spotlight on Peru**

Hear from Peruvian table grape producers about the rapid evolution of the Andean nation's table grape industry and the exciting next steps expected from growing grapes in the Peruvian desert.

Speaker: Speakers be confirmed

15:45 Coffee/Tea Break

16:00 **Session 7: Retail Opportunities in the UK**

Get to grips with one of the leading global import markets for table grapes. Listen to some of the UK's biggest retailers present their in-depth analysis of grape category trends and opportunities in the UK where grapes are one of the most frequently purchased fruits.

Panelistas:

- Louisa Read, Marks and Spencer (UK)
- Paul Farmer, Sainsbury's (UK)
- Others speakers to be confirmed
- Moderator: Carlo Berardi – Agrimessina (UK)

17:15 **Closing Remarks**