



GLOBAL GRAPE SUMMIT 2019 PROGRAMME

Wednesday, June 5, 2019
Grosvenor House, Park Lane, London

08:00 Registration starts (Great Room)

08:30 Inauguration – Jim Prevor and Gustavo Yentzen

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 Alcaíno, President, Decofrut (Chile)

09:30 **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.

Presentation of Kantar study – Joe Shaw Roberts (UK)

Panelists:

- Phil Macy, Category Buyer for Grapes and Stonefruit, Sam's Club (US)
- George Liu, CEO, Frutacloud (China)
- Josep Estiarte, Director, Special New Fruit Licensing, SNFL (Spain)
- Tania van der Merwe, Senior Buyer, Freshmark (South Africa)
- John Pandol, Director of Special Projects, Pandol Bros. Inc (US)

Moderator:

Jim Prevor, CEO & Editor in Chief, Produce Business Magazine

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: New Production Areas Around The World

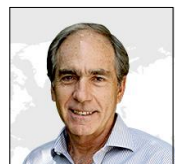
Oscar Salgado – San Lucar (Spain)



Jim Prevor
CEO & Editor in Chief, Produce Business



Gustavo Yentzen
General Manager, Yentzen Consulting



Manuel José Alcaíno
President, Decofrut (Chile)



Phil Macy
Category Buyer for Grapes and Stonefruit, Sam's Club (US)



George Liu
CEO, Frutacloud (China)



Josep Estiarte
Director, Special New Fruit Licensing, SNFL (Spain)



Tania van der Merwe
Senior Buyer, Freshmark (South Africa)

Presentation: The “Breeder’s Paradox”

Garth Swinburn, Vice President of Licensing,
Sun World Innovations (South Africa)

Panelists:

- Gary York, Vice President, Global Sales, Robinson Fresh (US)
- Ricardo Koch, General Manager, Río Blanco (Chile)
- Rupert Maude, Commercial Director, El Ciruelo (Spain)
- Nitin Agrawal, Managing Director, EuroFruits (India)

13:00 Lunch

14:00 SESSION 4: MARKETING 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)

14:30 SESSION 5: MAXIMISING 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 grapes in this hugely important consumer market.

Speaker:

George Liu, CEO, Frutacloud (China)

15:00 Breeders Announcement

15.15 SESSION 6: SUPPLIER SPOTLIGHT ON PERU

Hear how the Andean nation’s table grape industry is growing, the exciting next steps expected from growing grapes in the Peruvian desert and more.

Speaker:

Alejandro Fuentes, General Manager, Agrícola Don Ricardo (Peru)

15:45 Coffee/Tea Break

16.15 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.

Speakers:

Paul Farmer, Sainsbury’s (UK)
Louisa Read, Marks and Spencer (UK)

Moderator:

Carlo Berardi, Agrimessina (Italy/UK)

17:30 Closing Remarks

18:30 LONDON PRODUCE SHOW AND CONFERENCE Opening Reception



John Pandol
Director of Special Projects,
Pandol Bros. Inc (US)



Garth Swinburn
Vice President of Licensing,
Sun World Innovations (South Africa)



Gary York
Vice President, Global Sales,
Robinson Fresh (US)



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