



# 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, Consumer Insight Director, Kantar Worldpanel (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**



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)

## 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)

#### Presentation: The “Breeder’s Paradox”

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

### Panelists:

- Andy Kampa, Global Commodity Manager of Table Grapes, Robinson Fresh (US)
- Ricardo Koch, General Manager, Río Blanco (Chile)
- Rupert Maude, Commercial Director, El Ciruelo (Spain)
- Nitin Agrawal, Managing Director, EuroFruits (India)
- Johan Fouche, Commercial Director, The Grape Company (South Africa)

### Moderator:

- Jim Jefcoate, Director, Hurdletree Associates Ltd, (UK)

## 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



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



Oscar Salgado  
San Lucar (Spain)



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



Andy Kampa  
Global Commodity Manager of Table Grapes,  
Robinson Fresh (US)



Ricardo Koch  
General Manager,  
Río Blanco (Chile)



Rupert Maude  
Commercial Director,  
El Ciruelo (Spain)



Nitin Agrawal  
Managing Director,  
EuroFruits (India)



Johan Fouche  
Commercial Director,  
The Grape Company (South Africa)



Jim Jefcoate  
Director  
Hurdletree Associates Ltd. (UK)

**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)



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

**15:45 Coffee/Tea Break**



Alejandro Fuentes  
General Manager,  
Agrícola Don Ricardo (Peru)

**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.

**Panelists:**

- Louisa Read, Fruit Buyer, Marks and Spencer (UK)
- Paul Farmer, Lead Technical Manager - Fruit & Floral, Sainsbury's (UK)
- Josh Kann, Senior Procurement Manager, MMUK (UK)
- Karen Cleave, Group Technical Director, Richard Hochfeld (UK)



Louisa Read  
Fruit Buyer,  
Marks and Spencer



Paul Farmer  
Lead Technical Manager  
Fruit & Floral, Sainsbury's

**Moderator:**

Carlo Berardi, Director, Agrimessina (Italy/UK)



Josh Kann  
Senior Procurement Manager,  
MMUK

**17:30 Closing Remarks**

**18:30 LONDON PRODUCE SHOW AND CONFERENCE Opening Reception**



Karen Cleaves  
Group Technical Director,  
Richard Hochfeld



Carlo Berardi  
Director, Agrimessina (Italy/UK)



Joseph Shaw  
Consumer Insight Director,  
Kantar Worldpanel (UK)