



WORLD BARLEY, MALT & BEER CONFERENCE

Wednesday 23 March – Friday 25 March 2011
INTERCONTINENTAL HOTEL, PRAGUE, CZECH REPUBLIC



Organised by
RM International

Presented by
RMI Conferences

Sponsors



Conference theme

The range of presentations for the 2011 conference will consider not only the positive issues but the challenges for the barley, malt and beer supply chain. Several beer markets will be covered and the inclusion of the paper on enzymes and adjuncts is in response to changes in the brewing industry. The decline in barley areas in recent years has highlighted the threat of a reduction in the supply of malting barley and this issue will be the focus of special attention through five dedicated presentations.

The objective of the whole programme is to provide delegates with ideas that will provoke thought and discussion.



Content

In addition to the specific presentations on beer markets and the projection of global beer growth, prospects in other countries will be included in more general papers. The reduction in barley production in the USA will be the basis for assessing the key issue of the possibility of barley becoming a marginalised crop in the EU, Canada and Australia. The impact of the use of barley in the EU compound feed industry and the effect of growth of the EU ethanol industry will also be reviewed. Developments in barley breeding and changes in world trade patterns in barley and malt are also part of the agenda. Enzymes and adjuncts, as well as a review of the introduction of a malting barley futures market are included to ensure a diverse range of topics.

The sixteen presentations at this year's event are once again designed to provide delegates with a wealth of information and thought provoking ideas. There is no doubt that each presentation will be the basis for further discussion during the Q & A sessions, and the coffee and lunch breaks on each day.

Networking

The Conference Dinner and Pub Night will provide further opportunities for discussion and the usual chance for delegates to renew existing acquaintances and to make new contacts.

WORLD BARLEY, MALT & BEER CONFERENCE PROGRAMME

Wednesday 23 March 2011

07.45 – 09.15 Registration and coffee

09.15 – 09.30 Opening remarks

09.30 – 10.15

South America – an overview of barley, malt & beer

FERNANDO PUGA MATTE

*General Manager
Malterías Unidas S.A.
Santiago, Chile*

10.15 – 11.00

African beer markets

ANDY ROBERTS

*Strategic Category Director – Commodities, Ingredients & Logistics
Diageo
Edinburgh, Scotland*

11.00 – 11.30 Coffee break

11.30 – 12.15

Barley production in the US - The lost acres

DON GRAMBSCH

*President
Riverland Ag
Minneapolis, Minnesota, USA*

12.15 – 13.00

Developments in barley breeding & new varieties

OTTO KÖNEKE

*Product Manager Malting Barley International
KWS Lochow
Bergen, Germany*

13.00 – 13.15 Question & answer session

13.15 – 14.45 Lunch - Sponsored by **Syngenta Seeds Ltd**

14.45 – 15.30

Barley's "Fight" for acres

SAM TAINSH

*General Manager – Trading
GrainCorp Ltd.
Sydney, New South Wales, Australia*

15.30 – 16.15

The European ethanol industry

ROBERT VIERHOUT

*Secretary-General
ePURE
Brussels, Belgium*

16.15 – 16.30 Question & answer session

16.30 – 17.00 Networking session/Tea break

19.00 – 23.00 Conference Dinner at Žofin. Sponsored by **SABMiller**

Thursday 24 March 2011

09.30 – 10.15

The demise of barley acres in Canada

KYLE JEWORSKI

Vice President – Grain Merchandising

Viterra

Regina, Saskatchewan, Canada

10.15 – 11.00

The beer market in India

CHRIS WILLIAMS (The presentation is co-authored by Kiran Reddy, Head Raw Materials)

Chief Brewer

SABMiller India

Bangalore, India

11.00 – 11.30 Coffee break

11.30 – 12.15

Is the glass half full or half empty? – The outlook for global beer consumption

KEVIN BAKER

Account Director - Alcoholic Beverages

Canadean Limited

Basingstoke, Hants, England

12.15 – 12.30 Question & answer session

12.30 – 14.00 Lunch – Sponsored by **Interbrau**

14.00 – 14.45

Speaker to be confirmed

14.45 – 15.30

EU barley exports & internal demand

LAURINE SIMON

Market Analyst

Strategie Grains

Moret-sur-Loing, France

15.30 – 16.15

Barley & adjuncts as brewing raw materials

STEFAN KREISZ

Senior Science Manager

Novozymes A/S

Bagsvaerd, Denmark

16.15 – 16.30 Question & answer session

16.30 – 17.00 Networking session/Tea break

18.45 – 19.45 Light refreshments

19.45 – 23.00 Pub Night – arranged and sponsored by **GlobalMalt**

Friday 25 March 2011

09.00 – 09.45

The beer market in Vietnam

PROF. Dr. NGUYEN VAN VIET

Chairman

Beer Alcohol & Beverages Association

Hanoi, Vietnam

09.45 – 10.30

EU malting barley supply & demand prospects

SÖNKE WEICH

Trading Manager

C. Mackprang JR. GMBH & Co. KG

Hamburg, Germany

10.30 – 11.00 Coffee break

11.00 – 11.45

Changing trade patterns

DIRK JAN KENNES

Director Commodities, Farming and Animal Protein

Rabobank

Utrecht, Netherlands

11.45 – 12.30

Hedging risks with NYSE Liffe malting barley futures

LIONEL PORTE

Products Manager, Commodities

NYSE Liffe - NYSE Euronext

Paris, France

12.30 – 12.45 Question and answer session

12.45 – 13.00 Closing remarks

13.00 – 14.30 Lunch sponsored by **Buhler/Schmidt-Seeger**

Every care has been taken to ensure that the information contained in this brochure is correct at the time of going to press (October 2010). The organisers reserve the right to change the programme for reasons beyond their control.

A Global Event

The sixth World Barley, Malt & Beer Conference will as usual bring together senior commercial managers and executives from the world's barley, malt and beer companies. The programme of presentations follows the now familiar pattern of including overviews of various beer markets. The sixteen presentations also focus on the challenges faced by the barley-malt-beer supply chain with particular emphasis on the possibility of further significant declines in global barley production.

The global scope of the conference is illustrated by the fact that the 200 participants who attended the last conference in Berlin came from 29 countries. All sectors directly or indirectly involved in barley, malt or beer were represented including the world's four largest brewing companies, the largest malting companies and the leading barley suppliers/trading companies.

Sponsors

The organisers would like to acknowledge the support and contributions of the sponsors of this Conference. We would therefore like to thank **SABMiller** for their sponsorship of the Conference Dinner, **GlobalMalt** for the Pub Night, and **Syngenta Seeds, Interbrau and Buhler/Schmidt-Seeger**, for sponsoring the lunches.



Photograph courtesy of Frontier Agriculture

Conference Organisers RMI Conferences Ltd & RM International

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General Information



Conference Venue

InterContinental Hotel, Prague, Czech Republic

The 5* InterContinental Hotel is situated on the bank of the Vltava River close to Prague's historic old town. The hotel has excellent conference facilities and newly remodelled bedrooms. The staff in Dukes Bar will always offer a warm welcome and for the more energetic the hotel has an indoor swimming pool and fully equipped gymnasium.

How to Register

There is an online registration facility at www.barley-malt.com

Alternatively please complete the application form and return it to the Conference Secretary at RMI Conferences Ltd. If you wish to register more than one delegate, please photocopy the form.

Conference Fees

The standard rate is €1,440.00 plus Czech VAT.

There is an **Early Booking** discount of 10%. To qualify for this discount registrations must be received before 31 December 2010 and payment must be received no later than 14 January 2011.

The reduced rate is €1,296.00 plus Czech VAT.

In accordance with Czech and EU laws all registration fees are subject to VAT at the statutory rate effective on the day of booking. The rate is currently 20%.

The Conference attendance fees also cover papers, lunches and refreshments over the three days, the Conference Dinner on Wednesday 23 March 2011 and the Pub Night on Thursday 24 March 2011.

Please note that the fees do not include hotel accommodation.

Cancellations and Refunds

Cancellations made by 23 February 2011 will receive a full refund.

Cancellations made between 24 February and 9 March 2011 will receive a refund of 50% of the fee.

No refunds will be made for cancellations received after 9 March 2011.

Delegates may nominate a substitute by contacting the Conference Secretary no later than 9 March 2011.

In the event of the necessity to cancel the event for any reason whatsoever, the liability of RM International & RMI Conferences is limited to the refund of the registration fee.

Method of Payment

Payment must be made by bank transfer. On receipt of your application you will be sent an invoice with payment instructions.

Conference Hotel

Accommodation is available at the InterContinental Hotel for Tuesday, Wednesday and Thursday nights (22 - 24 March 2011) and on other days immediately preceding or following these dates.

Please complete the hotel section of the application form, including credit card details. We will reserve accommodation on your behalf at the specially negotiated rate. Credit card details are required to reserve the accommodation. This information will be passed to the hotel and you will be advised of the reference number of your reservation on the registration fee invoice. The credit card will not be charged at this time. Payment will be taken on departure/check out from the hotel.

Preferential rates per night, including full breakfast (but excluding Czech VAT which is currently at a rate of 10%) are as follows:

Single	Double
€ 139.00	€ 149.00

Please note that in order to qualify for these rates, reservations must be received no later than 1200 hours (GMT) on Wednesday 9 February 2011. Requests for hotel accommodation received after this time will be subject to availability in respect of both the room requirement and the preferential rate. The hotel's cancellation policy will also apply and details of this will be sent to all delegates at a later date.

Transfers

Complimentary transfers from Prague Airport to the InterContinental Hotel will be available from 0800 hours until 2000 hours on Tuesday 22 March 2011. Delegates should contact the conference hostess in the Arrivals Hall. Coach transfers from the InterContinental Hotel to the Airport will be available on Friday 25 March 2011 from 1300 hours until 1700 hours. These services are only available to delegates that inform the Conference Secretary at RMI Conferences of their flight details no later than 7 days prior to arrival. Complimentary transfers will only be available during the times stated and delegates arriving or departing outside of these times will need to make their own transfer arrangements.

Accompanying Guests

Please include the name of any accompanying guest on the booking application form if they wish to attend the Conference Dinner and the Pub Night. There will be a charge for non-delegates attending these functions and this amount will be included in the invoice.

Social Events

Conference Dinner at Žofín - Wednesday evening 23 March 2011. Sponsored by SABMiller

Pub Night - Thursday evening 24 March 2011. Sponsored by GlobalMalt

GlobalMalt have once again kindly agreed to act as hosts for the Pub Night.

Coaches will leave the hotel at 2000 hours to designated venue(s) within the city of Prague.

Application Form

World Barley, Malt & Beer Conference
23 - 25 March 2011, InterContinental Hotel, Prague, Czech Republic

Please register the following delegate at this conference: *(block capitals please)*

First Name: _____ Last Name: _____

Business title: _____

Company/Organisation : _____

Address : _____

State/Province/County: _____

Country: _____ Postcode : _____

Email : _____

Tel : _____

Accompanying Guest (non-delegate): _____

Special requests (e.g. vegetarian meals, disabled access) _____

Fees *(please tick as applicable)*

- Early Booking** €1,296.00, plus Czech VAT
(Registrations must be received before 31 December 2010 and payment by 14 January 2011)
- Standard Rate** €1,440.00, plus Czech VAT

Please not that the fees do not include hotel accommodation

An invoice containing payment instructions will be issued on receipt of this completed application form.

Hotel Accommodation

Please reserve accommodation at the InterContinental Hotel, Prague at the specially negotiated rates for the nights indicated.

Single Room Double Room

- Sunday 20 March 2011
- Monday 21 March 2011
- Tuesday 22 March 2011
- Wednesday 23 March 2011
- Thursday 24 March 2011
- Friday 25 March 2011
- Saturday 26 March 2011

Credit card details for hotel reservation only (not applicable for the payment of registration fees).

Name on Card: _____ Card Type: _____

Card Number: _____ Expiry date: _____

Please complete and return to: The Conference Secretary
RMI Conferences Ltd
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West Sussex, England RH16 2AP
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