

Dubai, UAE  
January 31 -  
February 3, 2015

*11<sup>th</sup> annual*

# Kingsman Dubai Sugar Conference

*Where the global  
Sugar industry connects,  
shares insight and trades*

Kingsman Dubai Sugar Conference has earned its place as ‘the must attend’ event for sugar professionals. Now in its 11th year, the conference is world-renowned and attracts over 650 senior industry professionals every year to hear from leading sugar experts from all over the world.



## WHY ATTEND?

- › **A unique and comprehensive international sugar market outlook from those at the forefront**  
Influential market leaders and foremost experts from the international sugar community will evaluate and debate the industry’s evolving landscape and strength while tackling the key questions impacting the sector now and in the future
- › **Connect with your key customers and suppliers**  
Kingsman Dubai Sugar Conference is one of the most well attended sugar events of the year. The conference and various social functions taking place over the three days are unique opportunities to meet face-to-face with new and existing clients in a relaxed environment
- › **The Sugar Learning Curve Workshop and afternoon tour of Al Khaleej Sugar Refinery**  
Ideal for those new to the sector or looking to brush up on the technical jargon and get to grips with how sugar is priced and refined in today’s complex markets



## ***Exchanging value in the sugar markets***

Forming a key part in Platts' ambition to further develop and connect the sugar markets, the 11<sup>th</sup> annual Kingsman Dubai Sugar conference aims to facilitate the exchange of genuine value between the industry's senior executives.

Kingsman Dubai as it's known sets a unique global agenda, inviting industry leaders to share their views on the critical developments affecting the sugar producers, buyers and trading communities with 3 and half days of sessions and networking

Providing a perfect environment to encourage stimulating debate and interaction with the speakers and your peers, the Kingsman Dubai Sugar conference enables you to develop the knowledge, insights and new relationships you need for the year ahead.

### **Outline**

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#### **Welcome Reception: Saturday, January 31, 2015**

#### **Day 1: Sunday, February 1, 2015 - Main Conference**

- Session 1: Keynote address
- Session 2: The trader's debate
- Session 3: The heavy weights
- Session 4: MENA & refineries

#### **Day 2: Monday, February 2, 2015**

- The Sugar Learning Curve Workshop and Al Khaleej Sugar Refinery Tour

#### **Day 3: Tuesday, February 3, 2015 - Main Conference**

- Session 5: Is there any hope for Brazil?
- Session 6: The next big thing / Next 5 years

## Who attends?

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- Regional and international sugar producers
- Senior sugar traders
- Refinery managers
- Sugar buyers and end-users
- Leading consultants and advisors
- Financiers, banks and analysts
- Global press and industry association

## Location

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Platts 11th annual Kingsman Dubai Sugar Conference will be held on January 31 – February 3, 2015 at the Grand Hyatt Dubai, Sheikh Rashid Rd - Dubai - United Arab Emirates, Phone:+971 4 317 1234, [dubai.grand.hyatt.com](http://dubai.grand.hyatt.com)

## Organized by Platts – a global leader in commodity information, intelligence and events

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Platts is a leading global provider of energy, petrochemicals, metals and agriculture information, and a premier source of benchmark price assessments for those commodity markets. Since 1909, Platts has provided information and insights that help customers make sound trading and business decisions and enable the markets to perform with greater transparency and efficiency. Kingsman was acquired by Platts in November 2012. As a result, with Platts and Kingsman's combined resources and global operational network, we are in an unrivalled position to offer a variety of services to our clients to accommodate their specific business and budget need.

I hope to see you in Dubai in the next few weeks..

Kind regards,

### Daniel Lawson

Head of Conference Production, EMEA

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## SUPPORTED BY:





## CONFIRMED SPEAKERS:

- *Jamal Al Ghurair, Managing Director, Al Khaleej Sugar*
- *Alexandre Luneau, Member of the Executive Committee, Tereos*
- *Ivo Sarjanovic, Chief Executive Officer, Alvean*
- *M. Ashraf Mahmoud, Chairman and the Chief Executive Officer, Al Nouran Group*
- *Jonathan Kingsman, Founder, Kingsman; Consultant, Platts*
- *Jose Orive, Director, International Sugar Organization*
- *Abinash Verma, Director General, Indian Sugar Mills Association*
- *Carlos Murilo, Chief Operating Officer, Tharawat Commercial Business & Co.*
- *Cyrus Raja, Management Consultant, Jamal Al Ghurair Establishment*
- *Martin Todd, Managing Director, LMC International*
- *Jun 'Bob' Qi, Trader, Shanghai Chaos Investment Corporation*
- *Doaa Taha, Head of Export, Savola Egypt*
- *Mikhail Soroko, Global Sugar Trading Manager, Louis Dreyfus Commodities*
- *Samrat Sharma, Director, Citigroup*
- *Philip Ryan, Global Risk Director, Bunge*
- *Auke Vlas, Commercial Director, Groupe Sucres & Denrées*
- *Vijay Iyengar, Chairman & Managing Director, Agrocorp International*
- *Ulysses Carvalho, Export Manager, Tereos Guarani*
- *John Cropley, Senior Commodity Analyst, ED&F Man*
- *Helder Gosling, Commercial and Logistics Director, Sao Martinho, Brazil*
- *Naim Beydoun, Broker, Swiss Sugar Brokers*
- *Simon Cartwright, Partner, Holman Fenwick Willan Middle East LLP*
- *Judith Prior, Partner, Holman Fenwick Willan LLP*
- *Nigel Durham, Secretary, The Sugar Association of London and The Refined Sugar Association*
- *Sebastian Teunissen, Senior Representative - North America, Solidaridad*
- *Jim Cassidy, Senior Vice President and Head of Sugar Desk, Newedge USA*
- *Kona Haque, Group Head of Research, ED&F Man*
- *Tim Worledge, Global Associate Editorial Director, Agriculture, Platts*
- *Charlotte Kingsman, Managing Editor, Agriculture, Platts*
- *Maria Nunez, Analyst, Platts*
- *Kiran Wadhvana, Comdex*
- *Claudiu Covrig, Sr. Analyst, Agriculture, Platts*
- *Patrícia Luís-Manso, Director, Agriculture Research, Platts*
- *Fabienne Pointier, Sr. Analyst, Agriculture, Platts*



## SATURDAY, JANUARY 31, 2015 | WELCOME RECEPTION

Collect your badge and welcome bag before heading to the Grand Hyatt Gardens for an evening of drinks, entertainment and, of course, networking.

16:00 *Conference registration - Conference Centre Lobby*

18:00 - **Gala welcome reception hosted by Platts**  
20:00

- *Join us for drinks and canapés in the Grand Hyatt Gardens*





## SUNDAY, FEBRUARY 1, 2015 | MAIN CONFERENCE

Hear the industry's leading experts deliver keynote presentations and share their views in panel discussions focused on **the main issues addressing the sugar market in the short and medium term.**

08:00 *Conference registration reopens - Conference Centre Lobby*

08:00 **Networking breakfast** – available to sponsor

- *Enjoy the most important meal of the day exhibition area where tea, coffee and pastries will be served.*



09:30 **Welcome address**

*Jonathan Kingsman, Founder, Kingsman; Consultant, Platts*

09:40 **Opening address**

*Jamal Al Ghurair, Managing Director, Al Khaleej Sugar*

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### Session 1: Keynotes

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09:55 *Alexandre Luneau, Member of the Executive Committee, Tereos*

10:15 *Jose Orive, Director, International Sugar Organization*

10:35 **Panel discussion**

*Alexandre Luneau, Member of the Executive Committee, Tereos  
Jose Orive, Director, International Sugar Organization*

*Moderated by: Jonathan Kingsman, Founder, Kingsman; Consultant, Platts*



11:00 **Networking and refreshment break –**  
SPONSORED by Jefferies

- Join us immediately after the morning sessions from hot drinks and snacks in the exhibition area



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## Session 2: The trader's debate

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11:30 **Global outlook**

*Auke Vlas, Commercial Director, Groupe Sucres & Denrées*

11:50 **Panel discussion**

*Auke Vlas, Commercial Director, Groupe Sucres & Denrées*

*Samrat Sharma, Director, Citigroup*

*Philip Ryan, Global Risk Director, Bunge*

*Naim Beydoun, Broker, Swiss Sugar Brokers*

*Moderated by: Mikhail Soroko, Global Sugar Trading Manager, Louis Dreyfus Commodities*

12:30 **Networking lunch – available to sponsor**

- Join us for a buffet lunch in the Al Ameera Ballroom



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## Session 3: The heavy weights

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14:00 **India**

*Abinash Verma, Director General, Indian Sugar Mills Association*

14:15 **Brazil**

*Ulysses Carvalho, Export Manager, Tereos Guarani*

14:30 **China**

*Jun 'Bob' Qi, Trader, Shanghai Chaos Investment Corporation*

14:45 **NAFTA**

*John Cropley, Senior Commodity Analyst, ED&F Man*

15:00 **Panel discussion**

*Abinash Verma, Director General, Indian Sugar Mills Association*

*Ulysses Carvalho, Export Manager, Tereos Guarani*

*Jun 'Bob' Qi, Trader, Shanghai Chaos Investment Corporation*

*John Cropley, Senior Commodity Analyst, ED&F Man*

*Moderated by: Charlotte Kingsman, Managing Editor, Agriculture, Platts*

15:30 **Networking and refreshment break**

SPONSORED by **MSM Malaysia Holdings Bhad.**

- Join us immediately after the afternoon sessions from hot drinks and snacks in the exhibition area



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## Session 4: MENA & Refining

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16:00 **MENA – the bigger picture**

*Doaa Taha, Head of Export, Savola Egypt*

16:20 **A look at Egypt**

*M. Ashraf Mahmoud, Chairman and the Chief Executive Officer, Al Nouran Group*

16:40 **Prospects for the White Sugar Premium**

*Martin Todd, Managing Director, LMC International*

17:00 **Panel discussion**

*Doaa Taha, Head of Export, Savola Egypt*

*M. Ashraf Mahmoud, Chairman and the Chief Executive Officer, Al Nouran Group*

*Martin Todd, Managing Director, LMC International*

*Moderated by: Cyrus Raja, Management Consultant, Jamal Al Ghurair Establishment*

17:30 End of Conference Day 1



17:30 **Gala Networking reception** – available to sponsor

- *Join us immediately after the conference for drinks and canapés in the Al Ameera Ballroom*





## MONDAY, FEBRUARY 2, 2015 | THE SUGAR LEARNING CURVE WORKSHOP AND AL KHALEEJ SUGAR REFINERY TOUR

Ideal for those new to the sector or looking to brush up on the technical jargon and get to grips with how sugar is priced in today's complex markets.

07:30 *Conference registration reopens - Conference Centre Lobby*

09:30 - **Networking breakfast**

10:30

- *Enjoy the most important meal of the day exhibition area where tea, coffee and pastries will be served.*



### THE SUGAR LEARNING CURVE SPONSORED BY HOLMAN FENWICK WILLAN MIDDLE EAST LLP

10:30 **Welcome address**

*Charlotte Kingsman, Managing Editor, Agriculture, Platts*

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### Session 1: Methodology

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10:35 **Understanding physical premiums**

*Maria Nunez, Analyst, Platts*

11:00 **Methodology**

*Tim Worledge, Global Associate Editorial Director, Agriculture, Platts*

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## Session 2: The basics – Brazil, India, EU

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11:25 **Brazil**

*Claudiu Covrig, Sr. Analyst, Agriculture, Platts*

11:45 **India**

*Kiran Wadhwana, Comdex*

12:05 **The European Union**

*Fabienne Pointier, Sr. Analyst, Agriculture, Platts*

12:25 **Networking and refreshment break** – available to sponsor

- Join us immediately after the morning sessions from hot drinks and snacks in the exhibition area



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## Session 3: Contracting, disputes and trade

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12:55 **The Associations role in international sugar trade and dispute resolution**

*Nigel Durham, Secretary, The Sugar Association of London and The Refined Sugar Association*

13:20 **Force Majeure & Frustration**

*Simon Cartwright, Partner, Holman Fenwick Willan Middle East LLP*

13:40 **How to Avoid/Resolve Contractual Disputes**

*Judith Prior, Partner, Holman Fenwick Willan LLP*

14:00 Questions

14:10 *End of Sugar Learning Curve*

14:30 - **Al Khaleej Sugar Refinery Tour**

17:30

- Coaches leave from the conference centre driveway and return back to the grand Hyatt at 17:30





## TUESDAY, FEBRUARY 3, 2015 | MAIN CONFERENCE

The conference concludes with further sessions focused on **strengths, weaknesses, opportunities and threats for the sugar industry**, followed by the spectacular Al Khaleej closing lunch in the Grand Hyatt Gardens.

08:00 **Networking breakfast** – available to sponsor

- Enjoy the most important meal of the day exhibition area where tea, coffee and pastries will be served.



09:30 *Chairman's welcoming remarks*

*Charlotte Kingsman, Managing Editor, Agriculture, Platts*

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### Session 5: Is there hope for Brazil?

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09:40 **Prospects from a miller's view**

*Helder Gosling, Commercial and Logistics Director, Sao Martinho, Brazil*

10:00 **Hope for consolidation?**

*Carlos Murilo, Chief Operating Officer, Tharawat Commercial Business & Co.*

10:20 **The view from outside**

*Patrícia Luís-Manso, Director, Agriculture Research, Platts*

10:40 **Panel Discussion**

*Carlos Murilo, Chief Operating Officer, Tharawat Commercial Business & Co.*

*Patrícia Luís-Manso, Director, Agriculture Research, Platts*

*Helder Gosling, Commercial and Logistics Director, Sao Martinho, Brazil*

*Moderated by: Kona Haque, Group Head of Research, ED&F Man*

11:00 **Networking and refreshment break** – available to sponsor

- *Join us immediately after the morning sessions from hot drinks and snacks in the exhibition area*



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## Session 6: The Next Big Thing / Next 5 Years

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11:30 **An overview**

*Jonathan Kingsman, Founder, Kingsman; Consultant, Platts*

11:40 **Sugarcane - an industry at a crossroads**

*Sebastian Teunissen, Senior Representative - North America, Solidaridad*

12:00 **Panel discussion**

*Ivo Sarjanovic, Chief Executive Officer, Alvean*

*Sebastian Teunissen, Senior Representative - North America, Solidaridad*

*Vijay Iyengar, Chairman & Managing Director, Agrocorp International*

*Moderated by: Jim Cassidy, Senior Vice President and Head of Sugar Desk, Newedge USA*

12:45 *End of Conference*

13:00 **The Al Khaleej Sugar Company closing lunch**

- *Join us in the Grand Hyatt Gardens for great food, entertainment and final farewells*

