

INTERNATIONAL FISHMEAL & FISH OIL ORGANISATION

*iffo*

**2005 Annual Conference**  
**Shanghai, China**  
**14-17 November 2005**

# **Meeting Customers' Expectations in a fast-changing world**



# President's Invitation

*On behalf of IFFO, I have the pleasure of inviting you to the 2005 Annual Conference of the Fishmeal and Fish Oil Industry.*

*The Conference will take place in Shanghai, China, the first time in mainland China. This year's Conference theme is MEETING CUSTOMERS' EXPECTATIONS IN A FAST-CHANGING WORLD. The initial focus will be on consumer-led demand, the global retailing revolution, factors that influence the demand for meat & fish and the global economic outlook.*

*China being the fourth largest country in the world and the most populous and the largest buyer of fishmeal, the Conference will also focus on "Doing Business in China". This will give delegates an ideal opportunity to learn about the feed industry in China, trends and policies.*

*We look forward to seeing you in Shanghai.*

**Sólveig Samúelsdóttir**  
**President**

## WHO SHOULD ATTEND?

The world's producers of fishmeal and fish oil (owners as well as sales and technical managers), together with their customers and industrial partners, attend the IFFO Annual Conference. In addition to producers, this means also international traders and shippers, feed producers and mixers, oil refiners, supplement suppliers and the health food industry, suppliers for fishmeal/oil production and distribution, fish farmers and livestock producers, banks, financial institutions and insurers, consultants, laboratories and analytical services among others. During the week a great deal of business is conducted and new business contacts are made. If you are in the feed or food business or in aquaculture, you should attend this unique annual meeting.

**Conference Moderator**  
**Chairing Plenary Sessions I & II and 'Doing business in China' session**  
**Dr Wen-Guang Shao**  
**MD – Phoenix Chinese News & Entertainment Ltd)**



## CONFERENCE PROGRAMME

<i>DAY</i>	<i>MEETING/FUNCTION</i>	<i>TIME</i>	<i>P.C.*</i>
<b>Monday, 14 Nov</b>	Registration	08.00-17.00	E
	Commercial Committee I	09.00-12.00	A+
	Partners' Tour – Half day orientation CityTour	14.00-17.00	D
	Plenary Session I	14.00-17.30	C+
	Welcome Reception	19.00-22.00	E
<b>Tuesday, 15 Nov</b>	Partners'Tour –Full day excursion to Suzhou	08.00-17.00	D
	Management Board I	09.30-12.30	A
	Technical Committee I	09.00-11.30	C+
	Traders & Shippers I - Far East & Middle East	09.00-10.15	C
	Traders & Shippers II – Europe, Scandinavia & Russia	10.20-11.35	C
	Traders & Shippers III – North, Central & South America	11.40-13.00	C
	Workshop I	14.00-15.00	C+
	Workshop II	15.00-16.00	C+
	Commercial Committee II	16.00-18.00	A+
	Social Event- Networking time with "Atmosphere of Old Shanghai"	18.00-20.00	E
<b>Wednesday, 16 Nov</b>	Doing business in China	09.00-12.30	C+
	Workshop III	14.00-15.00	C+
	Workshop IV	15.00-16.00	C+
	Workshop V	16.00-17.00	C+
	Technical Committee II	17.00-18.00	C+
	Cocktail Reception	19.30-20.30	E
	Gala Dinner	20.30-01.00	E
<b>Thursday, 17 Nov</b>	Plenary Session II	09.00-12.00	C+
	Optional CityTour for delegates	14.00-17.00	C
	Management Board II	14.00-15.00	A+
	Press Conference	15.00-16.00	–

+ These meetings will have simultaneous English/Spanish interpretation.  
English/Chinese interpretation will be available on Monday afternoon and Wednesday.

\* PARTICIPATION CATEGORY: **A** Registered Members and invited guests of respective IFFO Committees only;  
**B** Registered Members and Associate Members of IFFO only;  
**C** Registered Delegates only (excluding partners);  
**D** Registered Partners only;  
**E** All Registered Participants including partners.

# PROGRAMME FOR PLENARY SESSIONS

## PLENARY SESSION I

**Monday 14 November**

### **Consumer expectations – food**

#### **Conference Opening**

Chinese Minister of Agriculture (to be confirmed) and  
Chilean Undersecretary of Fisheries.

#### **Consumer-led demand: implications for our industry**

Mr Ray Cesca, President & CEO, GAEA, USA

#### **The global economy, commodities and the fishmeal industry**

Mr Jean-François Mittaine, Director of Market and Trade Issues, IFFO

#### **The global retailing revolution – for good and bad**

Mr Martin Cooke, Impactt Limited, UK

#### **What factors influence the demand for meat & fish**

Mr Andrew Cookson, Principal, Gira, France

## PLENARY SESSION II

**Thursday 17 November**

### **Feed manufacturers' and farmers' expectations**

#### **Fish oil and human health – a voyage of discovery**

Professor Jørn Dyerberg, Professor Emeritus at The Institute of Human Nutrition, The Royal Veterinary and Agricultural University and Chief Physician (Consultant) at Capio Diagnostik a.s. Copenhagen, Denmark

#### **Nutreco – building a sustainable food production chain in partnership**

Mr Wout Dekker, CEO, Nutreco, the Netherlands

#### **An Asian integrator looks at the future**

Mr Jackie Yang, General Manager, Pan Grobest Trading Co. Ltd, Taiwan

#### **Message to the trade**

Mr Jean-François Mittaine, Director of Market and Trade Issues, IFFO

#### **Conclusions: fishmeal and fish oil industry perspective**

Mr Jonathan Shepherd, Director General, IFFO

## DOING BUSINESS IN CHINA

**Wednesday 16 November**

#### **Introductory remarks**

Mr Hanyuan Liu, President, Tongwei Group, China

#### **Overview on doing business in China**

Mr Patrick Vizzone, Head of Strategic Advisory and Research, Food & Agribusiness, Rabobank, Greater China and South Korea

#### **Livestock trends: production, health and nutrition**

Dr Chun Zhou, Director of Veterinary Professional Service, Pfizer, USA

#### **Changing use of fishmeal in animal and fish feeds in China**

Ms Christine Wang, Commercial Director, ChinaFeedOnline.Com Ltd, Hong Kong

#### **Chinese Government policy on agribusiness and aquaculture**

Mr Patrick Vizzone, Head of Strategic Advisory and Research, Food & Agribusiness, Rabobank, Greater China and South Korea

#### **Brains' Trust on China: Questions from the audience to an expert panel, consisting of:**

**Mr Patrick Vizzone**, Head of Strategic Advisory and Research, Food & Agribusiness, Rabobank, Greater China and South Korea;

**Dr Chun Zhou**, Director of Veterinary Professional Service, Pfizer, USA;

**Ms Christine Wang**, Commercial Director, ChinaFeedOnline.Com Ltd, Hong Kong;

**Professor Lei Jilin**, The Yellow Sea Fishery Research Institute, Qingdao, China;

**Mr Wong Chun**, Coland Holdings Co. Ltd., China;

**Mr Hanver Li**, Managing Director, Shanghai JC Intelligence Co. Ltd., China;

A representative of the China Feed Industry Association (to be confirmed)

# PROGRAMME FOR WORKSHOPS

## WORKSHOPS I & II

**Tuesday 15 November**

**14.00 – 15.00 WORKSHOP I – *Food retailers' & food service firms' expectations from the supply chain***

led by **Mr Ray Cesca** (President & CEO, GAEA, USA)  
and **Mr Martin Cooke** (Impactt Limited, UK)

**15.00 – 16.00 WORKSHOP II – *Consumer perception study on farmed fish and fish feed***

led by **Mr Bent Pedersen** (Aquaculture Project Manager Europe, DSM Nutritional Products, Denmark)  
and **Mr Andrew Cookson** (Principal, Gira, France)

Understanding consumer perceptions is essential to future success of farmed fish. This also involves the knowledge of communication addressed to the consumers. What are their thoughts, expectations or fears concerning fish farming and feed? Which quality and ethical questions are important and what kind of information is needed to satisfy the consumer? These issues are considered in the presentation with the focus on how information should be phrased in order to avoid communication being a bottleneck for acceptance and sale of farmed fish.

## WORKSHOPS III, IV & V

**Wednesday 16 November**

**14.00 – 15.00 WORKSHOP III – *New farmed species of carnivorous fish and crustaceans***

led by **Professor Lei Jilin** (The Yellow Sea Fishery Research Institute, Qingdao, China)  
and **Eamonn O'Brien**

**15.00 – 16.00 WORKSHOP IV – *What do feed companies and food producers expect from the supply chain***

led by **Mr Wout Dekker** (CEO, Nutreco, the Netherlands)  
and **Mr Jackie Yang** (General Manager, Pan Grobest Trading Co. Ltd, Taiwan)

The food sector is very sensitive to consumers' emotions and concerns, which are quite easily fuelled by NGO campaigning and media reporting. Fishmeal and fish oil production - for the global meats and farmed fish chains - is only a few steps away from daily reality, where critical questions about corporate social responsibility and sustainable production have to be answered from consumers, retailers, critical investors and shareholders. So, how are we going to address these issues and limit the joint business risks as partners in the production chain?

**16.00 – 17.00 WORKSHOP V – *Scenarios impacting on our industry (oil price rise; climatic changes etc)***

led by **Mr Thomas Mielke** (Director, Oil World, Germany)  
and **Mr Jean-Francois Mittaine** (Director of Market and Trade Issues, IFFO)

The current fast-changing world is clearly impacting on our industry. The objective of this Workshop is to discuss some of the key issues in the commodity environment that affect our industry in the coming months, or may likely do so. The recent twofold rise of petroleum prices, climate change, including the ever present risk of an El Niño phenomenon, the continuous demand for proteins and vegetable oils, the changing nature of world trade patterns are some of the items to be discussed.

**Note:** Further details of workshops I and III will be in your conference pack at Shanghai

# GUEST SPEAKERS



## RAY CESCA

### “Consumer-led demand: implications for the Industry”

*Ray Cesca is Founder, President and CEO of GAEÁ International. Prior to that he held senior management positions at McDonald’s World Trade and CPC International. He is also chairman of the Agri-Business and World Markets Committee for the Pacific Basin Economic Council and a member of the Board of Advisors of the World Agricultural Forum. Mr Cesca is a recipient of the Corporate Conservation Leadership Award for his ongoing efforts in Amisconde Initiative, a bi-national sustainable economic and social development project in Panama and Costa Rica.*

With increasing intensity, advances in technology and rapid acceleration in communications are impacting almost every human being on the face of the earth. Differences in time and geography are becoming less and less important.

Strong consumer food preferences have emerged creating important food trends that are pushing food companies to act more quickly and make dramatic changes in their product lines. The growing attention to higher food quality, rapidly changing consumer behavior, consumer health, changing consumer taste preferences and sustainability all contribute to a new world of opportunity. Couple this with the multitudes of confusing messages being hammered into the mind of the consumer. This is a challenge and an opportunity for all companies dealing in agriculture. Is the fishmeal and fish oil industry taking on that challenge?



## MARTIN COOKE

### “The global retailing revolution – for good and bad”

*Martin Cooke is responsible for business development at Impactt Limited, the London-based ethical trading consultancy. He also works as Managing Director of Ocatra Limited with South American food companies, developing strategies for European market access. Before joining Impactt, Martin spent five years with Tesco covering quality, safety and production standards in global supply chains.*

Today’s multiple retailers are huge businesses with millions of customers, often in many countries. They dominate retail markets and can command the toughest standards in their supply chains. The secret of their success is in understanding their customers on every level; they use this knowledge to anticipate market trends and to provide unbeatable value.

Retailers have a bond of trust with their customers. This is dependent on solid assurance of the provenance and quality of the products they sell. Retailers demand whole chain traceability. Customers’ perception of quality extends well beyond the organoleptic properties of products. Today’s customers are concerned with where products come from and how they are produced.

## ANDREW COOKSON

### “What factors influence the demand for meat & fish”

*Andrew Cookson is Managing Director of the food & drink consultancy and market research firm GIRA. Since joining GIRA, he has headed many consultancy assignments in the food and drink chain in Europe, west and east. He has directed major GIRA multiclient studies on subjects as varied as: The future of modern retailing in Europe; European meat companies; Functional Food in Sweden; Meat in Russia; European agribusiness cooperatives, etc.*

Consumers react very differently to “centre plate” proteins - essentially fish and meat - depending on whether they live in more developed economies (consuming the maximum their bodies and their local food traditions allow) or if they live in developing countries. But whatever the economic situation, we find similarities in attitudes to health and price. When it comes to the well-developed economies, fish is increasingly just one of the “fast moving consumer goods” that the housewife may or may not choose, depending on how well she perceives it as being adapted to the meal that she has to prepare.



## PATRICK VIZZONE

### “Overview on doing business in China” & “Chinese Government policy on agribusiness and aquaculture”

*Patrick Vizzone is Head of Strategic Advisory and Research, Food & Agribusiness, for Rabobank, Greater China and South Korea. Before joining Rabobank, Patrick participated in a number of fresh produce ventures in both Australia and China. Patrick has advised many of Asia’s largest agri-food corporates on business strategy and industry strategy. He has also been an advisor to a number of governments and public sector agencies in China, Singapore, South Korea and Canada on issues such as industry development, supply chain management, and the promotion of foreign direct investment in the food & agribusiness arena.*

The first presentation provides an out-of-the-box look at the theory and practice of doing business in China’s food & agribusiness arena. The talk focuses on the cultural differences between East and West, how this applies to China’s business environment, the major difficulties faced in doing business in China and how to bridge cross-border and cross-cultural divides. Ample anecdotes and a case study are presented to ensure relevance.

The second presentation provides an overview of the policy frameworks that underpin China’s agribusiness and aquaculture industries. Focus areas include the effect of domestic policy on companies doing business in China in addition to how China’s foreign and investment policies impact those doing business with China.

# GUEST SPEAKERS



## DR CHUN ZHOU

### “Livestock Trends: production, health and nutrition”

*Dr. Chun Zhou is currently Director of Veterinary Professional Service in Pfizer. He has more than 10*

*years of experience in the animal health industry with key roles in technical and professional services that are related to new product discovery/development, product/asset valuation, strategic planning, market evaluation/ development, marketing and technical support to marketed pharmaceutical and biological products. He holds degrees in Veterinary Medicine, Veterinary Virology, and Medical Epidemiology .*

Global livestock production enjoys continuous growth to meet increasingly strong demand for animal proteins. Aquaculture has the fastest growth in developing countries, particularly in China.

Improved management, animal health, and production efficiency have increased livestock production significantly, although animal health and nutrition markets are relatively flat. Developing countries have faster growths. China is becoming the 2nd largest market after the United States, followed by France, Germany, Brazil, Japan, UK, Spain, Italy and Russia. Increasing global competition results in further consolidation in livestock production and animal health/nutrition industries.

Consumers are playing a more and more important role in livestock production. As the main issue is still production efficiency (such as availability of low-cost feedstuffs and labor), other issues are becoming important: meat quality and (perceived) safety, use of antibiotics, environment, and animal welfare.



## CHRISTINE WANG

### “Changing use of fishmeal in animal and fish feeds in China”

*Christine Wang is the founder of chinafeedonline.com. Using her 19 years trading experience in the fishmeal*

*industry, she set up the website 6 years ago. Today this information hub is the best recognized website in the China feed industry.*

The amount of fishmeal and fish oil produced globally is not determined by demand. It is limited by government quota and natural resources. However, globally feed production continues growing. In particular, aquaculture feed continues to be the fastest growing sector of industrial feed production, with expansion estimated at 8-10% per year.

In China we estimate total feed production in 2005 will increase by 4.5% overall i.e. 97.2 million metric tons, including compound feed 72.25 million (up 5.9%), condensed 21.3 million (up 2.5%) and pre-mixed 3.98 million (up 9.2%).

Due to the limitations in worldwide fishmeal production, the changing use

of fishmeal in both animal and fish feed becomes an important objective for the future. To produce a high performance, quality feed containing very low levels of fishmeal will be challenging. As the largest fishmeal consuming country in the world is China, we will explore how the Chinese are changing their use of fishmeal in animal and fish feed.



## PROFESSOR JØRN DYERBERG

### “Fish oil and human health – a voyage of discovery”

*Jørn Dyerberg is Danish and an expert on lipids and IHD with more than 300 publications mainly*

*concerning blood lipids, atherosclerosis, polyunsaturated fatty acids and prostaglandins and has also given more than 250 lectures worldwide. He is currently Chief Physician at Capio Diagnostik. Throughout his professional career he has been appointed official examiner for several doctoral and PhD theses, received several awards, and been given several honorary positions at different national and international industry-related bodies and societies.*

The role of fish oil as a health-promoting nutrient and its use as a drug stem from investigations in the early 1970's in Eskimo populations in remote areas of Greenland. We found a connection between a low occurrence of heart diseases and a high intake of long chain omega-3 polyunsaturated fatty acids (PUFAs) from fish, seal, and whale meat, and could demonstrate biological diverse functions of omega-3 PUFAs, as compared to those of the land based omega-6 PUFAs.

In the following 35 years the biological effects of marine omega-3 PUFAs have been further elucidated and their role, within areas of major public health concern, has been confirmed. These include heart diseases, rheumatic and inflammatory ailments, the development of the newborn and psychiatric disorders.

These exciting findings leave the providers of marine foods with an opportunity and the governments with an obligation to ensure a non-polluted marine environment.



## WOUT DEKKER

### “Nutreco – building a sustainable food production chain in partnership”

*Wout Dekker is the Chief Executive Officer of Nutreco Holding N.V. and Chairman of the Executive Board. He has spent the major part of his professional career in the fish and aquaculture business holding several international executive positions at international companies such as BP Nutrition Aquaculture, Trouw International and over the last few years at Nutreco Holding. Mr Dekker holds a master's degree from Wageningen University (the Netherlands)*

# GUEST SPEAKERS

As a publicly quoted company, Nutreco has always been committed to transparency and dialogue with its stakeholders. The AquaVision conferences since 1996, for example, are the tangible proof of that commitment. As a result of the stakeholder dialogue, Nutreco has developed since 2002 an innovation program called 'Aquaculture & Society' aimed at building a more sustainable aquaculture industry. With this program, Nutreco (and Marine Harvest) are cooperating with various public and private organisations with the aim to improve the environmental and social track record of aquaculture, to build consumer confidence and to keep the 'licence to operate'.



## JACKIE YANG

### **“An Asian integrator looks at the future”**

*Mr Yang has a Master of Agricultural Chemistry and is the General Manager of Pan Grobest Trading Co., Ltd.*

Issues for farmed seafood products, such as safety, traceability, non-tariff barriers and tariff barriers, consumption and competition on the market are all on the increase simultaneously. To keep up with this new market scenario, the industry has to change strategy and to improve technology very quickly in all respects.

Accordingly, the traditional aquatic business must successfully transform for survival, and that requires many prerequisites to fulfill such a complicated task.

# RECEPTION AND GALA DINNER

***The Welcome Reception, Partners' Tours, Social Event and Gala Dinner are included in the partners' registration fee.***

## WELCOME RECEPTION

**Sponsored by Coland Holdings Co. Ltd.  
2005 IFFO Conference Gold Sponsor**

**Monday, 14th November from 7.00 pm, held at the Conference Hotel**

The Welcome Reception is kindly sponsored by Coland Holdings Co. Ltd and will take place at the Cocktail Garden of the Conference Hotel, which offers breathtaking views of Shanghai. Guests can enjoy cocktails and a light buffet meal, with the musical accompaniment of a 5 piece Modern Chinese Band. The Welcome Reception will be an informal opportunity to welcome delegates to the Conference and for delegates to meet each other.

## NETWORKING TIME WITH SOME LOCAL ATMOSPHERE

**Sponsored by Banco de Crédito del Perú  
2005 IFFO Conference Silver Sponsor**

**Tuesday, 15th November, held at the Conference Hotel,  
from 18.00 to 20.00 p.m.**

The Networking time with some local atmosphere is kindly sponsored by Banco de Crédito del Perú and will take place within the Conference Hotel.

During Tuesday's late-afternoon/early evening, delegates and partners can enjoy a networking time with the "Atmosphere of Old Shanghai". This will include a Kung Fu Show and an exhibition of Old Town Stalls with Fortune Tellers, a Chinese calligrapher, a paper cutter, a kite maker and a tea demonstration. A three piece Chinese string band will accompany the show and exhibition.

## GALA DINNER

**Sponsored by Rabobank  
2005 IFFO Conference Platinum Sponsor**

**Wednesday, 16th November, cocktails from 7.30 pm,  
held at the Conference Hotel**

The Gala Dinner is kindly sponsored by Rabobank and will take place within the Conference Hotel. The evening will commence with pre-dinner cocktails in the foyer area of one of the ballrooms of the hotel to the melodies played by a 5 piece Classical Chinese Band. Following this the delegates will be guided into the ballroom by a drum band and a dragon dance. There will be a banquet of fine cuisine, accompanied by the entertainment of an Acrobatic Show and followed by an orchestra which will provide music for dancing to round off a memorable evening.

# TOURS AND SOCIAL PROGRAMME

## 1) Orientation City Tour for spouses/partners

**Monday, 14 November**, departing from the Conference Hotel at 2.00 p.m., returning at 5.00 p.m. Casual attire.

In this tour you will be visiting the Jade Buddha Temple. Comparatively new (built in 1911), this temple, with its multiple courtyards and levels, is still in active use with dozens of monks in attendance. It is named after its two exquisite milk-white jade Buddhas brought back from Burma in the 19th century. After this visit you will be taken to see The Bund. The Bund is without a doubt, Shanghai's (and China's) most famous and recognized thoroughfare. It stretches along a section of the Huangpu River and is bounded on the other side by a row of Colonial buildings. During its heyday, the Bund was Shanghai's equivalent of Wall Street. It was occupied by European, American, and Japanese banks, trading houses, clubs, consulate, and hotels. After liberation, the Communist party took over the structures for their own use. Today, these neo-classical buildings have been renovated by the government as a sightseeing showcase and are beautifully lit up at night. After the Bund you will go to The Old Town. The Old Town is where the original city was located. Buildings are smaller, with typical upturned roof corners and red hues. No longer homes, the lower levels are shops and the upper levels are restaurants and tea houses. The place is an intricate maze of shops selling almost every kind of souvenir item imaginable.

## 2) Excursion to Suzhou for spouses/partners

**Tuesday, 15 November**, departing from the Conference Hotel at 8.00 a.m. returning at 17.00 p.m. Casual attire.

*This tour includes a buffet lunch at the Sheraton Suzhou Hotel.*

Suzhou has been praised since ancient times as China's "garden city" and was designated as a World Heritage Site in 1997. Suzhou's famed gardens enjoy a unique position in world gardening history that spans 2,000 years. In this tour you will visit the acclaimed "Garden of the Humble Administrator." - this Ming Dynasty garden was actually made to enable the master of the garden to have a place to do some gardening and get away from the bustle of life as an official. Later on you will learn how silk is made from silkworms to cocoons at a local silk weaving factory and attend a fashion show of the Chinese costumes made from silk in the factory. After that you will see some of the most accomplished silk embroidery in China at the world-acclaimed Research Institute. The Suzhou Institute of Embroidery conducts research on Suzhou embroidery and is where many of the gifts presented by state leaders to distinguished foreign guests are made. A museum attached to the institute displays copies of Ming dynasty imperial robes as well as over 200 pieces of modern embroidery.

## 3) Optional City Tour for delegates

**Thursday, 17 November**, departing from the Conference Hotel at 2.00 p.m., returning at 5.00 p.m. Casual attire.

In this tour you will be visiting The Jade Buddha Temple, The Bund and The Old Town. For more detailed information on the itinerary and activities of this tour, please see description of item 1 above "Orientation City Tour for partners". Please note that a minimum of 30 people are required to run this tour. Please show your interest by sending an email to [secretariat@iffo.org.uk](mailto:secretariat@iffo.org.uk) before Thursday, 10th of November or at the IFFO Conference office in the hotel in Shanghai before Sunday, 13th of November at the latest.

# INFORMATION ON SHANGHAI

**LOCATION AND HISTORY** – Shanghai, called "Hu" for short, is a bustling metropolis located at the mouth of the Yangtze River. Connected with Jiangsu and Zhejiang provinces in the west, the city is exposed to the East China Sea in the east. With a total area of 6,341 square kilometres (about 2,448 square miles) and a population of more than 13 million, Shanghai takes its place among the world's biggest, most booming urban areas.

While the city epitomizes modern, urban China, its history is one of its most intriguing features. In particular, in the 1930s and 40s, Shanghai was a paradise for adventurers. Because of being open to foreigners and its coastal location, Shanghai is endowed with rich tourist attractions related to its long and complicated history. Many buildings, constructed in various foreign styles, are well preserved in the Bund area, and western tourists will feel a sense of familiarity when strolling around the long streets, which resemble those in European cities. This blend of eastern and western styles has given the Bund a reputation as a "World's Fair of Architecture." Many

buildings from the 1920s and 1930s have also survived in the Old City section of Shanghai.

Shanghai is also a great destination for shoppers, and the best-known shopping street in China - Nanjing Road - is located here. This exciting avenue is lined with well-known shops and department stores selling clothing, food and specialty goods. Shanghai is a paradise for gourmets too. Here, visitors can enjoy a taste of all the different kinds of food in the world. Shanghainese cuisine, however, is a special hybrid. There are several famous old restaurants in Shanghai that are not to be missed.

**VISAS** – Visas are required for all foreigners entering mainland China, except Brunei, Japan and Singapore passport holders, who can enjoy visa-free access to China for not more than 15 days.

Standard tourist visas, valid for 30-day visits, are generally easy to acquire, while visas valid for more than 30 days are usually difficult to obtain. Visitors are advised to consult their travel agent, China International Travel Service, China Travel Service, any PRC Embassy or Consulate for details.

# REGISTRATION AND ACCOMMODATION

## CONFERENCE DOCUMENTATION

A registration pack will be available for all pre-registered delegates and partners. A registration desk will be set up within the Conference Hotel on **Monday, 14 November 2005**. On **Sunday 13 November** from 2.00 p.m. to 6.00 p.m. and also after **Monday 14 November** registration packs can be collected from the IFFO Conference Office.

## REGISTRATION FEES

Please refer to the participation category in the conference programme to check the business sessions/functions you will be permitted to attend.

*Registration fees are payable only in US Dollars (\$).*

---

### Members and Associate Members **\$1,100**

*Payable only by bona fide Members and Associate Members of IFFO or specially invited observers.*

---

### Non-Members **\$2,200**

*Payable by individuals who are representing companies which are not Members or Associate Members of IFFO.*

---

### Partners **\$300**

*Payable only by accompanying partners sharing the same accommodation as a registered delegate. This fee is a social fee only and allows attendance at social functions and the partners' tours. **It does not cover participation in conference sessions.***

---

## DAY VISITOR TICKETS

**(Wednesday, 16 November, 9.00am–6.00pm)**

IN ORDER TO ENCOURAGE NON-MEMBERS TO ATTEND THE OPEN SESSIONS ON WEDNESDAY, 16 NOVEMBER AT SHANGHAI, THIS YEAR WE HAVE DECIDED TO OFFER A ONE-DAY ENTRY TICKET FOR \$250. THIS IS LIMITED TO THE FIRST 50 VISITORS TO REGISTER AND IS AIMED PARTICULARLY AT SOME CHINESE VISITORS WHO MIGHT OTHERWISE BE UNABLE TO ATTEND AT ALL. CHINESE/ENGLISH INTERPRETATION FACILITIES WILL BE AVAILABLE. MEMBERS OF IFFO WHO WISH TO INVITE LOCAL (NON-IFFO) CONTACTS TO THE CONFERENCE MIGHT WISH TO DRAW THEIR ATTENTION TO THIS OPTION.

**Deadline for Day Visitor registration by fax or email is Friday, 4 November 2005**

---

## HOW TO REGISTER AND RESERVE HOTEL ACCOMMODATION

1. Please refer to the registration form which appears on the new IFFO web-site [www.iffonet.net](http://www.iffonet.net). Should you have any problem registering in this way please contact us at the address below for an alternative:

Conference Secretariat, IFFO Limited  
2 College Yard, Lower Dagnall Street  
St Albans, Herts, AL3 4PA, U.K.  
Tel No: +44 (1727) 842-844  
Fax No: +44 (1727) 842-866  
e-mail: [secretariat@iffonet.net](mailto:secretariat@iffonet.net)

Complete the registration form(s) as fully as possible. **One form per delegate (including partner).**

If you have the full Acrobat programme you should be able to complete the form and save it and e-mail it to IFFO; if you only have Acrobat reader you can complete the form, print it and send by fax. Alternatively the form can be printed off and completed manually.

3. Registration fees are payable in US Dollars (\$) preferably by credit card (please see the registration form for details). Alternatively, fees can be paid by bankers cheque/money order or bank transfer – must be in US Dollars (\$). Delegates will not be considered as registered until the registration fee has been received in full at the IFFO office.
4. A hotel deposit to the value of **one night's accommodation** is required in China Yuan Renminbi (RMB), preferably secured against your credit card. Please ensure that you enter full details of your credit card on the registration form. If it is not possible to pay by credit card please forward a bankers cheque/money order (or copy of bank transfer) for the correct amount in US Dollars (\$) at a rate to be advised by IFFO by fax. These should be made payable to IFFO Limited, payable on a bank in the UK and should arrive at this office on or before **Friday, 7 October 2005**. Please see details of IFFO's bank account below. *Cheques and money orders should be issued free of bank charges.*
5. *Note:* Hotel reservations cannot be guaranteed after **Friday 7 October**. **Any reservations made after this date will be subject to guest room and rate availability.** A block booking of rooms has been made at the conference hotel for all delegates. However, please note that once these rooms have been allocated, alternative accommodation may need to be sought. **The closing date for Conference registrations** (without hotel accommodation) is **Friday, 4 November 2005**. (Please also refer to cancellations paragraph)

## IFFO'S BANK ACCOUNT DETAILS

If you wish to make your payment by bank transfer, please note that the IFFO's US Dollar account details are as follows:

Bank:	HSBC Bank
Branch:	St Albans
Address:	31 Chequer Street, St Albans, Hertfordshire, AL1 3YN, United Kingdom.
Acc. Name:	IFFO Limited
Swift Code:	MIDLGB22
Sort Code:	40-05-15
US Dollars Account No.:	57045529
IBAN NUMBER:	GB57 MIDL40051557045529

## HOTEL ACCOMMODATION

The Conference Hotel is a 5 star hotel located in the Lujiazui Finance and Trade Zone of Shanghai. It enjoys easy access to both Hongqiao and Pudong international airports and is also close to the subway connecting Pudong to Puxi (West Shanghai). Prominently sited along the famous

# REGISTRATION AND ACCOMMODATION

Huangpu River, the Hotel has breathtaking views of Shanghai's legendary riverfront – the Bund and the Oriental Pearl TV Tower.

Its rooms are the most spacious in the city and have generous closets and marble bathrooms and plenty of horizontal space, from countertops to office-quality desks. Furnishings are elegant and contemporary, and the décor is modern Far East deluxe, in creams and beiges, with ornate woodwork and a sparing selection of antiques and reproductions. Broadband internet is standard, as are separate tubs and showers.

The Conference Hotel has three restaurants, one nightclub, a business center and a health club.

The group rates for bedrooms in the conference hotel are as follows:

## STANDARD ROOMS

**Deluxe Room Single** RMB 1,660 per room per night

**Deluxe Room Double** RMB 1,785 per room per night

*50 available*

**Deluxe Bund View Room Single** RMB 1,830 per room per night

**Deluxe Bund View Room Double** RMB 2,000 per room per night

*130 available*

## SUITES

**Horizon Bund Suite (Single/Double)** RMB 3,750 per suite per night

*11 available*

**Premier Suite (Single/Double)** RMB 3,750 per suite per night

*9 available*

*For reference purposes, on 14 October 2005 the exchange rate was  
1 USD = 8.0866 RMB*

## ROOMS DESCRIPTION

(A) **Deluxe Room** is a 40 sq. metre room that has the view of the city and is located in Tower I of the hotel.

(B) **Deluxe Bund View** is also a 40 sq. metre room that has the view of the river and the Bund and is also located in Tower I.

(C) **Horizon Bund Suite** is an 80 sq. metre room that is located on Tower I Horizon Floor. This room has a view of the river and the Bund and allows the guests to have access to the Horizon Club Lounge. This room has a separate living room and a bedroom.

(D) **Premier Suite** is also an 80 sq. metre room that is located in Tower II and has a separate living room and bedroom. This room has a view of the river from the living room, and partial view of the Bund; the bedroom has the view of the city. Premier guests in Tower II will enjoy Horizon Club benefits.

All bedroom rates are in China Yuan Renminbi (RMB) and include American buffet breakfast. Please note that rates are subject to a 15% surcharge per room, per night.

An Early Departure Fee may be charged if an attendee checks out of the Hotel prior to the attendee's scheduled departure date, without having notified the hotel at check-in of the change in scheduled departure. Check-in time is 2.00 p.m. Check-out time is 12.00 noon. Rooms customarily become available for occupancy after 2.00 p.m. Special requests for early arrival or late departures cannot be guaranteed; however, the hotel will make every attempt to accommodate those guests who arrive prior to check-in time. In the event of early morning arrivals, we recommend that you book rooms as of the previous day in order for them to be available upon arrival.

Details regarding the hotel will be mailed to participants once registration has been formalised (including registration fee). **However, please note that rooms are available on a first-registered basis and once these rooms have been allocated, alternative accommodation may need to be sought.** Every effort will be made to fulfil reservation requirements as requested.

## CHANGES/CANCELLATIONS

All changes and cancellations should be directed in writing to the IFFO head office in the UK as soon as possible.

Hotel accommodation is secured by credit card and should you cancel before **Friday, 7 October 2005** your deposit will be refunded. After this date, deposit refunds will only be given against hotel accommodation provided the hotel is able to resell the room for the period cancelled.

Please note that the Conference Hotel has the following policy regarding no-shows (*chargeable to individual delegates*)

**Should there be a no-show for confirmed reservations, a one night room charge will be levied as no-show charge to individual guests.**

Fees for conference registrations cancelled before **Friday, 4 November 2005** will be refunded.

## FLIGHT INFORMATION and AIRPORT TRANSFER

The Conference Hotel is around 50 minutes away from Shanghai Pudong International Airport.

Included as part of the registration fee we have arranged a one-way transfer for all delegates and registered partners from the Shanghai Pudong International Airport to the Conference Hotel. Please advise IFFO of your flight details at the earliest possible opportunity. **If we do not receive your flight details we will assume you do not wish IFFO to arrange this transfer for you.**

**Delegates will be responsible for making their own arrangements for return transfer to the airport.**

# SPONSORS OF THE CONFERENCE

## PLATINUM SPONSORSHIP

### Rabobank China

*Rabobank, market leader in the Netherlands, world leader in food and agri-financing.*

**Rabobank Group** is a financial services leader providing institutional and retail banking and agricultural finance solutions in key markets around the world. From its century-old roots as a Dutch farmers' finance cooperative, Rabobank has grown into one of the 25 largest banks worldwide with over \$600 billion in assets and operations in over 36 countries. Rabobank is the only private bank in the world with the highest possible credit ratings from both Standard & Poor's (AAA) and Moody's Investor Service (Aaa), and is ranked among the world's ten safest banks by Global Finance magazine.



Internationally, Rabobank focuses on the food and agribusiness sectors as well as the Telecom, Media & Internet and the Life sciences sector. In every location, our strength stems from a network of prominent industry specialists, leading researchers and industry analysts who generate a wealth of knowledge for clients.

In China, Rabobank has a full Branch in Shanghai, which is licensed to execute local currency RMB business as well as foreign currency and derivatives transactions. There is also a representative office in Beijing. Rabobank China is dedicated to be China's leading financier to all segments of the agriculture industry, providing wholesale banking services to our food and agribusiness clients. Next to our focus on the food and agribusiness we provide wholesale banking services to our network clients and clients in our other focus sectors.

[www.rabobank.com](http://www.rabobank.com)

## GOLD SPONSORSHIP

### Coland Holdings Co. Ltd

With its headquarters in Hong Kong, Coland Holdings Co., Ltd. has four wholly owned subsidiaries in mainland China. The business of Coland covers processing, manufacturing and distribution of fishmeal, fish oil and aquaculture feeds in China. Importing annually 120,000-200,000 metric tons of brown and white fishmeal from overseas, Coland has been the largest fishmeal importer and distributor in China since 2000.



Coland owns the largest fish oil storage facility and state-of-the-art fish oil refining machinery in China with an annual processing capacity of 20,000 metric tons and has maintained a minimum 30% market share for years. Coland is also involved in the manufacturing and distribution of aquaculture feeds of all kinds. Coland owns advanced extruded feed machinery and processing lines of meal and pellet feed for aquaculture with a total capacity of more than 80,000 metric tons per annum.

[www.coland.com.cn](http://www.coland.com.cn)

## SILVER SPONSORSHIP

### Banco de Crédito del Perú

Banco de Crédito del Perú (BCP) is the oldest and largest bank operating in the Peruvian market, and is today part of Credicorp, the largest Peruvian financial group. Since its initial days as Banco Italiano in 1889, BCP has been an active commercial bank, deeply involved in the economic and business activity of the country and working closely with Peruvian and international corporations. Continuing excellent results of BCP guarantee the solid financial standing, presence and strength necessary from a business-financial partner, and have also been crucial in establishing a wide and first class correspondent banking network.



Today, BCP manages 40% of the country's trade finance which is handled through letters of credit, collections, direct transfers and factoring and has become a very reliable trade facilitator for Peru's growing trade activity. BCP is a major provider of such financial services to the entire Peruvian fishmeal and fish oil. As a sponsor of IFFO's Annual Conference, BCP is showing its willingness to keep in close touch with the industry and participate in the smooth development of its international activity. BCP's presence at Shanghai underlines its commitment to participate further in this important trade with China.

[www.viabcp.com](http://www.viabcp.com)

## OTHER SPONSORS

### Cesmec Ltda.

The Centre for Studies, Measurements and Quality Certification-CESMEC is a private and independent organization devoted to rendering services related to certification of products, analysis, assays, inspections and audits of quality systems for 36 years. At national level CESMEC laboratories and surveying staff cover all the main ports of Chile, with the same facilities at international level in Peru, Ecuador, Argentina and the U.S.A.



At present, CESMEC'S staff consists of 650 people, among them 500 professionals and technicians devoted to technical work in laboratories and on site. CESMEC has split its activities into 8 technical Divisions: Maritime Services Division, Food and Chemical Division, Chemical Analysis Division, Environmental Division, Metrology Division, Civil Engineering Division, Metrology Division and Certification Division.

[www.cesmec.cl](http://www.cesmec.cl)

### Pacific Tide Limited

Pacific Tide Limited is a company specialized in importing prime raw materials for aquafeed and animal feed industries in the Asian Pacific Rim. Focusing mainly on the Great China Region, Pacific Tide Limited not only provides selected high-quality ingredient Materials, such as fishmeals, protein meals, fish oil and nutrients to customers, but technical service as well.



In addition to investing in self-owned and joint-ventured aquafeed factories, customer-oriented provision and service are becoming the main business of the company. Through excellent teamwork, well-built sales channels, and distinguished coordination, Pacific Tide plays an extraordinary bridging role to shorten the gap between suppliers and end users. That also makes Pacific Tide one of the major formula-ingredient importers and suppliers in the Chinese market and substantially boosts the blooming of this industry.

[www.pacifictide.net](http://www.pacifictide.net)

### Full-Pak Bulk Containers S.A.



Full-Pak Bulk Containers is a company that for the past 11 years has been providing all logistic services related to bulk container transportation. Specialized in food grade cargo, it handles a variety of products that range from fishmeal and oils to wine and seeds. Today the company's growth and service expansion has resulted in the opening of several strategic agencies all over the world: Argentina, Australia, Brazil, California, Peru and the latest one, Germany.

"Changing the way we feed the world" is Full-Pak's mission. Focusing on total quality service, a strong attention to all sanitary aspects involved in the food industry, constant investment in new technologies, traceability of raw materials and suppliers are some of the ways to achieve this and to show the world how the bulk container is and will always be revolutionizing the industry

[www.fullpak.com](http://www.fullpak.com)