

TRT Rice Network 2012

22-23 February 2012

JW Marriott Dubai, Dubai, United Arab Emirates

- **2nd Annual event - First Time in Dubai, UAE!**
- **Attended by leading exporters, traders, and destination buyers from around the world**
- **NETWORKING-FOCUSED: Excellent Buyer-Seller Networking Potential**
- **Price Forecast, Risk Management, and Market Insights at the top of the agenda**

Following the success of TRT Rice Network 2011 in Accra, Ghana, the team sets its sights on the Middle East for another round of meetings, focused on informal business networking, with the opportunity to learn more about the vast and rapidly changing face of the all-important rice market that has dramatically changed with India's return to non-basmati rice exports, with the Middle East and African interest especially affected by India's return. The agenda will focus on changes in the global supply dynamics, as well as short-term price and business forecasts that take into account trends in trade, plus the issues that every player has to face up to.

The TRT Rice Network 2011 is a workshop that aims to address key issues, identify opportunities, as well as give attendees a genuine report on the realities of doing business in a new era of rice trading. Volatility in the Euro, Dollar, Rupee, the state of global economies, oil and related markets, as well as the choices available to buyers, and the forces that impact these decisions will be the focus on an agenda that aims to shed light on the shape of rice markets in 2012/2013. Business is the main focus of this seminar. This event is not possible without the assistance, support, and sponsorship from the following organizations:



TRT Rice Network 2012

India Rocks the Rice World! The world rice trade has, in 2011, felt the impact of several “game-changing” developments that include the effects of the Eurozone problems on currency markets, purchasing power, and price volatility, as well as the Thai elections, which brought about more than a change of government, as Thailand went back to a rice pledging scheme that was offering Thai farmers \$500 PMT for white rice paddy; and also the news in September 2011 of India removing its non-basmati rice export ban that leads the way as the single most important development in 2011, which has seen some 2 MMT of non-basmati rice already committed to sales in just a matter of 3 months.

In the background, 2011 saw the Middle East and Africa undergo political changes, in terms of their government and leaders, that were often accompanied by social unrest. These developments, while leaving a trail of changes, has also meant that there is a new leadership and even a changing business environment that has made the Middle Eastern and African markets some of the most dynamic, with new opportunities (and risk).

This one-day seminar is built on the platform of industry networking, as our select panel of experts deliver their views as academics, analysts, or simply business professionals active in the world rice trade for the benefit of the audience, and most importantly, as a pre-cursor or tool for networking opportunities among delegates who are active and seek to be active in the trading opportunities that come from the rice business.

The agenda builds around the entry of India to non-basmati rice exports as a focal point that most in the industry will admit to having the biggest impact on the world rice trade in the last 6 months and, by the looks of it, for so long as India remains an active origin in global rice exports.

- Has India taken a slice off Viet and Thai exports? What happens to Viet and Thai availability? Where, how, and at what price will Vietnam and Thailand find export sales?
- Can Pakistan compete with India? There is no question of availability, and price, while trending with India, remains bridesmaid to the Indian export machine, which has dominated recent trades.
- How have African traders adjusted to the Indian return? Are there inventory issues to be dealt with when it comes to older (and more expensive) Thai and Viet purchases?
- Can the transshipment business in the UAE grow to offer a more dynamic market that rises to serve more volatile markets in the Middle East and Africa? Is the UAE a natural choice for a regional hub and spokesmodel in trade?

A more volatile trade, higher risk premiums, and a more cautious buyer are all ingredients to a challenging rice trading environment, and one which also offers opportunities for those who dare, though the pitfalls from risk also make the very physical rice business a very capital-intensive, high-stakes business.

THE RICE TRADER – RICE NETWORK Series is a new offering from TRT that complements the weekly reports, and the annual conferences with an agile, business network-focused series of gatherings that aim to shed light on key markets as well as less exotic destinations, with one key focus – BUSINESS KNOWLEDGE. Held for the first time in Accra, Ghana in April 2011, Dubai, UAE is the choice venue for 2012, and the ambitions are the same. The workshop provides an informal setting for delegates and guests. The main aim is to provide business intelligence and valuable peer networking opportunities. The agenda is more practical, featuring actual stakeholders and players across the rice supply chain that will share their experiences as well as reveal the opportunities and challenges of engaging in rice trading activities in these markets.

REGISTER TODAY! Join the largest and still growing network of rice professionals seeking to maximize opportunities and minimize risk.

About the organizers

The Rice Trader, LLC, has, for 22 years, brought its subscribers crucial, up-to-the-minute information on rice trade through its weekly publication, *The Rice Trader*. Acknowledged as the only source of confidential information about the rice market, this weekly summary of market data analysis has helped both the leading commercial rice companies and the regional government officials make informed decisions, which are critical in today's market.

Published 48 times a year, this weekly report is a vital source of market intelligence. It delivers a comprehensive and insightful report that combines market data with proprietary research to provide a unique approach to rice research based on commercial interests and the rice business concerns.

Delivered by a team of professionals who have decades of experience, *The Rice Trader* aims to deliver an integrated platform of information to the rice trade and allied industries. It not only informs, but also provides analysis, insight, and valuable intelligence that will assist risk management, trade, and decision-making abilities across the rice industry supply chain.

Join our growing clientele! Visit www.thericetrader.com or email subra@thericetrader.com or mark.deming@thericetrader.com for details on daily, weekly, and more in-depth reports on the global rice markets.

TRT Rice Network 2012

22 February 2012 – PRE-CONFERENCE REGISTRATION

4.00pm to 6.00pm – for delegates to register, pick up materials

23 February 2012 – PLENERY SESSION

8.00am Registration and Coffee*

*Early registration only required for delegates who have not pre-registered

Important: Delegates who have pre-registered can come later (before 9am start of meeting)

9.00am Chairman's Welcome

Jeremy Zwinger, President and CEO
The Rice Trader

9.10am Presentation and Panel Session: Changing Dynamics of the World Rice Trade

- Welcome back India!
- African demand shifts and consequences at origin markets
- Middle East Potential and the UAE's role as transshipment hub for the Middle East and North Africa

Jeremy Zwinger, President and CEO, The Rice Trader
Amit Gulrajani, General Manager, Olam International
Eklavya Chandra, Executive Director and Head of Rice, Phoenix Commodities
Gautam Vijay, Platinum Corporation FZE

11.00am Questions and Answers followed by Networking

Coffee Break

11.45am Indian Return to Exports: Performance to-date and Outlook

- Non-basmati rice
- Basmati rice export prospects

Karan Chanana, Chairman, Amira Group

12.15pm Pakistan Rice Market Prospects – How is Pakistan coping with India's return?

- Non-basmati rice
- Basmati rice
- How is Pakistan coping after 3 years of Indian absence? What is the plan from here?

Shahid Tawawalla, Managing Director, Meskay & Femtee

1.00pm Questions and Answers followed by Networking Luncheon

2.30pm Presentation and Panel Session: The Buyers' View on Rice Trade Developments

Shahrokh Khazaei, Executive Director
Mohsen Line General Trading L.L.C., UAE

Omar Saleh Babakar (invited)
Saleh A. Babaker & Sons Co, Saudi Arabia

Jean-Pierre Brun, Managing Director
Marius Brun et Fils, France

Hisham El Attal, Board Member
Egyptian Agriculture Council, Egypt

Ozan Ozturk, Managing Director
Agrozan Commodities DMCC

4.30pm Rice Trade Outlook: Global Rice Prices, Trading Activities and How Trade has Evolved since the September 2010 Return of India

V. Subramanian, Vice President
The Rice Trader

5.00pm Questions and Answers followed by Networking Reception

7.00pm Networking Reception

Join delegates, speakers, and sponsors for an all-important networking session that will allow buyers to meet sellers—an opportunity to re-connect with industry peers, and for some exchange of informal information on the business of rice trading at a cocktail reception that delivers a social occasion where attendees can get to know one another.

TRT Rice Network 2012

THE RICE TRADER

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Delegate 1:

Job Title: _____
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Company Name: _____
Company Address: _____
Street: _____
State: _____
City: _____
Country: _____
Tel: _____
Fax: _____
Email: _____

Delegate 2:

Job Title: _____
Email: _____
Company Name: _____
Company Address: _____

Street: _____
State: _____
City: _____
Country: _____
Tel: _____
Fax: _____
Email: _____

Billing Address (if different from above)

Company Name: _____
Company Address: _____
Street: _____
State: _____
City: _____
Country: _____
Tel: _____
Fax: _____
Email: _____

Hotel Contact (for reservations)

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Web: jwmarriottedubai.com

Online reservation:

<http://www.marriott.com/hotels/travel/dxbae?groupCode=kjrkjra&app=resvlink&fromDate=1/22/12&toDate=1/24/12>

REGISTRATION FEES

(for registration and payment by)

Before 7 February 2012

USD 250 per delegate

After 7 February 2012

USD 350 per delegate

REGISTRATION CLOSING DATE: 16 February 2012 ("spot registrations" are subject to space and availability)

Note: Fees do not include hotel accommodation or travel costs. Failure to make payment in advance could result in delays or delegates being barred from entry. Please consult the organizers if there are delays or requests for payments to be made on-site.

Registration fees include attendance, refreshment breaks, relevant documentation, and entry to all seminar-related networking functions.

DISCLAIMER:

Registration fees do not include accommodation or travel costs. Failure to make payment in advance could result in delays or delegate being barred from attendance. Please consult the organizers if there are delays or requests for payments to be made on-site. Registration fees include attendance, refreshment breaks, relevant documentation and entry to all conference related networking functions.

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations canceled less than two weeks before the event date must be paid in full.