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World Rice Commerce 2003

This label contains your priority booking code. To expedite registration, please do not remove label. Please check the above label. If any information is incorrect, please update us.

If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.

RESERVE YOUR PLACE TODAY!

- Please register me / us for **World Rice Commerce 2003 • 16 – 17 October 2003 • Melia Hanoi • Hanoi • SR Vietnam**
 One-Day Visit to Halong Bay on 18 October 2003

<i>1st delegate</i> NAME: DR/MR/MS _____	<i>2nd delegate</i> NAME: DR/MR/MS _____
E-Mail _____	E-Mail _____
Job Title _____	Job Title _____
Department _____	Department _____
Company _____	
Address _____	
Post Code _____	Country _____
Tel _____	Fax _____
Name & Title of Approving Manager _____	E-Mail _____

Main Business/Activity _____

- Please tick I enclose my cheque / draft made payable to **IBC ASIA (S) Pte Ltd**
 I am paying by bank transfer (copy attached)
 Payment by Credit Card: Amex Visa Mastercard

Card Holder: _____ Signature: _____

Card No: _____ Expiry Date: _____

(Please provide photocopy of front and back of your Credit Card)

- I cannot attend this event but I would like to purchase the documentation @ **US\$ 500 / S\$875** per set
 Please put me on your mailing list

Ref: 51048 PDF

FEE Per Delegate

Early Bird Fee* (if you register and pay before 16 September 2003)	US\$ 1295 / S\$ 2266
Regular Fee	US\$ 1495 / S\$2616

Fee is nett and exclusive of all taxes. Fee includes luncheons, refreshments and complete set of conference documentation. It does not include the cost of accommodation and travel.

GROUP DISCOUNT:
2nd and subsequent delegates from same company and billing address will receive a 20% discount off the fees.

HOTEL INFORMATION

Melia Hanoi
44B Ly Thuong Kiet St. Hanoi, Vietnam
Tel : (84-4) 934 3343
Fax: (84-4) 934 3344
E-mail: dosm@meliahanoi.com.vn
Contact: Mr. Nguyen Duc Quynh,
Director of Sales & Marketing

5 EASY WAYS TO REGISTER

- MAIL** the attached registration form with your cheque to
IBC Asia (S) Pte Ltd,
No. 1 Grange Road, #08-02, Orchard Building, Singapore 239693.
TEL : (65) 6732 1970
(65) 6835 5139
 FAX : (65) 6733 5087
(65) 6736 4312

E-MAIL:
julia.ho@ibcasia.com.sg
WEB: www.ibc-asia.com/ regyform.htm

PAYMENTS

All payments should be made in US or Singapore Dollars

- Payment by US\$ / S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.
- Payment by telegraphic transfer in United States Dollars and Singapore Dollars must be made to:
IBC Asia (S) Pte Ltd
Account No: 129-900-273-5 (US\$)
Account No: 129-308-147-1 (S\$)
United Overseas Bank Ltd
Mt Elizabeth #01-03
Mt Elizabeth Medical Centre
Singapore 228510.

Important Note: Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisation's own accounts. Attendance will be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled in this instance.

Data Protection: The personal information shown on this brochure, and/or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from, or made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose, please write to our Database Manager, IBC Asia (S) Pte Ltd

CANCELLATIONS/ SUBSTITUTIONS

Cancellations received in writing before **16 September 2003** will be refunded less USD 200 / S\$ 350 administration fee. Thereafter, cancellations are not refundable although participants can be substituted at any time.

Please photocopy for additional delegates

REGISTER NOW! FAX BACK TO (65) 6733 5087 / 6736 4312



16 – 17 October 2003 • Melia Hanoi • Hanoi • SR Vietnam

World Rice Commerce

Supported by:

Ministry of Trade,
S R Vietnam

2003

Asia's premium rice industry gathering

NEW in 2003 – Meet the best speakers from Vietnam, and a strong Vietnamese delegation representing the rice trade, commerce, allied industries and government resources.

New Issues: Vietnam is the flavour of the year

- Will Vietnam play a dominant part in the world trade? What are the challenges faced in production, consumption, logistics and export development?
- Can current bullish market undertones possibly result in improved prices?
- What will drive the rice trade in China, the Philippines, Indonesia, Thailand, India & Pakistan?
- Will increasing cost of shipping and insurance have an impact on the rice trade?
- Will continued stock reductions result in an increased world trade outlook?
- Are there new business opportunities for the trade from research?
- How do leading producers and export measure up in terms of cost and price competitiveness in world markets?
- How will WTO related activities and trade agreements shape the future of the rice trade?

Co-organised by:



Vietnam Trade Promotion Agency



Vietnam Food Association



IBC ASIA (S) PTE LTD
Investing Business with Knowledge

<http://www.ibt-asia.com/wrc2003.htm>

Supporting Publications:



Creed Rice Market Report
Rice Market Letter



International Support:



FEDERATION OF EUROPEAN RICE MILLERS



Official Hotel:



Melia Hanoi

Supporting Media:



An informa event

WORLD RICE COMMERCE 2003

16 – 17 October 2003

Melia Hanoi • Hanoi • Vietnam

An “unmissable” event in the global rice calendar, **WRC 2003** is a valuable stop on the rice business information and knowledge highway, with Vietnam offering an intimate view of her rice industry.

An international panel of expert speakers, a who’s who of delegates representing key members of the global trade, and co-hosts Vietnam, will form the foundation of the industry’s most eagerly anticipated event.

Featuring experts from China, Thailand, India, Pakistan, Indonesia, USA, the European Union and Vietnam, **PLUS** – a delegation of Vietnam’s top rice industry executives, ensure unparalleled opportunities for networking and business exchange.

Key Trends that have characterized Outlook for 2003/4

- Global Trade Projected down to 26.4 Million Tons (milled basis) in 2003
- Global ending stocks are lowest since 1987/ 88 at 107.1 million tons
- Global Production expected to be down at 381.1 million Tons (milled basis)
- Trade shrinking for two consecutive years
- Rising freight rates, insurance premiums and general cost of shipping
- Global Political and Economical Uncertainties

What Price is Rice?

While the bulls are invited by draw-downs on stocks and a reduction in global production, the bears rear their ugly head in the form of possible increases in transport costs (higher war premiums, rising freight rates and global economic uncertainties. Add fundamentals and cost/ price competitiveness and the trade dynamics becomes a “pandora’s box” of “cause-effect scenarios” facing rice.

With the effects varying from region to region, interpreting these signals is as vital to survival as it is to business success. WRC 2003 is an ideal meeting place offering official reports and some very close contact with industry heads with a common goal – facilitating rice commerce.

PRE-CONFERENCE REGISTRATION:
15th October 2003
Venue: Melia Hanoi
Time: 4.00pm to 7.00pm

Delegates will have the opportunity to pre-register themselves, pick up a copy of the conference documents and get the latest updates on the conference. An excellent opportunity to prepare oneself for the days to come.

WRC 2003 AGENDA • 16th October 2003

- 8.00 *Registration and Coffee*
- 9.00 **OFFICIAL OPENING CEREMONY**
High-Level Representative,
Government of SR Vietnam
- 9.20 **CHAIRMAN’S OPENING REMARKS**
Mai Van Dau,
First Vice Minister of Trade,
Ministry of Trade, SR Vietnam
- 9.35 **VIETNAM IN THE INTERNATIONAL TRADE OF RICE**
Senior Official, Export-Import Department,
Ministry of Trade, SR Vietnam
- 10.00 **VIETNAMESE RICE PRODUCTION – AIMS, EXPECTATIONS AND POLICY INITIATIVES**
Phan Thi Tuoc,
Deputy Director General, Planning Department,
Ministry of Agriculture and Rural Development
- 10.30 **RICE COMMERCE AND THE TRADE**
Senior Official
Vietnam Food Association
- 11.00 *OPEN FORUM: Questions and Discussions followed by Morning Refreshments*
- 11.30 **VIETNAM RICE INDUSTRY UPDATE & OUTLOOK**
Dr. Vo-Tong Xuan, *Rector*
Angiang University, Vietnam
Dr. Bui Chi Buu, *Director*
Mekong Delta Rice Research Institute
- 12.30 *OPEN FORUM: Questions and Discussion followed by Luncheon for Speakers and Delegates*
Sponsored by:
Vietnam Northern Food Corporation (VINAFOOD I), SR Vietnam
- 2.00 **WORLD RICE TRADE OUTLOOK: THE CHANGING ROLE OF THE TRADER**
Michel Reinstein, *Independent Industry Consultant & International Trader*

OUTLOOK FOR KEY ASIA RICE PRODUCING, EXPORTING AND IMPORTING REGIONS

- Rice Dependent Markets of Asia and their production outlook
- Domestic Markets Vs International Trade
- Rice Trade trends in regions: Expected Export & Import
- Key Issues that will impact future expectations: the parameters of prediction
- Challenges for the future

2.30 CHINA

Zhou Mingchen,
Chairman
China National Cereals Oils and Foodstuffs
Import & Export Corporation (COFCO)

3.00 THAILAND

Vichai Sriprasert,
Chairman
Rice Exporters Association, Thailand

3.30 *OPEN FORUM: Questions and Discussion followed by Afternoon Refreshments*

4.15 INDIA

Speaker to be advised

4.45 PAKISTAN

Speaker to be advised

5.15 *OPEN FORUM: Questions and Discussion followed by End of Day One*

6.30 **Reception Hosted by:**
Ministry of Trade
S R Vietnam



WRC 2003 AGENDA • 17th October 2003

9.00 **Chairman's Remarks**

9.10 **RESEARCH IN RICE AND THEIR COMMERCIAL BENEFITS: HYBRID RICE, AEROBIC RICE AND THEIR SIGNIFICANCE TO RICE COMMERCE**

Mercy Sombilla,
Scientist
International Rice Research Institute (IRRI)

9.45 **IMPORTERS ROUNDTABLE**

Panelists to be Announced

10.30 *Morning Refreshments*

11.00 **INDONESIA**

Kov Jokowi Djaja
PT Sumberbumi Makmursejatera

11.30 **THE PHILIPPINES – INDUSTRY OUTLOOK, TRADE POLICY & KEY ISSUES**

Herculano "Joji" Co, Jr.,
President
Philippine Confederation of Grains Associations, Inc.

12.00 **HONG KONG**

Anthony Lam,
Regional General Manager
Golden Resources, Hong Kong SAR

12.30 *OPEN FORUM: Questions and Discussion followed by luncheon for speakers and delegates*
Sponsored by:

Vietnam Southern Food Corporation (VINAFOOD II), SR Vietnam

2.15 **USA – PRODUCTION & TRADE OUTLOOK FOR NORTH AMERICAN MARKETS**

Stuart E. Proctor Jr.,
President & CEO
USA Rice Federation

2.45 **EUROPEAN UNION – RICE INDUSTRY UPDATE AND COMPETITION ISSUES**

Michael Bellingham
Federation of European Rice Millers

3.15 **AFRICA – RICE DEMAND AND MARKET CHARACTERISTICS**

Sridhar Krishnan,
Senior Managing Director (invited),
Olam International Ltd

3.45 *OPEN FORUM: Questions and Discussion followed by Afternoon Refreshments*

4.15 **TRADE SERVICES SUPPORTING RICE COMMERCE**

I. TRANSPORT – SHIPPING ISSUES

Senior Official
VOSCO (Vietnam Ocean Shipping Co., Vietnam)

II. LEGAL ISSUES

Steven Burkill, *Partner,*
Watson Farley Williams

III. MARINE & CARGO INSURANCE FOR THE RICE TRADE

Bruno S. Duron,
Groupe Eyssautier, France

5.15 *Questions and Discussion followed by*
END OF CONFERENCE

Reception Hosted by:



WRC 2003 AGENDA

18th October 2003

OPTIONAL

PROGRAMME – ONE DAY Visit to Vietnam's Famous HA LONG BAY

8.30am to 7.30pm

Delegates will take an air-conditioned tour bus for a one day visit to Vietnam's famed Ha Long bay. The tour starts with a visit to Ha Long City where delegates will be taken on a boat trip (4 hours), visiting this world famous Natural World Heritage site which includes 1969 limestone Islands. Tour includes visits to Heaven Palace Cave, Wooden Stakes Grottoe, Fighting Cock Island, Sea Dog Island... with a seafood luncheon served onboard.

The afternoon Programme includes a visit to Hai Duong Town to enjoy special Vietnamese cakes on route back to Hanoi. Cost: Approximately 29 USD per person for a group of 30

***Package also includes tourist insurance**

SPONSORSHIP OPTIONS

With a strong Vietnamese contingent expected, **WRC 2003** builds on its role as a regional "one-stop-shop" meeting for networking with a who's who of the rice trade. A focused gathering featuring senior rice industry players, raising awareness about your products and services could never be easier.

A wide variety of options are available to companies who wish to use the event as a PR vehicle that showcases your leadership, innovation, services and products. Packages can also be tailor made to your specific requirements, please ask us about tailor made sponsorship packages.

VISA APPLICATION

Visas are required for entry into Vietnam. It is the responsibility of the delegate to ensure that necessary travel documents are arranged in advance. Delegates are advised to allow at least one month for visa applications and necessary procedures.

**For assistance on all above,
please contact:**

**V.Subramanian, Senior Manager at
Tel: +65-68355130 or 67321970 or
Fax: +65-67335087 or 67364312 or
Email: v.subra@ibcasia.com.sg**

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World Wide Web URL: <http://www.ibc-asia.com>

HOTEL RESERVATION FORM

To make your reservations – please fax this to:
Mr. Nguyen Duc Quynh,
Director of Sales & Marketing
Fax: +84-4- 934 3344 • Tel : +84-4 934 3343 •
Email: dosm@meliahanoi.com.vn

Arrival Date: _____

Flight No: _____

Departure date: _____

Flight No: _____

Name (DR/Mr/Ms): _____

Company: _____

Address: _____

Postcode: _____

Country: _____

Telephone: _____

Facimile: _____

Email: _____

Room Rates: USD 100* per night (*room rates may vary, rate is only indicative)

- payment by Credit Card
 Visa
 Mastercard
 AMEX

Card Holder: _____

Card Number: _____

Signature: _____

Expiry Date: _____

Important Note:

Delegates are advised to make all hotel reservation early. Rooms cannot be guaranteed and are available on a first-come-first-serve basis.

Hotel reservations and travel are also the sole responsibility of the delegate. If your travel date should change after this form is submitted, please notify the hotel immediately.

Important - Please inform hotel that you are a delegate to WRC 2003 to qualify for the above special rates.