



FOODWORLD INDIA 2009  
26<sup>th</sup>-27<sup>th</sup> November 2009  
Bombay Exhibition Centre, NSE Grounds, Mumbai

Timings	Sessions
1000-1030	Registration
1030 – 1130	<b>Inaugural Session</b>
1130- 1145	Networking Break
1145- 1200	Ernst and Young: Presenting the Knowledge paper
1200- 1330	<b>Session 1</b> <b>New Age consumer: - Shaping the Future Market Place</b> <b>Session Chairman</b>
	<ul style="list-style-type: none"> <li data-bbox="430 884 1523 1056"> <p>• <b>Pro consumer : Converting consumer needs into products</b>            With the growing consumerism, the Consumers are becoming more demanding in their behavior and needs. They also are becoming more fragmented, seeking products and services that meet their lifestyles and situations. The topic will dwell upon how food business identify consumer needs and shape them into value added products.</p> </li> <li data-bbox="430 1119 1523 1291"> <p>• <b>Novelution: the Next wave of Novel Foods</b>            When it comes to food trends, just losing weight is yesterday's news. Consumers now want foods that will give them better convenience, sharper minds and taste good.... the list is endless. Industries are matching these needs with newer products. The expert will focus on understanding the market trends.</p> </li> <li data-bbox="430 1388 1523 1560"> <p>• <b>Claiming Attention : Making Products Claims that work</b>            As new trends impact the food and drinks industry, existing brands often try to appeal to new consumers by making a large amount of product claims. The topic will try to address how food manufacturers position their brands to be noticeable and at the same time make purchasing decisions easier for consumers through product claims.</p> </li> <li data-bbox="430 1623 1523 1864"> <p>• <b>Breaking the rules: Adapting strategies for tapping new frontiers</b>            Staying ahead of the competition may also require expanding into new markets. Entrepreneurs, who are truly successful, understand that achieving sustainable growth over time requires a constant chase for new market space. Emerging markets like China, India and Brazil, with their growing middle class, are expected to add nearly \$1 trillion to world GDP over the next 10 years. The topic will focus on how to tap new markets for sustainable growth over the long term.</p> </li> </ul>

	<ul style="list-style-type: none"> <li> <b>Building brand through consumer trust : The Amul way</b>            Brands are rooted in the trust that consumers place in them, without it they cannot reach the crucial goal of creating an intense bond between the brand and the consumer. However, consumers are increasingly distrusting and skeptical of corporations on a number of levels. Marketers need insight into what makes consumers more trusting to develop productive long-term personal relationships with them. The session will try to emulate how Amul the pioneers in the dairy business have build consumer trust since the times of its existence.         </li> <li> <b>Brand Protection: Combating counterfeiting ,Pass off &amp; Illegal imports</b>            The market is flooded with counterfeits and 'pass offs' of not only Indian but also imported products. The ingenuity and intelligence of the counterfeiters especially with regard to product packaging, labelling, colours and logo make it difficult to distinguish the product from a genuine one. The whole exercise of protecting brands would remain futile unless the consumer is kept in mind. The session will focus on how well established brands are combating the menace of counterfeiting, pass off &amp; illegal import.         </li> </ul>
1330- 1430	Networking Lunch
1430- 1600	<p style="text-align: center;"><b>Session 2</b></p> <p style="text-align: center;"><b>Beyond Competition: Building Efficiencies through Innovative Supply Chains</b></p> <p><b>Chairman:</b></p> <p><b>Co-chair</b></p>
	<ul style="list-style-type: none"> <li> <b>Impact of Supply chain on Food Safety</b>            Keeping food safe as it moves through the supply chain is a significant challenge. Perishables such as produce, meat, fish, milk and more can change hands ten to twenty times before reaching the consumer. This fact alone presents many opportunities along the supply chain for accidental or malicious mishandling that can lead to contamination or spoilage. And a host of new issues and trends, from the globalization of the supply chain to the type of foods that are imported, takes the challenge of protecting the safety of the food in the supply chain to new heights.   <i>This session will discuss the impact and role of supply chain to assure food quality and safety throughout the supply chain.</i> </li> <li> <b>Supply chain cost optimization: what is the best option Captive or 3PL?</b>            Typically an organization uses an outsourced service or 3PL if the service provider has an economy of scale or skill that the purchaser cannot economically replicate. On the other hand developing a supply chain model in-house and having a captive supply chain requires a skill set and it will be cost effective in long term and the large organisations can afford to maintain.   <i>This session will deliberate on various aspects of a captive and 3PL supply chain</i> </li> </ul>

	<p><i>solutions and strive to find the best option to optimize supply chain cost.</i></p> <ul style="list-style-type: none"> <li> <p><b>The CSD way: A success story</b></p> <p>The Canteen Stores Department, the present organization, took birth on 1 January 1948 with a working capital of Rs 48 lakhs assigned to it. The Government of India had granted the organization a life of three years on experimental basis. The experiment was a success by a long margin. Today The Canteen Stores Department, which is a part of Ministry of defense, Government of India has the largest supply chain the country and have already crossed the turnover of 5600 Crores.</p> <p><i>This session will discuss about India’s biggest public sector retailer and its biggest supply chain in the country.</i></p> <p><b>Innovative technologies in supply chain: Impact on Bottom line</b></p> <p>When supply chain systems are not configured or technologies are not used to their full potential, supply chain costs may become inflated and service levels more difficult and costly to achieve. To realize the full value of supply chain an analysis of company’s supply chain technology would uncover the cost reduction opportunities and help in strengthening the bottom line.</p> <p><i>This session will explore innovative technologies for supply chains which result in low cost, higher profits and higher service levels.</i></p> </li> <li> <p><b>Creating Lean and Agile Supply. Chains: Delivering all time and every time</b></p> <p>The success and failure of supply chains are ultimately determined in the marketplace by the end consumer. Getting the right product, at the right price, at the right time to the consumer is not only factor for competitive success but also the key to survival. Customer satisfaction and marketplace understanding are crucial elements for consideration when attempting to establish a new supply chain strategy.</p> <p><i>This session attempts to discover new strategies to the make current supply chains more fat free and flexible.</i></p> </li> <li> <p><b>Strategies for SMEs to leverage supply chains</b></p> <p>Generally SMEs are less concerned with methods supporting supply chain management on product quality, capital cost rationalization etc; they are less focused on system integration with other actors in the supply chain. Enabling small and medium-sized enterprises (SMEs) to build-up the human, technical, and financial capacity of these SMEs so they can understand the policies and operations of supply chains and profitably respond to those requirements.</p> <p><i>This session will discuss about various policies, schemes and technologies which empower SMEs.</i></p> </li> </ul>
1600-1615	<b>Networking Break</b>
1615-1730	<b>Panel Discussion</b> <b>Supply chain Collaboration: Recipe for successful business</b>
1030- 1200	<b>Day- Two</b> <b>Sessions IV</b> <b>Reaching out to Masses: Leveraging the “Food Retail “Opportunity</b>

	<p><b>Session Chair:</b> <b>Co-chair:</b></p>
	<ul style="list-style-type: none"> <li> <p>• <b>Road ahead for Indian Retail: Gazing the Crystal Ball</b> Retail in India has been facing its own ups and downs. Economic downturn further added to the woes of the retailers. Now the economy has shown some resilience. So what lies ahead for Indian retail. Through this session we intend to bring forth the short and medium term fate of the Indian retail and where it is heading to. How much growth is expected and what are the strategies of retailers to survive in the competitive environment.</p> </li> <li> <p>• <b>The Chosen One: Strategies of SMEs to sell to International chains</b> Rapid economic development in recent years is creating a more diversified consumer base and an ever expanding number of products in the retail market, which at the same time has attracted many international chain stores to the city.  In this backdrop , this Session aims at giving answers to the following: Why would an International retail chain choose your product over others, how SMEs make themselves visible in the international market, how they are tapping the global opportunities.</p> </li> <li> <p>• <b>Crafting a perfect India Model</b> Western retail models don't really suit the Indian situation and consumer behavior. In this scenario, India needs to have its own unique model subject to Indian demography and needs. The session would throw light on what could be the “India-centric” model for retail</p> </li> <li> <p>• <b>Modern Retail - an impetus to Food Value Chain: Myth or reality?</b> According to a survey, organized retail backed by an efficient supply chain has the potential of raising the rate of growth of the food processing sector from 6% to 20% in the next five years. But is it really true? The session aims to reflect the views and counterviews on the idea that the growth of modern retail leads to growth in the food value chain.</p> </li> <li> <p>• <b>What Sells: Retailers perspective of what constitutes a winning food product</b> Session Intends to have a retailer’s view on how they could guide the industry with the kind of product that is most popular amongst consumers. What is it that makes a product saleable. Which attributes are necessary and how should industry learn from retailers experiences.</p> </li> <li> <p>• <b>Global Retail Destinations: Feast of Opportunities &amp; Challenges</b> Lot has been talked about inbound investments in Indian Retail but what is the</p> </li> </ul>

	<p>scope of outbound investment. How could Indian retailers expand beyond the domestic boundaries. What are the opportunities in the foreign market and what are the challenges. These and many other questions will be answered through this session.</p> <ul style="list-style-type: none"> <li>• <b>Impact of FDI in Retail – International Case Study</b> (China/ Brazil/Russia) – How the retail industry of these Nations has transformed with foreign investments.</li> </ul>
	<b>Networking Break</b>
1215-1330	Panel Discussion: Food Processers & Retailers: Possibilities of synergies
1330- 1430	Networking Lunch
1430 - 1600	<b>Business Session-4</b> <b>The Quality and Safety Paradigm</b>
	<b>Session Chair</b>
	<ul style="list-style-type: none"> <li>• <b>How to quantify bottom line impact of food safety?</b> Food safety is an important component of any food operation and can impact the bottom line. Customers expect food establishments to prepare their food safely. This topic will elaborate in detail how industry estimates the impact of unsafe food on the end product.</li> <li>• <b>Minding our own business: Does self-regulation work?</b> Self regulation is an increasingly talked about policy wherein organization monitors its own adherence to legal, ethical or safety standards. The concept of self-regulation is gaining attention due to its advantages like better implementation and cost effectiveness. This topic will further talk about the concept of self-regulation and its salient features.</li> <li>• <b>Understanding food safety standards for export markets: challenges for developing countries</b> India is launching a major drive to increase exports of agricultural and processed food products to the untapped regions and attract investment in the sector. This topic will briefly present the regulatory regime of certain target international markets.</li> <li>• <b>On the horizon: what’s new and under review on private standards</b> Standards are dynamic entities, like other standards, private standards are also regularly reviewed and revised. This topic is incorporated to understand the recent changes and current discussions underway on several private standards. <b>Representative, GFSI</b></li> <li>• <b>Labels that work: Providing information to consumers for making right choices</b> Recent surveys reveal that most consumers do not fully understand the label information with all their different terms and symbols. There are efforts from the</li> </ul>

	<p>industry as well as the regulators to simplify the presentation of the information for maximum use. This topic will cover some of the global developments on food label formats.</p> <ul style="list-style-type: none"> <li> <b>Food Safety and Quality: Presenting industry’s outlook- by President, CIFTI-FICCI</b>            With the increasing importance accorded to the food safety aspect, industry views and expectations from the regulators will be presented during this session.         </li> </ul>
1600-1615	<b>Networking Break</b>
1615 – 1730	<p><b>Panel Discussion on: Are Private standards non-tariff barriers?</b></p> <p>Private standards are a mixed blessings- they can boost trade but they can also make life difficult for small suppliers. The panelists will review the pros and cons of private standards.</p>