

# **Food Forum India 2010: Agenda**

**4<sup>th</sup> & 5<sup>th</sup> March, Renaissance Hotel & Convention Centre, Mumbai, India**

**Conference Theme: India Food Vision: Decade Next**

## **4<sup>th</sup> March 2010 - Day 1**

**08:00- onwards Registration & Breakfast**

**10:00 -14:00 Inaugural Session**

**10:00 -11:00 Opening Presentations**

**Welcome Address by Conference Anchors:**

**Jayant Kochar**, MD, Go Fish Retail Solutions

**Anish Trivedi**, CMD, Banyan Tree Communications

**India Food Vision: Decade Next – Theme Presentation**

**Arvind Singhal**, Chairman, Technopak

**Youngstaan: 'What's Your Way!'**

**Praveen Someshwar**, COO, Bottling Operations, PepsiCo India

**Organic Foods & Nutrition trends**

**K C Raghu**, MD, Pristine Organics

**11:00 -12:00 Inaugural Panel Discussion 1: Innovation: Products & Packaging**

**Innovation: Route to success:** Consumer preferences are rewriting the rules on nutrition and texture to require science-based differentiation and label claims. We are being asked to deliver foods that promote new levels of health and better living but which also conform to existing tastes and eating habits. Our challenges and opportunities in commercializing new foods are changing too. Today, the success or failure of a new food product is measured in days and months, when once it was measured in years and decades. Innovation is the key to opportunity. Along with these evolving consumer needs come virtually unlimited opportunities. Innovation will be the most direct - and profitable - route to success.

**Sanjay Bhatia**, Chairman of Indian Institute of Packaging and MD, Hindustan Tin Works

**Rajiv Jaisinghani**, MD, Darshan Foods (Meatzza)

**Dhiren Kanwar**, Country Head, Puratos Food Ingredients

**Siddarth Singh**, Category Head, Processed Foods, HUL

**Atul Sinha**, VP, New Business Development, Britannia

**Anchor: Pattabhi Rama Rao** President, Australian Foods India

**12:00 -13:00 Inaugural Panel Discussion 2: Retail Recipes for Success**

**Recipes For Success:** Recognizing the boost that food and grocery retailing has given to the food processing industry, it is now the retailers who need to develop their edge and offer more in terms of volume and value. Expanding into new categories, placing more products and brand within segments, the best of the retailers will be involved in a discourse on retail makeovers.

**The Bazaar of Food Gets Bigger: Sadashiv Nayak**, President, Big Bazaar & Food Bazaar

**Max out of Spar: Viney Singh**, MD, Max Hypermarket India (Spar)

**Taste the World: DV Ramkumar**, VP, Food & Agri, Spencer's Retail

**The Total Experience: Dinesh Malpani** CEO, Jubilant Retail

**Anchor: K Radha Krishnan**, Chief Mentor, Aligned Business Partners (ABP)

**13:00-13:30 Networking Break**

**13:30- 15:00 Technopak Conclave**

**13:30- 14:15 Technology Interventions in Ethnic Foodstuffs**

Technology interventions in the preparation of ethnic foodstuffs can accelerate the manufacture and hygienic production of foodstuffs. This is also likely to increase the small and medium enterprises engaged in the food industry. The workshop will discuss case studies of successful intervention of technology in food production, challenges if any and future scope.

**Participants:**

**Saket Bhatia**, Senior VP – Marketing, Hindustan Tin Works

**R D Shenoy**, 3P Solutions

**Sujesh Govindan**, Director, Operations, Griffith Lab

**John Joseph**, Plant Head, Cargill

**14:15- 15:00 Public Private Partnerships in Food Industry**

Public Private Partnership is the solution on the horizon for solving the needs of the Food and Agriculture Industry given the vast scale of intervention required while providing the latest to the stakeholders. While the Government through the Ministries of Food Processing, Agriculture, Rural Development and Commerce along with other regulatory agencies such as APEDA and the MPEDA are trying their best to bridge the gaps in infrastructure and other bottlenecks through Public Private Partnerships, the real success would be when the food enterprises acknowledge it. The panel will discuss issues and challenges in PPP initiatives in the Food Industry as well as topical issues linked to skill training and human capital development and what were the experiences and lessons from these.

**Panel :**

**Dr. AK Krishna Kumar**, COO & Head-Agro & Rural Business, IL&FS Cluster Development Initiative Limited  
**Ramesh Mittal**, Deputy Director, National Inst. of Agriculture Marketing (NIAM), Ministry of Agriculture & Cooperation  
**JS Yadav**, COO, Premium Farm Fresh Produce  
**Rajiv Bansal**, CEO, Patanjali Herbal Mega Food Park Ltd (PHMFPL)

**Anchor: V Sridhar**, Associate Director, Technopak Advisors

**15:00-17:00 & 19:00-20:00 NRAI Conclave**

**Anchors:**

**Samir Kuckreja**, President, National Restaurant Association of India and CEO & MD, Nirula's  
**Jayant Kochar**, MD, Go Fish Retail Solutions

**15:00-16:00 NRAI Conclave Session 1: Transit – The New Location Opportunity**

**Transit – the new location opportunity:** As India is on the move, there are a number of new location opportunities for the Food Service industry. The panelists for this session are the pioneers in the field. They will share the strategy behind setting up F&B outlets at airports, metro stations, bus stands and railway stations. They will also talk about the special challenges they face, the critical success factors, the changes they have had to make in menu's, service norms and food preparation, and of course potential rewards for facing these risks.

**Panel:**

**Anoop Sequeira**, CEO, Brand Calculus (Booster Juice)  
**Jagvir Singh Rana**, Director Operations & Bsns Dev, HMSHOST Services India  
**Rajeev Panjwani**, CEO, Travel Food Services  
**S Shriram**, GM, Key Accounts, Café Coffee Day  
**Sanjay Coutinho**, COO, Barista Lavazza - Introductory Presentation  
**Sunil Kapur**, MD, Blue Foods  
**Zahir Abbas**, Associate Director, Travel Retail, Technopak Advisors

**16:00-17:00 NRAI Conclave Session 2: The Food Inflation Challenge**

**The Food Inflation Challenge:** The last 6 months has seen very high food inflation which seems to keep climbing. This has raised unprecedented challenges for chain restaurants in terms of pricing, keeping up the value equation for customers, and new strategies in purchasing. The panel will share the extent to which they are hit by rising prices, what they have done about it so far, and the strategies they will undertake in future, considering that the trend of rising prices shows no signs of abating.

**Panel:**

**Ajay Kaul**, CEO, Domino's India - Introductory Presentation  
**Amit Jatla**, JV Partner & MD, McDonald's India, [West & South India]  
**Dheeraj Gupta**, Co founder, Jumbo King Vada Pav  
**Kamlesh Barot**, Director, Encore Hotels  
**Manish Miranda**, Head, Operation, Nando's India  
**Manpreet Gulri**, Dev. Agent, Subway India  
**Monish Gujral**, CMD, Moti Mahal

**17:00-18:00 Food Supply Chain & Operation Efficiencies**

The use of Information Technology has been instrumental in the development of the Food and Agribusiness industries owing to the enablement of not only a transparent, real time sharing of information critical to stakeholders and hence bringing down the transactional cost and price discovery in the market place but also in making the users and consumers of these products aware of the various aspects of the industry and best practices leading to quantum improvements in the operations through better information systems and intelligent tools. The panel would discuss the innovative applications that the IT industry can play in the shaping of the food and agribusiness industry in the coming decade.

**Swarndeeep Singh**, MD, Logic ERP Solution  
**R.K. Agarwal**, Supply Chain Director, New Business Dev. & Int. Business, Britannia  
**Neeraj Athalye**, Director – Large Enterprise, SAP Indian Subcontinent  
**Ajay Gupta**, MD, Capital Foods

**18:00-19:00 Insights from Food Brand Creators**

**Developing Food Brands: Experience Sharing and Insights**

The panel will share experiences in creating key food brands in India and would focus on critical areas of consideration and challenges in developing a successful brand. This would also highlight the role and contribution of branding in product success through successful case studies while also deliberating on the Branding of commodities

**Panel:**

**Anjana Ghosh**, Director, Bisleri  
**Sudeep Goenka**, Director, Shubham Goldiee Masale  
**S Venkatesh**, MD, Goli Vada Pav  
**Sanjey Bajoria**, MD, Bajoria Foods

**Anchor: K Radha Krishnan**, Chief Mentor, Aligned Business Partners (ABP)

**19:00-20:00 NRAI Conclave Finale: New Restaurant Concepts and Future Trends in India**

**New Restaurant Concepts and future trends in India:** The past few years have witnessed the explosive growth of new concepts in various cities (Zest and Lapp in Delhi, Tote and Shiro's in Mumbai, Hard Rock Café and Punjab Grill in various cities, Haagen Dazs café in Delhi etc. This session will bring the best of the restaurateurs together to talk about the conception and evolution of such themed, what drives it, and how can they be developed on. Also addressing the sustainability of such themes and concept driven restaurants

**Panel:**

**AD Singh**, Director, Olive Bar & Kitchen (Lapp)  
**Gaurav Jain**, MD, Round -The Clock Stores (Haagen Dazs)  
**Prasanjit Singh**, CEO, DLF Restaurants (Zest)  
**Rahul Akerkar**, MD, deGustibus Hospitality (Indigo & Tote)  
**Riyaz Amlani**, MD, Impresario Entertainment and Hospitality (Smokehouse)  
**Zorawar Kalra**, MD, Wrapster (Punjab Grill)

**20:00 onwards: Coca-Cola Golden Spoon Awards 2010**

**Images awards for excellence in food retailing - followed by Celebrations & Gala Dinner**

## 5<sup>th</sup> March 2010 - Day 2

**08:00- 10:30 Registration, Breakfast & Morning Meetings**

**09:30-10:30 GLOBALGAP Conclave**

**Managing Complexity of Food Quality: International Quality Assurance and Food Safety Benchmarks**

**Building Quality Assurance Systems in Food Industry:** Incorporating quality assurance processes from raw material to the finished good (RM to FG) is the key towards consistent and uniform food products. Given the increased preference for better and safe attributes in foodstuffs by the consumers, it is pertinent that companies enable not only their production processes but the entire supply chain on foundations of Quality.

**Quality Assurance: Challenges and Solutions for the Food Industry:** The panel will deliberate upon the systems of Quality Assurance & challenges being faced by the Indian Food Industry and possible solutions

**Food Safety: Making it safe to the fork:** The emergence of food safety is not only an issue of health significance but also increasingly an important differentiating feature. However, problems in the supply chain lead to contamination at various points of the food chain leading to low acceptability of food products. The panel will deliberate on the aspects of food safety regulations and the impact that it may have on the industry.

**Presenters and Panelists:**

**Dr. Dilip Kulkarni**, President , Agri Foods Div., Jain Irrigation  
**Dr. G J Gyani**, Secretary General, QCI  
**Rohit Bhatla**, Head- ITC Chaupal Fresh  
**Sudha M R**, QA, Metro Cash and Carry  
**Brad Roberts**, Operations Officer, IFC Agribusiness  
**DV Ramkumar**, VP, Food & Agri, Spencer's Retail  
**Anchor : Dr. Kristian Moeller**, MD, GlobalGAP, Germany

**10:30-11:30 PLMA Conclave - Private Labels**

**Private Labels, Differentiation & Challenges :** Private label can look back at much success during 2009. Shoppers across the world turned to retailer and wholesaler brand products during a year when the recession made them put value for money at the top of their shopping lists. But what about 2010? As economic conditions improve, what can private label do to make sure it holds onto the sales and market share gains made in the past year?

This strategic issue will be examined from the perspective of retailers, manufacturers and consumers at PLMA Conclave. What is private label doing right? What is private label doing wrong? The year 2010 brings a new set of challenges for private label. The A-brands see the improving economy as a chance to win back the market share they lost in 2009. To meet this challenge, companies involved in private label need to be looking for innovative ways to improve all aspects of their business.

**Presenters & Panellists:**

**Tom Stephens**, Formerly Vice President, Corporate Brands, Loblaw's (Canada)

**Damodar Mall**, Group Customer Director, Future Group

**Shivram Murti**, CMO, ABRL (More)

**DV Ramkumar**, VP, Food & Agri, Spencer's Retail

**Ashwin Ramaswamy**, VP, Marketing, Jubilant Retail (Total)

**Anchor: Brian Sharoff**, President, PLMA

**11:30-12:00 Britannia Tea Break**

**12:00-14:00 Food Vision Conclave**

**12:00-12:45**

**Safer Fresh Food: A Call to Action**

**Ireena Vittal**, Principal, McKinsey & Co

Presentation of study entitled "Safer Fresh Food for Asia's Shoppers - A call to action", commissioned by retail industry think tank The Coca-Cola Retailing Research Council Asia (CCRCA) and conducted by McKinsey & Company.

**12:45-13:00**

**Food Vision: 2015**

**Ashok Sinha**, Secretary, Minister of Food Processing Industries, Govt. of India

Food Consumption in India, increasing in double digit, defied economic downturn and is expected to cross Rs 15 lac crore figure in 2010-11. Rs. one lakh crore investments in food processing from both public and private sector by 2015 will see growth rate escalating from present 10 to around 20 per cent in the next 5 years. Growth of food processing sector is directly linked to retail with 14 per cent of the growth coming because of increasing demand in the retail sector. Modern retail business is directly benefiting the farmers and with the amendment of the Agriculture Produce Market Act or the APMC act, farmers would become the largest beneficiaries. With 70 percent of our population dependent on agriculture, this would also get in 3rd party investors interested in retail to patronize the farmers. The political mindset also has to undergo a transformation in view of the changing retail scenario where corporates are interested in investing in the entire value chain.

**13:00-14:00**

**Market of the Future: The World Vs. India**

India will become the world's third largest grocery market by 2014. India, the 2<sup>nd</sup> fastest growing economy, the 3<sup>rd</sup> largest economy in terms of GDP, coupled with largest young population in the world, is surely catching the attention of Global Brands & Retailers. In view of the emerging situation, how our exporters are looking at the home market and also at the branding & retailing opportunities? Leading names from the export & domestic business have been invited to share learning, understanding opportunities in the decade next and to evolve a roadmap for the next generation, who may be interested in brand building and enhancing retailing activity in India or overseas.

**Anchor: Vikram Bakshi**, JV Partner & MD, McDonald's (North & East India)

**Panel Discussion:**

**Ashok Sinha**, Secretary, Minister of Food Processing Industries, Govt. of India

**Ireena Vittal**, Principal, McKinsey & Co

**Ashwani Arora**, Jt. MD, LT Overseas (Daawat)

**Rakesh Biyani**, CEO, Future Group.

**Rajiv Jaisinghani**, MD, Darshan Foods (Meatzza)

**Thomas Varghese**, CEO, Aditya Birla Retail

**Amit Arora** Director, Marketing JDS Fresh

**Shyam Venugopal**, Head, Business Development, Savorit

**Vinod Menon**, Head, Dairy Business, Britannia

**14:00-15:00 Lunch**

**15:00-16:00 Forum of Indian Foods Importers (FIFI) Conclave**

**The Emerging Market for Gourmet Foods:** FIFI conclave with global food brands, importers, distributors and retailers: Rising incomes, globalization of tastes, emergence of quality shopping spaces, and health and nutrition concerns have led to a rise in interest not just among the rich, but have also driven aspirations of the middle class towards fine dining and food

experiences. Given the vast diversity in both the geographical and culinary preferences, how we can tap the opportunities in both ethnic and non-indigenous foods? The FIFI Conclave will discuss the scope and challenges in the gourmet food business and strategise ways to expand in this market -- which continues to grow despite a downturn and unprecedented food inflation

**Panel:**

<p><b>Sanjey Bajoria</b>, Bajoria Foods  <b>Puneet Gupta</b>, L – Comps Impex  <b>Karan Arora</b>, Mass Impex</p>	<p><b>Harshita Gandhi</b>, Tree of Life  <b>Manoj Dugar</b>, Dugar Overseas  <b>Dhiraj Dama</b>, MKR Foods</p>	<p><b>Sudhanshu Mathur</b>, BMS  <b>Jaikishin Daryanan</b>, Three Rings Exim  <b>Rakesh Banga</b>, Resources International  <b>Sumit Khandelwal</b>, Dir., Inter Food Industry</p>
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**Co Anchors:** **Amit Lohani**, Convenor, Forum of Indian Foods Importers and **Aruna Rangachar Pohl**, Director, Centre for Research & Applied Food Technology (CRAFT)

**International Observer:** **Thomas Capune**, Managing Partner, CSP Capune, Schaeben & Partner, Germany

**16:00-17:30 Grand Finale**

**'Partners in Progress' FFI Grand Finale with Food Brands & Retailers...**

The evolution of modern trade has thrown up new challenges for the FMCG and food majors. While they love the space, the visibility and all the benefits that modern trade offers, and also have allocated dedicated resources towards this new order supply chain management, in-store execution, category innovation, and joint business planning with retailers, they are often confronted with issues like margins, space, supplies, promotions etc. How brands and retailers can work this out to see some great partnerships happening? - **IS THE BIG QUESTION.**

Popular for its content, packed house and active audience participation, the Grand Finale of Food Forum India will be a platform for India's top Food retailers and brands to debate on critical issues and find ways to partner in driving consumption in a mutually profitable manner.

**Lead:**

**Thomas Varghese**, CEO, Aditya Birla Retail  
**Vinod Menon**, Head, Dairy Business, Britannia

<p><b>Retailers' Panel</b></p> <p><b>Sadashiv Nayak</b>, President, Big Bazaar &amp; Food Bazaar  <b>DV Ramkumar</b>, VP, Food &amp; Agri, Spencer's Retail  <b>Toby Alappat</b>, ED, Varkeys  <b>Sunil Sanklecha</b>, Nuts 'n' Spices  <b>T Thanushgaran</b>, Chairman, Kannan  <b>BVK Raju</b>, Partner, Q-Mart  <b>Mini Yadav</b>, MD, Le Marche  <b>M. Senthilraj</b>, CEO, AmmaNanna  <b>Prasoon Bhardwaj</b>, Trading Manager- B&amp;M, Jubilant Retail</p>	<p><b>Brands' Panel:</b></p> <p><b>Sunil Sethi</b>, ED, Sales &amp; Customer Development, Cadbury  <b>Ganesh Ananthanarayanan</b>, National Key Account Manager, HUL  <b>Komal Anand</b>, VP, Modern Retail, Beverages, Pepsico India  <b>Kaushik Karthik</b>, National Key Accounts Head, Modern Trade, Dabur  <b>Man Mohan Malik</b>, Founder, Chairman &amp; CEO, Himalaya Int.  <b>Ajaay Gupta</b>, MD, Capital Foods  <b>Saumil Thanawala</b>, Director, Mktg &amp; Sales, Amalgam Speciality Foods  <b>Sanjeev Giri</b>, Modern Trade Head, Cargill  <b>Ashish Paul</b>, Manager, Modern Trade, ITC</p>
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**Important**

Registration starts at 08:00 hrs on both days  
Lunch will be served between 12.30 hrs till 15.30 hrs  
Beverages, Cocktails, Snacks & More! - Through out the day  
Speakers, Sessions and timings Subject to change  
For Conference queries: Pl contact R S Roy, Cell: 09811070053 or email at [rsroy@foodforumindia.com](mailto:rsroy@foodforumindia.com)