



**International
Meat Secretariat**



I.M.S. 6 Rue de la Victoire, 75009 Paris, FRANCE
Tel: 33 (0) 1 45 26 68 97 - Fax: 33 (0) 1 45 26 68 98
www.meat-ims.org - info@meat-ims.org

Editor: Laurence Wrixon - © I.M.S. All rights reserved
No part of this publication may be reproduced in any form
or by any means without the prior permission of I.M.S.

NEWSLETTER

No 404 – 16 April 2008

SUMMARY

- ◆ **Welcome to the IMS 17th World Meat Congress, Cape Town, 7-10 September 2008**
- ◆ **Programme at a Glance**
- ◆ **Congress Speakers**
- ◆ **Programme Details**
- ◆ **SAMIC to Host Cape Town Congress**
- ◆ **Cape Town**
- ◆ **Pre and Post Tours**
- ◆ **Registration Form**
- ◆ **General Information**

Welcome to the IMS 17th World Meat Congress Cape Town, 7-10 September 2008

The Seventeenth IMS World Meat Congress will take place in Cape Town International Convention Centre from 7-10 September 2008. Now is the time to register for the Congress, to book your hotel, and to make your travel plans, so that you can take full advantage of the professional and tourism opportunities that your stay in South Africa presents. That is why this issue of the IMS Newsletter is a World Meat Congress Special Edition. It provides practical information on the Congress registration process, accommodation, the Congress programme, Cape Town, and tour possibilities. The primary source of information on the Congress is the official website www.worldmeatcongress2008.co.za where you can find out full details, and register online. This special Newsletter is a supplementary briefing, which you can print out and refer to for information on the Congress at a glance. The Newsletter will provide further updates in the coming weeks.

The World Meat Congress, the IMS's flagship event, is being held at a time when global demand for meat has never been so high, and when the possibilities of doing business

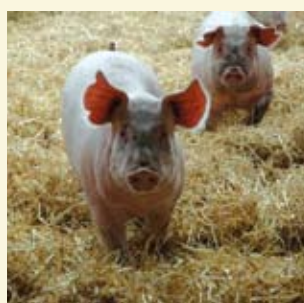
seem extremely attractive. At the same time the ominous consequences of the spiraling cost of basic foods are beginning to be felt – most acutely in developing countries with the threat of malnutrition on a major scale; but also in the cities of the rich world where governments are pressuring producers and consumers to absorb price rises. The market for biofuels is having a negative effect on our industry with rising feed costs. Livestock producers are being accused of contributing to global warming and acting to the detriment of the environment. The international legal framework for international trade in meat is as uncertain as ever, with current attempts to revive the Doha Round not at all sure of success.

The challenges to the international meat industry are many and complex. The Cape Town Congress will address some of the most pressing issues, and will enable you to participate in an international programme that will promote the exchange of information, so that the world's meat industries can go forward to a more prosperous future.



PROGRAMME AT A GLANCE

DATE	TIME	EVENT
DAY 1 Sunday 7 September	Morning	IMS Golf Morning
	Afternoon	IMS Executive Council*
DAY 2 Monday 8 September	Morning - Afternoon	IMS beef, pork & sheepmeat committee meetings to be followed by IMS General Assembly**
	Evening	Welcome reception
DAY 3 Tuesday 9 September	Morning	Congress opening and welcome
		Session 1 Meat - Meeting the Policy Challenges
		Session 2 Meeting the Demand for Meat
	Lunch	
	Evening	Cultural Evening
DAY 4 Wednesday 10 September	Morning	Session 4 Meat – A Socially Responsible Industry
		Session 5 Developing World Markets
	Lunch	
	Evening	Gala Dinner
* The IMS Executive Council meeting on 7 September is not open to Congress delegates		
** The IMS General Assembly on 8 September is open only to registered IMS members		



SPEAKER UPDATE

SPEAKERS AT THE CONGRESS WILL INCLUDE...

Mariann Fischer Boel, EU Commissioner for Agriculture and Rural Development

Reinhold Stephanes, Minister for Agriculture, Livestock and Supply, Brazil

Dr. Gideon Brückner, Deputy Director General, OIE

Bent Claudi Lassen, Chairman, Danish Bacon and Meat Council

Zhu Yicai, Chairman, China Yurun Food Group

Dr. Marcus Vincius Pratini de Moraes, Former Brazilian Minister of Agriculture, Livestock and Food Supply and currently Member of the Board of the Association of Brazilian Beef Exporters and of JBS

Serge Yustin, CEO, Russian National Meat Association

Jesus Cham, President, Philippine Meat Importers and Trade Association

Jean-Luc Mériaux, Secretary General, UECBV (European Livestock and Meat Trading Union)

Dr. Pierre Gerber, FAO

Alan Palmer, Black Box Culinary Challenge, South Africa

Dr. Carlo Filippo Lovatelli, President of the Brazilian Agribusiness Association, and President of the Brazilian Vegetable Oils Association

Dr. Luis Alfredo Fratti Silveira, Chairman, INAC (National Meat Institute), Uruguay

Simeon Ehui, World Bank

Luigi Scordamaglia, CEO, INALCA

Raymond Ackerman, Executive Chairman, Pick 'n Pay Group

Dr. Mohammad Koohmaraie, CEO, Meat Division, IEH Laboratories and Consulting Group

Gary Johnson, Senior Director, Worldwide Supply Chain, McDonald's Corporation

PROGRAMME DETAILS

Sunday 7 September 2008

IMS Members

The IMS Challenge Trophy will be played out in Royal Cape Golf Course, Wynberg, Cape Town. Founded in 1885, the Royal Cape Golf Club is South Africa's oldest and most exclusive club featuring a course with narrow fairways lined by trees. The Royal Cape Golf Club is in the [southern suburbs of Cape Town](#), a 15 minute drive from the city centre and from the Cape Town International Airport. A true championship course, having hosted the South African Open eleven times and the South African Amateur Championships eight times, it has recently undertaken a reconstruction programme of all eighteen greens strictly to the specifications of the United States Golf Association.

The IMS Executive Council meeting will take place at Durbanville Hills Wine Estate.

Monday 8 September 2008

Topics concerning individual meat species will be discussed at the IMS beef, pork and sheepmeat committees, which are open to IMS members and interested Congress attendees.

These kick off to an early morning start and continue all day until the IMS General Assembly, which is restricted to IMS members.

In the evening the official opening of the congress will be celebrated at the Welcome Reception and Opening Ceremony.

Tuesday 9 September 2008

The Congress proper will commence with the official opening, with Government ministers, and other distinguished guests. This will be followed by a session which will address the rising global demand for meat, and the responses of the retail sector, the food service industry and consumer expectations.

The challenge of supplying this rising world demand and the factors that condition it will be the theme of the next session, with developments in meat research, quality and traceability, and nutritional factors being among the topics for discussion. The impact of biofuels on food production, and the pros and cons of grass-fed and feedlot production will also be addressed.

At the close of the day's proceedings a special Shebeen evening will introduce delegates to the delights of a casual South African tavern experience.

Wednesday 10 September

Day four will focus firstly on the meat industry's responsibility to the environment. The FAO's controversial report "Livestock's Long Shadow" will be presented, and this will be followed by a round table discussion, including the FAO and representatives of the world's meat industries.

The opportunities presented by emerging meat markets will be the theme of the next session, with Russia, China and the Philippines being highlighted.

The sixth session will consider the prospects for the international trade of meat. The international panel of speakers will address the situation in the various regions, and the session will also focus on the facilitation of world trade.

The Congress will conclude with a gala dinner where delegates will relax and enjoy a night of entertainment and South African cuisine.



SAMIC TO HOST SEVENTEENTH IMS WORLD MEAT CONGRESS

The CEO of SAMIC – the South African Meat Company Industry Manie Booyesen, CEO, Member of the IMS Executive Council, and Chairman of its beef committee is proud and excited at the holding of the IMS World Meat Congress in South Africa. He is in the throes of preparing for the Congress, and has already received enthusiastic acceptances from most of the distinguished experts who have been invited to address delegates.

The South African Meat Industry Company's (SAMIC) endeavours are to promote the long-term global success of the South African red meat industry. As a service provider, facilitator and communicator SAMIC works toward a common value system within the industry and is also responsible for promoting the image of the industry to the benefit of the red meat community as a whole.

SAMIC's establishment resulted from a need in the industry for an umbrella organisation that would ensure the effectiveness and survival of the industry in a deregulated environment. It originated from a zero-base and therefore concentrates on functions that are essential to the future of the industry and that will add value to the various sectors.

SAMIC has been assigned the responsibility of ensuring that appropriate meat classification standards are applied in a uniform manner by those abattoirs that register voluntarily

for the classification of their meat products.

SAMIC is committed to influencing international trade in a manner that will benefit the long-term global success of the South African red meat industry. As a result of keen interest expressed by members of the red meat industry, SAMIC is taken with investigating the potential for South African red meat exports to world markets.

SAMIC is also responsible for managing the research and development business of the Red Meat Research and Development Trust (RMRDT) which was instituted to fund specific research and projects concerned with red meat production processes and products deriving from red meat producing livestock.

SAMIC provides a comprehensive and centralised co-ordinating point through which reliable industry information can be obtained.

As the recognised representative of the red meat industry in South Africa, SAMIC has set itself the task of providing as many of the industry's needs as possible, within its capacity. As such, SAMIC has established itself as an organisation that considers the interests of the industry paramount.

CAPE TOWN



Cape Town is known as the “Mother City” of South Africa, and provides a beautiful and vibrant home to its inhabitants as well as to some of the most diverse plant and animal life in the world. Table Mountain is the city’s icon, providing a statuesque backdrop to the city’s buzz and hum.

The city is bordered by the Atlantic ocean to the west, mountains to the east and north, and Table Mountain to the south. Landmark beaches, V&A Waterfront, Cape Town city centre and the award winning wine farms of Stellenbosch and Franschhoek – make time spent there memorable.

Cape Town is considered to be the most beautiful city in Africa. Its character results from the cultural mix of Indonesian, French, Dutch, British and German settlers, the local Khoisan (Bushman and Hottentot) tribes, and the Bantu tribes from the north.

September is Spring in Cape Town. Days are a pleasant temperature, cooling towards evening, but often more enjoyable for visitors not accustomed to the heat. In Spring the famous West coast flowers put on a dazzling display of colour and whale watching is at its best. In autumn, the colours of the many vineyards in the Constantia valley and Stellenbosch are a beautiful sight.

Cape Town .. a city that rarely sleeps, which once visited is difficult to forget.



PRE AND POST TOURS

“BIG 5” Reasons to visit South Africa

- South Africa has some of the most famous wildlife reserves in the world that one can visit during a tour.
- The combination - wildlife, nature, sightseeing, history and cultures, makes South Africa a truly unique destination to tour.
- South Africa is still a good value for money destination.
- On average South Africa has one of the most favourable climates in the world.
- On a tour to South Africa, visitors are amazed at the hospitality.

The Self Drive or FIT

(Flexible Individual Travel) tour option is one of the most cost-effective ways to tour this fascinating region of Southern Africa. Tour South Africa and the region at your own pace with a large degree of flexibility. You can choose the type of car for hire, the standard of the accommodation, the time of the year to visit, the duration of your self drive tour, which regions and most importantly, you can select a tour itinerary that fulfills your personal interests. A tour that can include - wildlife, nature, culture, history, sightseeing, bathing, sport, adventure or just a little bit of everything.

www.selfdrivesa.com

Experience special Cape Town attractions

Like Table Mountain, the V&A Waterfront and Cape Point.

Taste wine in the beautiful Cape Winelands, enjoy scenic drives and meet people on a spectacular golf tour. Get active with adventure sports; dive with great white sharks, bungee jump the highest commercial jump in the world or experience the thrill of paragliding over stunning landscapes. Explore the outdoors, be it hiking, sailing, running, surfing or dolphin and whale watching. Tickle your taste buds at Cape Town and Western Cape restaurants where worldly flavours combine with African ingenuity to create unique taste sensations.

www.tourismcapetown.co.za

Bok Bus

Has been in operation since 1999 & offers affordable Garden Route Tours from Cape Town. This 5 day, 4 night all inclusive adventure tour is perfect for backpackers, professionals and those young at heart who wish to see and explore the best the Garden Route has to offer!

Bok Bus also has a range of other short tours as well as a cultural township experience to ensure that you take home the best of South Africa, its people and wildlife!

www.bokbus.com

South Africa Day Trips and Site-seeing - Excursions

To the hottest attractions and destinations in the country. One of the most frequently visited tourist attractions in South Africa is Robben Island, where past-president Nelson Mandela spent almost 20 years as a political prisoner.

www.sa-venues.com

World Meat Congress Registration Form

Personal Information

Title	_____	Other	_____
Last Name	_____	First Name	_____
Organisation	_____	Position	_____
Address	_____		
Suburb	_____		
State	_____	Country	_____
Zip/Post Code	_____		

Contact Details

Business Tel	_____	Fax	_____
Mobile	_____	Home Tel	_____
Email	_____ (Please Ensure Your E-Mail is Valid)		
Preferred Badge Name	_____		

Role at Congress Delegate Speaker Exhibitor Sponsor Committee Chair

Native Language? _____

(Simultaneous interpretation will be provided at the Congress based on Demand)

Are you a member of the International Meat Secretariat? Yes No

Registration Fees (R9,500)

IMS Member	Non IMS Member	IMS Members Late Registration (After 31 May 2008)
R9,500	R11,000	R10,000

Please indicate if you will be attending the following meetings on Monday 8 September 2008.

(Please note that no catering will be provided on this day)

Food and beverages will be available for purchase from the convention centre catering facilities

Sheep Committee Meeting	8:00AM - 10:00AM	<input type="checkbox"/> Yes <input type="checkbox"/> No
Pork Committee Meeting	10:30AM - 13:00PM	<input type="checkbox"/> Yes <input type="checkbox"/> No
Beef Committee Meeting	13:30PM - 15:30PM	<input type="checkbox"/> Yes <input type="checkbox"/> No
IMS General Assembly	16:00PM - 18:00PM	<input type="checkbox"/> Yes <input type="checkbox"/> No

Inclusive Social Functions (For catering purposes, please indicate if attending)

Welcome Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Cultural Evening	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Other Social Functions

Gala Dinner 10 September 2008 @ R800 Yes No

Additional Tickets (If you would like to purchase additional tickets for partners or guests please indicate below)

Welcome Reception	8 September 2008	_____ @ R475 Each
Cultural Evening	9 September 2008	_____ @ R475 Each
Gala Dinner	10 September 2008	_____ @ R800 Each

Guest Name(s): _____

Please indicate if you have special dietary requirements _____

Please indicate if your guest/s have special dietary requirements _____

GENERAL INFORMATION



Congress venue

Cape Town International Convention Centre
Convention Square,
1 Lower Long Street, Cape Town 8001, South Africa
Tel: +27(0)21 410 5000 Fax: +27(0)21 410 5001
Web: www.cticc.co.za

Visiting Cape Town

For more information about Cape Town,
visit the Cape Town Tourism website
www.tourismcapetown.co.za

Visiting South Africa

For more information about tourism in South Africa
visit the official South African website
www.southafrica.net

Registration information

Please read the following information before completing
the registration form.

Registration should be made online.

Please go to www.worldmeatcongress2008.co.za

Congress registration forms may also be faxed to
+27 12 361 6004.

Congress fees

	EARLY BIRD (by 31 May 2008)	REGULAR (after 31 May 2008)
Members	9 500 Rand	10 000 Rand
Non-members	11 000 Rand	11 000 Rand
Gala Dinner	800 Rand	

Accommodation

Hotel reservation for the Congress should be booked
separately through the Congress website:

www.worldmeatcongress2008.co.za

Attractive room rates have been negotiated with some
of the best hotels in South Africa, all near the Cape
town international Convention Centre? Reserve your
accommodation today !

Entitlements

The Congress registration fee entitles delegates to the
following:

- Attendance at all Congress Sessions
- Morning and afternoon tea/coffee and lunch
on Tuesday 9 September and Wednesday 10
September (please note that catering is not
provided on Monday 8 September for IMS
Sheepmeat, Pork and Beef committees or
General Assembly. Food and beverages will be
available for purchase from the Convention
Center catering facilities).
- Welcome Reception on Monday 8 September
- Cultural evening on Tuesday 9 September
- Delegate satchel
- Congress handbook and programme.

Acknowledgement of registration

All registrations will be acknowledged by email with
confirmation of delegate requirements according to the
submitted registration form and upon receipt of full
payment. The registration form attached acts as a tax
invoice.

Payment

Please note all prices are in South African Rand.

Cancellations and refunds

Cancellations received in writing by Friday 8 August 2008
will be accepted and fees refunded less administration
fee. Cancellations after this date cannot be accepted,
however transfer of registration to another person
will be accepted. All cancellations must be notified in
writing to the Congress office by email to:
ceo@samic.co.za or Fax +27 12 361 6004

Registration and information desk

The registration and information desk at the Cape Town
International Convention Centre will operate during
the following hours.

Registration desk hours

Monday 8: 7:00am – 5:00pm

Tuesday/Wednesday: 7:00am – 5:00pm

Name badges

All delegates will receive a name badge upon registration.
This badge is the official pass and must be worn to
obtain entry to all congress sessions, social events and
associated activities.

Insurance

Registration fees do not include personal travel or health
insurance of any kind. It is strongly recommended that
when registering for the congress and booking travel
that delegates make arrangements for appropriate
travel and health insurance. The organising committee
and the congress office do not take responsibility for
any delegate failing to insure.

Transport from Cape Town Airport

The Cape Town International Conference centre is
20 km from the airport, and the hotels listed in the
accommodation section will provide transport from the
airport.

Industry Tours

Cape AgriTours specializes in organizing agricultural,
technical and scientific tours www.capeagritours.co.za