World Pork Conference 2019

Draft Program

Dates: Sept. 25-26, 2019
Venue: Crystal Hall 5F, Century City International Convention Center · Chengdu, China
Theme: Modernization of the Global Pork Industry - Scientific, Healthy, Stable and Sustainable Development

On-site Registration	
Sept. 24 10:00-18:00 **Sept. 25 08:00-09:00**	**Venue:** Entrance of Crystal Hall 5F, Century City International Convention Center
Day 1 September 25, 2019 Wednesday **Morning Session** Crystal Hall 5F, Century City International Convention Center	
09:00-09:30	**Opening Ceremony** **Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)** Opening Remarks from • the Chinese Authorities (MOARA **tbc*) • Leonardo Sarquís, Minister, Ministry of Agribusiness of Province of Buenos Aires, Argentina • Guillaume Roué, President, International Meat Secretariat (IMS) • Li Shuilong, President of China Meat Association (CMA) and Vice President of International Meat Secretariat (IMS) • MA Xiangjie, President, He'nan Shuanghui Investment & Development Co., Ltd.
09:30-12:10	**I. Global Meat Trade Policies (policies and measures adopted by countries to modernize the pork industry)** Modernization of the pork industry is of Paramount importance to all pork producers. This session will illustrate the fundamental changes in the world pork industry through a series of cases.
09:30-10:30	**Keynote Presentations**
09:30-09:45	***Development Status and Management Policy of the Chinese Pork Industry*** - KONG Liang, Deputy Director of Bureau of Animal Husbandry and Veterinary, Representative from Ministry of Agriculture and Rural Affairs, P.R.China (MOARA)
09:45-10:00	***Development Status and Management Policy of the Chinese Meat Trade*** - Representative from the Bureau of Import and Export Food Safety, General Administration of Customs, P.R.China (GACC) *tbc
10:00-10:15	***Current Situation and Management Policy of Meat Food Safety in China*** - MA Chunliang, Director of Department of Food Production Safety Supervision, State Administration for Market Regulation, P.R.China (SAMR)

10:15-10:30	***Interpretation of Relevant Policies on the Transformation and Development of the Food Safety, Nutrition and Health Industry in the New Era*** - ZHANG Zhiqiang, Deputy Director of Department of Food Safety Standards, Risk Surveillance and Assessment, National Health Commission, P.R.China
10:30-10:50	**Coffee Break**
10:50-12:10	**Panel Discussion**: **Regionalization of Trade with Respect to ASF** **Chair: Guillaume ROUÉ, President, International Meat Secretariat (IMS)** **Panelists:** • Representative from MOARA (**tbc*) • Global Perspective: Juan Lubroth, CVO of FAO • Hirofumi Kugita, OIE Asia Representative • Christine Middlemiss, CVO of UK • Charles Martins Ferreira, Deputy CVO of France • Philippe Houdart, Deputy CVO of Belgium
12:10-12:25	**Q&A**
12:25-13:25	**Lunch** Sphere Coffee, 1F Holiday Inn Chengdu Century City
Afternoon Session, Sept. 25, 2019 Crystal Hall 5F, Century City International Convention Center	
13:30-17:50	**Session II. The Positive Role that the Science and Technology Played to the Development of Global Pork Industry** – The positive impact of the development of breeding technology and production technology of the world pork industry to its modernization process. **Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)** This session will have an in-depth discussion and exchange of modern technologies and measures applied in breeding, husbandry, feed, pollution prevention and control, slaughtering and processing machinery and equipment, processing technology, food safety (inspection, quarantine technology, traceability system, etc.), packaging materials, additives and ingredients, cold chain logistics and other aspects.
13:30-13:50	***Brand Cultivation and Consumption Upgrading of the Chinese Black Pig Sector*** - WANG Xiaohong, Deputy Director, Institute of Food and Nutrition Development, MOARA
13:50-14:10	***Using Biological Detection Technology to Ensure the Meat Safety*** - Representative from Nanjing NewHunter Testing Technology Co., Ltd.
14:10-14:30	***Industry 4.0 - Digitalization in the meat industry: Best practice solutions for pig classification, data integration, traceability, picking, ecommerce and more*** - Dr. Klemens van Betteray, Vice President, CSB-System AG
14:30-14:50	***The Present Situation and Development Trend of the Meat Packing Sector*** - Representative from Sealed Air China
14:50-15:10	***Construction of Meat Import and Export Trade Service System*** - Representative from Administration Committee, Dongjiang Free Trade Port Zone of Tianjin / Dongjiang Chamber of Commerce
15:10-15:30	**Coffee Break**
Chair: Mick Sloyan, Advisor to IMS Executive Council	
15:30-15:50	**The Economic Impact *of Animal Disease on the Global Meat Market*** - Erin Borror, USMEF, USA

15:50-17:10	**Panel Discussion I: The Economic Impact of ASF on the World Meat Market** **Panelists:** • CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA) • Didier Delzescaux, Director of INAPORC, France • Carme Aledo Escandell, Head of International, FECIC, Spain • ZHENG Simin, Chairwoman, Delisi Group, China
17:10-17:25	**Q&A**
17:25-18:30	**Panel Discussion II: Technical Promotion Facilitate the Development Progress of Global Pork Industry** **Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)** **Panelists:** • Wens Foodstuff Group Co., Ltd. (Pig husbandry Sector), China • He'nan Shuanghui Investment & Development Co., Ltd. (Pig Slaughtering Sector), China • Sichuan Maple Leaf Pasture Food Co., Ltd. (Pork Processing Sector), China • Jiangsu Shuangyu Food Co., Ltd. (Pork Processing Sector), China • ZhongAn Biotechnology Feed Co., Ltd. (Feed Sector), China
18:30-18:45	**Q&A**
19:00-20:30	**The Night of Delisi – Welcome Dinner (Crystal Hall 5F)**

Day 2 September 26, 2019 Thursday	
09:00-09:50	**Attend the Opening Ceremony of The 17th China International Meat Industry Exhibition 2019 and visit the exhibition** **Venue:** Chengdu Century City New International Exhibition and Convention Center
Morning Session Crystal Hall 5F, Century City International Convention Center	
10:00-12:00	**Session III. Global Pork Consumption Habits, Cutting Standards and Trade Cooperation and Development** **Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)** Experts and representatives from different countries and regions are invited to introduce the characteristics and habits of pork consumption in their countries and regions, as well as the production standards for pork cuts, and discuss how to strengthen cooperation in the global pork trade.
10:00-10:20	***Present Situation and Development Trend f Pork Production and Consumption In China*** - GAO Guan, Vice President, China Meat Association (CMA)
10:20-10:40	***Present Situation and Development Trend of the Global Pork Production and Consumption*** - Rupert Claxton, GIRA
10:40-11:00	**Coffee Break**
11:00-12:20	**Panel Discussion: The Development Trend of the Global Pork Production and Consumption** **Chair: Phil Hadley, International Market Development Director, Agriculture & Horticulture Development Board of UK (AHDB)** **Panelists:** • Søren Tinggaard, Danish Crown, Denmark • Jos Goebbels, President, Dutch Meat Association (COV), The Netherlands

	• Heriberto Hernández Cardenas, CEO of OPORPA (Organizacion de Porcicultores del Pais), Mexico • FAN Hongwang, Vice President, Linyi Xincheng Jinluo Meat Products Group Co., Ltd., China • WANG Wei, Professor of Chengdu University and President of Sichuan Meat Industry Technology Research Institute
12:20-12:30	**Q&A**
12:30-13:25	**Lunch** Sphere Coffee, 1F Holiday Inn Chengdu Century City
13:30-15:20	**Session IV. Actively Meet the Challenges and Strive for a Better Future** **Chair: Frans van Dongen, Director International Affairs, Dutch Meat Association (COV)** This session will discuss how to build and improve the pork industry chain and how to face more and more challenges, including animal diseases, food safety, environmental protection, animal welfare, trade policy changes and other related issues.
13:30-13:50	***Strengthen the disease prevention and control to ensure the food safety, food security and supply*** - Hirofumi Kugita, OIE Asia Representative
13:50-15:20	**Panel Discussion I: Food safety, meat consumption** **Panelists:** • Susan Backus, NAMI, USA • Oliver Thelen, Deputy Managing Director, QS Qualitat und Sicherheit GmbH, Germany • Representative from Beijing Er Shang Group Co., Ltd. • Representative from China Resources Ng Fung Limited
15:20-15:35	**Q&A**
15:35-15:55	**Coffee Break**
15:55-16:05	**Chair: GAO Guan, Vice President, China Meat Association (CMA)** **Sustainable Development of The Global Pork Industry** - Hsin Huang, Secretary General, International Meat Secretariat (IMS)
16:05-17:45	**Panel Discussion II: The Future of the Global Pork Industry** **Panelists:** • Heather Channon, GM, Research and Innovation, Australian Pork Limited (APL), Australia • Joe Burke, Senior Manager for Meat, Bord Bia, Ireland • Representative from WWF China (**tbc*) • Ma Jie, General Manager, Wuxi Tianpeng Vegetable Basket Project Co., Ltd., China • Representative from Sichuan Goldkinn Foods Co., Ltd., China
17:45-18:00	**Q&A**
18:00-18:10	**Conference Conclusion** - Guillaume Roué, President, International Meat Secretariat (IMS) - Li Shuilong, President of China Meat Association (CMA)
18:30-21:00	**Gala Dinner** 1F, Shunxing Old Tea House