

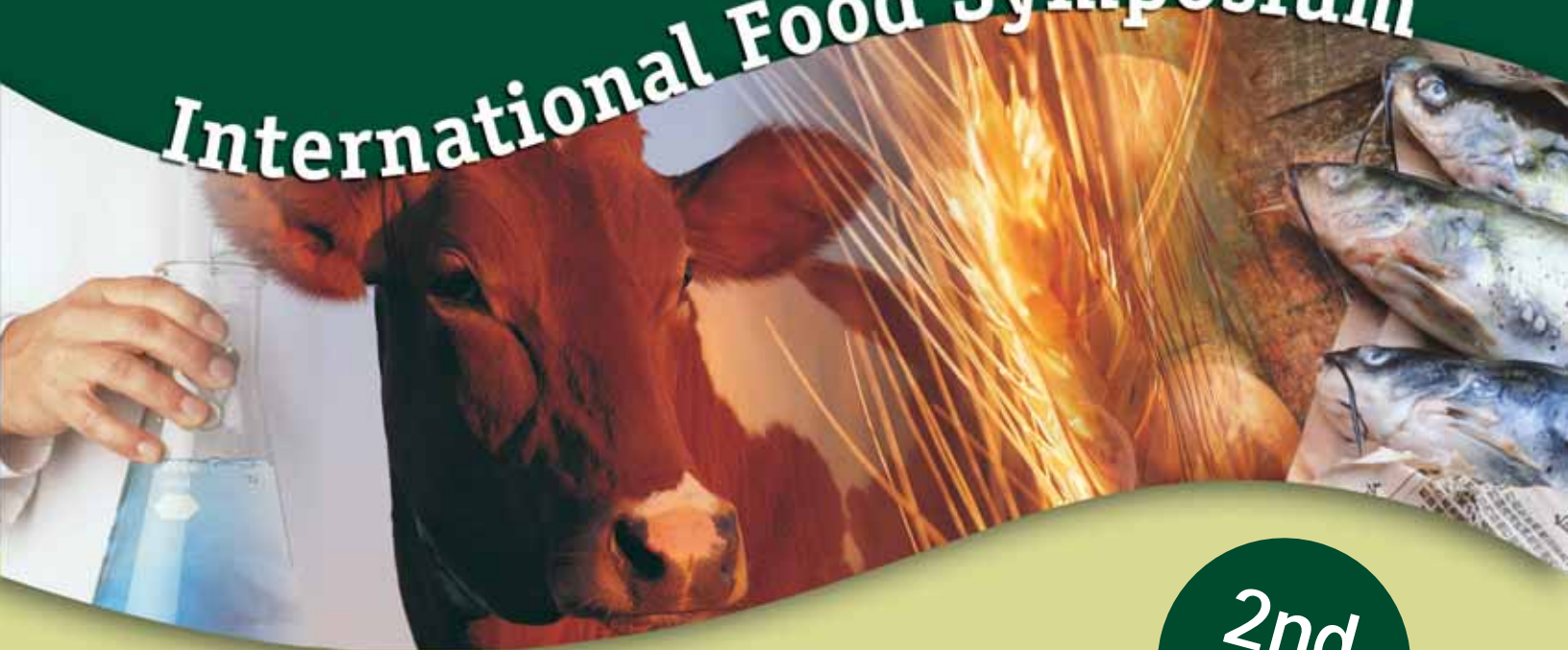
March 10th & 11th, 2005
The Sheraton Suites Hotel
Calgary, Alberta, Canada



Bayer CropScience

Official Sponsor

International Food Symposium



2nd
Annual

From Commodities to Consumer Products: Moving Agri-food to R&D Driven Nutrition, Health & Wellness

- Assessing the New Market Opportunities for Nutrition, Health & Wellness
- Delivering Value-Added Solutions in New & Emerging Markets – Understanding Threats and Evaluating Opportunities
- Global Consumer Food Trends: What You Need to Know and how it is Impacting Your Business!
- Understanding new Agrotechnologies and Food Innovations: What can be adopted from other markets?
- Sustainable Value-Creation in the Food Chain: Understanding the Transition Process

THE INNOVATORS

“Learn about cutting-edge innovation initiatives, value-added strategies, and emerging market opportunities from these leading global regions:”



The processed food and beverage industry is Australia's largest manufacturing industry and about 22% of these products are exported. The processed food industry is one of only two Australian manufacturing sectors that are net exporters. Government and the food industry are combining forces in Australia to make their country a significant global player by 2007. Keep a watch on Australia!



Brazil is the world's sixth most populous country, the largest country in South America, and one of the world's major agricultural producers and exporters. Brazil is the world's second leading exporter of soybeans, soymeal, and soyoil. It is also the world's largest exporter of coffee and orange juice, and a major exporter of poultry and sugar.



Denmark has a large and sophisticated export-orientated food industry, a well-developed retail sector and the presence of many of the larger international food giants, such as Nestle, Unilever and Kraft Food. The Danish market for packaged food is highly competitive thus making the Danes important world players in the food industry with a population base of just over 5 million people!



The Netherlands is home to some of the world's most famous and successful food and beverage companies (Think Unilever and Heineken!). The Netherlands is the world's third largest exporter of agricultural produce. 10% of the country's GNP is generated from the agri-food industry. The Netherlands invests the most per capita in food R&D in the world and Human Capital is a key strength!



The Skane Region accounts for a third of Swedish agricultural production. Forty-five percent of the turnover of the Swedish food industry, including packaging and equipment, is related to companies in Skane. Many Global food companies are located in the area along with Swedish and Nordic companies – such as Skane Dairy – as well as Scandinavia's largest centre for Agri-Food research!



The UK is a global leader in food retailing, food branding and in the ready-to-eat meal market. British food retailers like Sainsbury's, Tesco and Marks & Spencer are at the top of the league. The British are the biggest consumers of ready meals in Europe. Around £1.9 billion was spent on the meals in the UK last year – double the amount spent by the French and six times more than in Spain.



Economic change and market dynamics have fundamentally altered the structure and performance of agricultural markets in the United States, Canada, and Mexico within the last 25 years. Many factors have helped shape the current North American food and fiber system, including technological change, domestic farm policies, international trade agreements, and the economic forces of supply and demand. Learn about the shifting dynamics of agri-trade and how to spot emerging business opportunities between these two trading giants!

“No-One buys a Boat Load of Commodities in the 21st Century!” Develop Value-Added Strategies! Which dynamic Agri-Food markets are leading the pack?

We have leading experts coming from Australia, Brazil, Canada, Denmark, Germany, Sweden, The Netherlands, United Kingdom and the USA to participate in this year's event. The Symposium will offer direct access to a large knowledge base and network of experts from around the world! The symposium will focus on global food and commodity trends, successful value-added case studies and examining future consumer trends regarding diet, health and nutrition. “Don't miss this opportunity to learn & network with global players!”

HEAR FROM OUR PANEL OF GLOBAL EXPERTS INCLUDING:

Dr. Peter Jones, Professor, School of Dietetics and Human Nutrition, McGill University, Montreal, Canada

Dr. David Hughes, Professor of Agribusiness & Food Marketing, Department of Agricultural Sciences, Imperial College Wye, England

Mr. Wim Tacken, Agricultural Counselor, Royal Netherlands Embassy (Washington D.C.)

Dr. Huug Devries, Director of Strategy and Commercial Affairs, Agrotechnology & Food Innovations, Wageningen University (The Netherlands)

Mr. Darcy Fitzgerald, General Manager, Alberta Livestock Industry Development Fund

Dr. Peter Olesen, Executive Vice President, Research & Development, Chr. Hansen A/S, Copenhagen, Denmark

Mr. John Dean, Market Development, Agricore United, (Winnipeg)

Mr. Rolf Bjerndell, Chief Executive Officer, Skåne Dairy (Sweden)

Ms Kelley C. Fitzpatrick, Coordinator, Flax Canada 2015

Mr. Ross Allan, General Manager, Trade, National Food Industry Strategy Ltd. Australia (tbc)

Dr. Manfred Kern, Head of Bayer CropScience Technology Communication, Monheim, Germany

Also, hear about dynamic initiatives featuring speakers from Bayer CropScience, University of São Paulo, Brazil, The Alberta Agriculture Innovation Strategy as well as experiencing a multitude of hands-on case studies!

WHO SHOULD ATTEND?

- Senior management/owners of global, national and regional food retail and food processing companies
- Senior management and directors of various food commodity groups
- Senior managers from biotechnology, crop science and crop protection companies
- Senior researchers and business development managers involved in functional foods and nutraceuticals.
- Primary producers involved in agricultural production
- Academics in food and agricultural research, agricultural economics and food safety research programs
- Senior managers and directors from food industry associations
- Government regulators, researchers and policy consultants



REGISTER TODAY!

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WHY YOU NEED TO KNOW!

It is imperative that the agri-food and food industry continually updates their knowledge base of global food and agri-food trends. World events, global trade issues, expanding global markets, increased competition, corporate consolidation and better informed and assertive health conscious consumers are changing global food markets.

To be competitive in a global industry it is important to understand the “big picture” and to be aware of what global forces are impacting on the marketplace. The International Food Symposium will bring together the key players and big thinkers from around the world for two days in Calgary to connect, share and learn from each other.

WHAT IS THE INNOVATORS GLOBAL NETWORK?

The Innovators Ltd. “Global Network” is an international research forum for senior executives and professionals involved in Knowledge-Based life sciences organizations. We connect like-minded executives from around the world to share, learn, discuss and exchange ideas and information about key issues and challenges in global Agri-Food and food industries. Our “Global Network” connects you with innovative business and academic leaders as well as dynamic markets around the world!

“Connecting Smart People with a Smart World!”

“The Innovators would like to thank our Partners”



INTERNATIONAL FOOD SYMPOSIUM

March 10th & 11th, 2005
Sheraton Suites Eau Claire Market
Calgary, AB, Canada



FAX BACK 403-705-1228

Or register now by contacting:

Colin Foran
The Innovators
Tel: 403-215-4545
E-mail: colin@theinnovators.net

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Conference Package

Includes the International Food Symposium program plus two breakfasts, two lunches, gala reception, conference material and post event CD-ROM of proceedings.

CAN \$795.00 + GST = \$850.65

EUR 500.00

GBP 350.00

US\$ 650.00

Registration

You are considered registered with the receipt by The Innovators of your faxed, on-line or mailed registration. Registration must be received on or before March 7, 2005. After this date, please call for space availability.

You may pay by VISA, MC or cheque. Cheques should be made payable to The Innovators Ltd. and sent to:

The Innovators Ltd.

1400, 505 3rd St. SW
Calgary, AB
Canada T2P 3E6

Payment Confirmation

Attendees will receive written confirmation of payment from The Innovators.

Cancellation Policy

Notification of cancellation must be submitted in writing. Cancellations received by March 1, 2005, will be refunded minus a \$75 administrative fee. It is regretted that for cancellations after this date or for no-shows at the symposium, the full registration fee will be charged.