



IBO Summit 2014

RIU Guadalajara Plaza Hotel
Tuesday, March 11th

07:00 - 08:15	Accreditation and Registration
08:15 - 08:30	Opening

08:30 - 09:15	"U&A Survey" of blueberries in USA Speaker: Parm Bains - USHB 's President
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09:15 - 10:00	Blueberry Variety Update Speaker: Chad Finn - Research Geneticist (Plants), Agricultural Research Service USDA
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10:00 - 10:45	Blueberries in Mexico- A story of Engagement Speaker: Inés Masallach Armijo - Marketing Director, Imalinx
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10:45 - 11:00	Coffee Break
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11:00 - 11:45	Portugal, situation of his blueberry industry - Challenges and Opportunities Speaker: Sofia Freitas - AGIM Coordinator - Innovation Management Association of Sever do Vouga for AGIM - Association for small fruits and business innovation
11:45 - 12:30	An international perspective for the Mexican berry sector: the government view Speaker: Raúl Urteaga Trani - general coordinator of international Affairs at SAGARPA

12:30 - 13:10	Country Presentations Australia Speaker: Peter McPherson - Treasurer Australian Blueberry Growers Association United States Speaker: Cort Brazelton - Business Development & International Business - Fall Creek Farm and Nursery Inc. UK Speaker: Stephen Taylor - Managing director - Winterwood Farms Ltd. Poland Speaker: Stephen Taylor - Managing director - Winterwood Farms Ltd.
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13:15 - 14:15	LUNCH
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14:20 – 14:50

Korean blueberry market

Speaker: CS Rim - Very Berry Korea

14:50 – 16:30

Country Presentations (continuation)

South Africa

Speaker: Trevor McKenzie – President of South African Blueberry Growers Association – President of Eurafruit South Africa

Canada

Speaker: Debbie Etsell – Executive director – BC Blueberry Council

Argentina

Speaker: Carlos Stabile –Project Manager Extraberries Argentina – Representative of Argentina Blueberry Committee

Uruguay

Speaker: Carlos Stabile - Representative of Argentina Blueberry Committee

New Zealand

Speaker: Greg Furniss – Director Blueberry Country and BBC Technologies

Chile

Speaker: Andres Armstrong - Executive Director – Chilean Blueberry Committee

Peru

Speaker: Miguel Bentin – President – Valle y Pampa Peru

China

Speaker: Jerome Chen Jianhua – Business Development Directo – JoyVio

Japan

Speaker: Charles Mainland - NABC

16:30 – 17:00

Coffee Break

17:00 – 18:00

Round table: Establishment, production and potential of blueberries in Mexico

Perspectives of researchers and producers on blueberries

Speakers:

Cort Brazelton - Business Development & International Business Fall Creek,
Brian Castel - Planning Manager for Blueberries in the Americas Driscoll's
Matt Blechman - Blueberries Director for RAC
Francisco Ortiz – Main partner Berries Paradise
Sergio Vargas – Partner Berries Paradise

Moderator:

Mario Steta, Driscoll ´s Director Mexico and Aneberries´ Secretary

18:00 – 18:15

Thanks and conclusions of the event
