



VII DAIRY OLYMPICS



GLOBAL LOCALISATION

BAKU, AZERBAIJAN
JUMEIRAH BILGAH BEACH HOTEL



2016 MAY 23-26

VII ANNUAL SUMMER DAIRY OLYMPICS

IV SUMMER DAIRY SUMMIT

II INTERNATIONAL CHEESE FORUM



GLOBAL LOCALIZATION

During the last two years the international dairy market experienced significant changes.

Always growing and inspiring optimism from the side of exporting countries, starting from the second half of 2014 the dairy market reached the phase of stagnation and even depression. The main synergistic effect had several factors which almost stratified against each other:

- Significant and long-term decrease of whole milk powder import by China;
- Russian ban on import of dairy products;
- EU raw milk production quotas abolition.

As a result the global market faces milk excess, what causes fears from the side of almost all exporting countries. Reduction or stoppage of import to the largest importing markets leads to the growth of their own production potential. In particular China within the last years obtains a new level of domestic production – not only on its own territory, but also abroad – in USA, New Zealand, Europe, Russia, Middle East. Russia having banned import of milk gave a blank check to local producers.

Alongside with this milk production and processing grows in those regions which used to play backseat on the global dairy market – former USSR countries, South American and a number of African countries got a new market represented by Russia which may secure them a status of exporter in the future.

Enlargement of own consumption and output, as well as geo-economical relations make the global dairy market more local.

- What awaits the dairy market in the short- and long term?
- Will the global demand for milk continue growing?
- Are former importers able to become exporters in the future?
- How will structural change of nutrition and world overpopulation influence the global demand for milk in the future?

For these and many other questions will answer experts of IV Summer Dairy Summit and II International Cheese Forum which will take place on 22-26 May 2016 in Azerbaïdzhan at VIII Dairy Olympics.

THE DAIRYNEWS

Daily News of Dairy Market

ORGANIZER

The DairyNews is the largest in Russia news media devoted to the dairy market and one of the biggest dairy media globally. The DairyNews is an authoritative and independent mass media which publishes dozens of news about situation on the dairy market in Russia and in the world on a daily basis.

The amount of readers who get the weekly newsletter exceeds 4 thousand. Beginning from 2013 The DairyNews publishes the most important news not only in Russian, but also in English. Starting from 2015 a daily newsfeed in English is available for readers via newsletter – the amount of subscribers from abroad reached 1 thousand people.

The DairyNews editorial staff keeps to principles of transparency, availability and independency – all information on dairy farming and dairy industry, as well companies' – market participants' news is always fully available and free for readers.

Starting from 2014 an independent analytical platform is developing within The DairyNews - Center for the Study of Dairy Market of The DairyNews. Key analytical products of the Center are: 1. Dairy Map of Russia, which accumulates up to date daily updated information on Russian dairy market companies. 2. Milk Deficiency Map – annual analytical product designed to detect the level of milk self-sufficiency in Russian

Federation regions. 3. Bulletin "Russian Dairy Industry" – an analytical manual based on official statistics of departmental bodies and data from corporate data source.

The DairyNews – is an organizer of the most important events of the Russian dairy market; among them are: Annual Summer Dairy Summit and All-Russian Rally "Way for Milk". The DairyNews has also produced a number of informational learning platforms for education and exchange of experience between Russian and foreign practical trainings – Silage School, Young Stock School, Health School, a series of seminars "How to Build a Dairy Plant".

The DairyNews is an internationally recognized expert of the dairy market; it is a partner or member of such international organizations and events like IDF, IFCN, WDS, EuroTier, MilkPoint, etc.

The mass media registration certificate number: FS № 77-61920

<http://www.dairynews.ru>

<http://www.dairynews.com.ua>



KIESELMANN

PERL SPONSOR

Over the 75-year history the company Kieselmann has achieved a leading position in the production of process fittings and plants of stainless steel for the food, chemical and pharmaceutical industry as well as biotechnology.

Today the group works in different complement each other business segments. Offered by Kieselmann component parts and valve products as well as control elements take their place in the segment of food equipment.

The company was founded by Paul Kieselmann in 1937 by launching the production of rustproof fittings. Today the company's products and services are supplied all over the world including China and India. Currently Kieselmann has more than 25 representative offices worldwide. <http://www.kieselmann.ru/products/>

SUPPORT



Ministry of Agriculture of the Republic of Azerbaïdzhan



Russian Federation State Duma Committee on Agriculture



Commission on the Agricultural Sector and Development of Rural Areas of Russian Federation Civic Chamber

VIII DAIRY OLYMPICS

23-26 MAY 2016



Day	Time	Programme
23 May	during the day	Arrival of the participants. Meeting at the airport. Accommodation. Sports Welcome-cocktail
24 May	9.00 - 15.30	GLOBAL LOCALIZATION - IV Summer Dairy Summit (Hall A) Plenary session - Reorganization of the global dairy market Plenary session - Struggle for fat and protein. Global perspectives of the dairy market ... or their absence
	9.00-13.00	Practical seminars (Hall B) Feed production! Role and impact on the profitability. Young calves growing. How and what to feed a cow with?
	16.00 - 19.00	Sports
25 May	9.00 - 14.00	II International Cheese Forum (Hall A) Russia's place on the global cheese market
	9.00-14.00	Practical seminars (Hall B) Genetics! What is tomorrow? Transit! Routine or art. How to become successful within a year?
	15.30 - 18.00	<u>Technical tour</u> <u>Social tours</u>
	19.00 - 22.00	Gala-Dinner
26 мая	9.00 - 14.30	<u>Technical tour</u> <u>Social tours</u>
	throughout the day	End of IV Summer Dairy Summit Departure

Invited experts



Heydar Asadov
Minister of Agriculture of
the Republic of
Azerbaijan



**Arkady
Ponomarev,**
Russian Federation State
Duma Deputy, owner of
Molvest Co.



**Marcelo Pereira de
Carvalho,**
MilkPoint General Director
(Brazil)



Eugenia Uvarkina,
Chairman of the Commission
on the Agricultural Sector at
the Public Chamber (PC)
under the Russian Federation
President, Head of TRIO
Group.



Martin Fejk
Tetra Pak Global Marketing
Leader (Sweden)



Kevin Bellamy,
Senior Global Dairy Analyst
for Rabobank
(Netherlands)



Mika Koskinen,
Vice-President of Valio Oy
(Finland)



**Vadim
Chagarovsky,**
Chairman of the Board of
the Ukrainian Union of
Dairy Enterprises



**Veronique
Aguera,**
Analyst of Gira Research
Institute (France)



**Michael
Mishchenko,**
Leader of The Dairy Market
Research Center



24 MAY 2016

9.00-15.30



IV SUMMER DAIRY SUMMIT. PROGRAM

DAY 1. 24 MAY 2016

GLOBAL LOCALIZATION

Session I. Reorganization of the global dairy market

- 1 Welcome speech of the Minister of Agriculture of Azerbaidzhan
- 2 Global localization. Supply and demand on the global dairy market. Situation on the international market
- 3 Stealing of Europe. Current situation and forecasts for the nearest 10 years
- 4 India – China. Key threat for exporting countries
- 5 Russian embargo, its influence on the domestic and global dairy markets
- 6 USA. Export potential and main directions of US dairy trade
- 7 Ukraine. To find new trading areas or die
- 8 Azerbaidzhan dairy market review. Can Azerbaidzhan become a dairy exporter?

Invited speakers:

Heydar Asadov, Minister of Agriculture of the Republic of Azerbaidzhan

Marcelo Pereira de Carvalho, MilkPoint General Director (Brazil)

Martin Fejk, Tetra Pak Global Marketing Leader (Sweden)

Vadim Chagarovsky, Chairman of the Board of the Ukrainian Union of Dairy Enterprises

Michael Mishchenko, The DairyNews Chief Editor

Yevgenia Uvarkina, Chairman of the Commission on the Agricultural Sector at the Public Chamber (PC) under the Russian Federation President, OOO TRIO Head (Russia)

Arkady Ponomarev, State Duma Deputy



IV SUMMER DAIRY SUMMIT. PROGRAM

DAY 1. 24 MAY 2016

GLOBAL LOCALIZATION

Session II. Struggle for fat and protein. Global perspectives of the dairy market ... or their absence

- 1 Up or down? Forecast of the global dairy market development before 2050. Will the milk production grow or drop?
- 2 Water, soil, population. Factors able to impact the growth of milk production in the world
- 3 Vegetable fat and protein – destiny of the global food industry
- 4 Russia – territory of maximum capacity for milk production growth. Investment attractiveness of Russian regions from the perspective of global dairy market development
- 5 New exporters. Which countries may become exporters and how will it impact the global dairy market

Invited speakers:

Kevin Bellamy, Senior Global Dairy Analyst for Rabobank (Netherlands)

Benoit Rouyer, Leading Analyst of CNIEL (France)

Vladimir Volik, Deputy Director of the Department of Agriculture of RF Ministry of Agriculture

Tan Sri Datuk Dr Yusof Basiron, Chief Executive Officer of the Malaysian Palm Oil Council (MPOC)

Eugeniy Lyashenko, EFKO General Director (Russia)

Stefan Perevalov, General Director of the Agribusiness Development Agency of Kaluga Region (Russia)

Andrey Yarmak, Economist (TCIN) at FAO



БЕЛАЯ
НЕФТЬ

II INTERNATIONAL CHEESE FORUM

25.05.2016

Jumeirah

25 MAY 2016

9.00-14.00

Conference Hall




KIESELMANN

IV SUMMER DAIRY SUMMIT. PROGRAM

DAY 1. 24 MAY 2016

II INTERNATIONAL CHEESE FORUM

Russia's place on the global cheese market

- 1 Global cheese market review. Current situation
- 2 Global mozzarella market
- 3 Processed cheese market analysis
- 4 Who wants cheese? Restructuring of the global cheese consumption. New markets and new exporters
- 5 Prospects of the global cheese market development before 2050
- 6 Positive and negative influence of milk fat substitution on global cheese industry

Invited speakers:

[Mika Koskinen](#), Vice-President of Valio Oy (Finland)

[Veronique Aguera](#), Analyst of Gira Research Institute (France)

[Mikhail Lyasko](#), General Director of Arla Foods Artis (Russia)

[Nigel Jones](#), General Manager of Supply Chain Strategy at Fonterra (New Zealand)





WHAT IS DAIRY OLYMPICS

Dairy Olympics is an important annual event for representatives of all segments of Russian dairy market. Dairy Olympics gathers main players of Russian and international dairy market: producers, processors, representatives of science, providers of technological solutions, industry experts. The main goal of the event is to shape the spirit of industry's unity!



Jumeirah

ACCOMMODATION

Jumeirah Bilgah Beach Hotel (Jumeirah hotel chain, UAE)

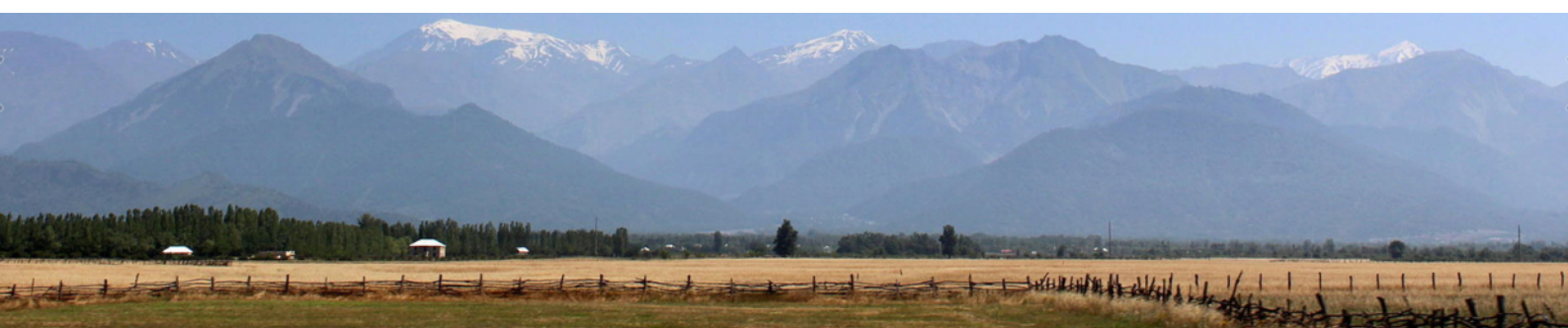
Jumeirah Bilgah Beach Hotel in Baku is set on the beautiful Caspian Sea, just 35 kilometres from the centre of the city.

Choose from one of the Baku hotel's 176 guest rooms (each of which enjoys a panoramic seascape), or one of 14 three-bedroom cottages. Wherever you stay at Jumeirah's hotel in Baku, you'll enjoy access to an amazing array of facilities. Families can have fun all day long at the Waterpark, while the ballroom can host up to 600 guests for weddings, conferences, parties and more.

During your stay, you'll enjoy an eclectic mix of restaurants and bars at Jumeirah Bilgah Beach Hotel in Baku, from Asian fine dining on the hotel rooftop, to fresh seafood on the pier or cocktails on the cliff-top bar.

Walk among the terraces and landscaped gardens or take a dip in the Baku hotel's indoor and outdoor swimming pools. And when you just want to indulge yourself, Talise Spa and hammam are waiting for you. Welcome to Jumeirah luxury - welcome to Jumeirah in Baku.





ACCOMMODATION

	DBL	SNGL
PAYMENT TILL 1 MARCH	533 \$	632 \$
PAYMENT TILL 1 APRIL	560 \$	664 \$
PAYMENT TILL 15 APRIL	616 \$	730 \$
PAYMENT TILL 1 MAY	678 \$	803 \$
PAYMENT TILL 15 MAY	780 \$	923 \$
PAYMENT TILL 19 MAY	936 \$	1118 \$

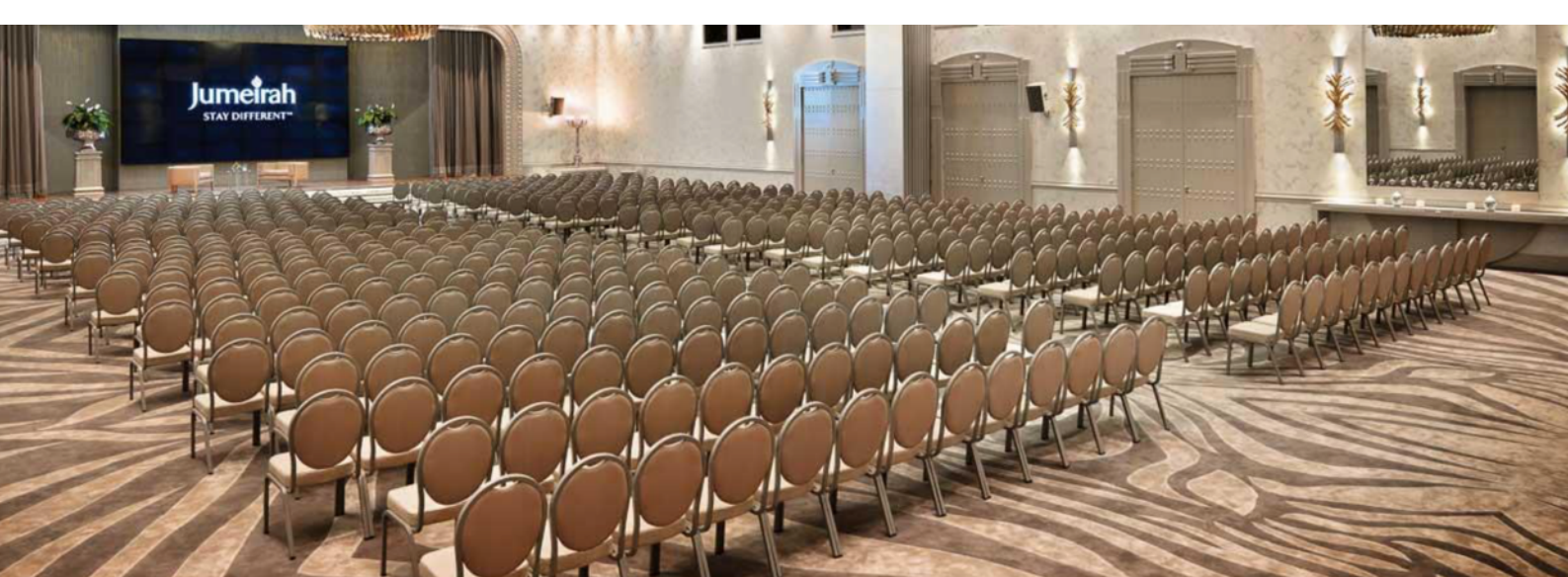
Price includes:

- ▶ 4 days/3 nights' accommodation in Jumeirah Baku 5*
- ▶ meals:
 - 23 May - Welcome-cocktail;
 - 24 May - breakfast,lunch;
 - 25 May - breakfast,lunch, Gala-Dinner;
 - 26 May- Breakfast.
- ▶ Participation in:
 - VI Summer Dairy Summit
 - II International Cheese Forum
 - Seminars
 - Sport Program

The price DOESN'T include:

- ▶ Air flights:
- ▶ Technical and social tours (paid separately)
- ▶ Extra meals





Description	Platinum sponsor	Gold sponsor	Silver sponsor	Pearl sponsor	Bronze sponsor	Sponsor of the Gala-dinner	Sport sponsor	Welcome cocktail sponsor	Sponsor
Price	\$22 687	\$18 149	\$13 612	\$10 776	\$5 672	\$5 000	\$2 382	\$2 212	\$1 985
Accommodation	2 representatives	1 representative							
Speech at a seminar									
Company's presentation (1 minutes) at welcome-cocktail									
Press-release about sponsorship publishing									
Banner placement on www.dairynews.ru page									
Banner placement on the VIII Dairy Olympics official page									
Logo placement on name badges									
Logo placement on T-shirts									
Logo placement on roll-ups									
Logo placement on certificates									
Logo placement on hand-out cases									
Interview with a company's representative. Person of the Month									
Interview with a company's representative.									
Brief interview with a company's representative									
Publishing of an article about the company in the column "advertising articles"									
Company's sponsor status reference in all press-releases									
Company's leaflet in participants' hand-out materials									



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