

EVENT GUIDE



2002 - 2017
15TH ANNIVERSARY

2017 CONFERENCE Beijing, China
FEEDING THE WORLD'S RAPIDLY GROWING
URBAN POPULATION

满足城市激增人口的食物需求



Local Partner



Dragon Sponsor
Communications



Dragon Sponsor



Gold Sponsor




Bronze Sponsor



Welcome to
SAI Platform's
15th Anniversary
CONFERENCE
in Beijing, China.

This is **your guide**
to the event.



Here, you will find

an **outline** of the event,
the **Conference Day** agenda,
the **Engagement sessions**
line-up and agendas,
a **networking guide** of participants
and where to meet them,
and the **event logistics**.



Event OUTLINE

4 DAYS

23 - 26 April

DAY 0

23 April

>> for SAI Platform members

DAYS 1 - 3

24 - 26 April

>> open to all participants



DAY 0
23 April

Pre-conference WELCOME
for SAI Platform members

DAY 1
24 April

**CONFERENCE DAY &
15TH ANNIVERSARY GALA DINNER**
open to all participants

DAY 2
25 April

ENGAGEMENT SESSIONS
open to all participants

GENERAL ASSEMBLY
for SAI Platform members

DAY 3
26 April

FIELD VISITS
open to all participants



Pre-conference OUTLINE

DAY 0

23 April

Pre-Conference Welcome
for SAI Platform members

TO WELCOME OUR MEMBERS
*to our 15th Anniversary conference,
we invite them to join us for*

a visit to **The Forbidden City**
13:00 - 17:30

an informal **Buffet Dinner**
at the Kempinski Hotel
19:00 - 22:00

Kindly sponsored by



PEPSICO



Conference Day OUTLINE

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner
for all participants

Optional morning sessions
Facts and Statistics on China (in English)
An introduction to SAI Platform (in Chinese)
7:20 - 8:00

CONFERENCE
**FEEDING THE WORLD'S RAPIDLY GROWING
URBAN POPULATION**
8:00 - 16:30

Networking coffee break
kindly sponsored by



15th ANNIVERSARY GALA DINNER
20:00 - 22:15
Kindly sponsored by

MARS



Conference Day A G E N D A

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner

CONFERENCE DAY OPENING >> 7:20 - 8:40

FEEDING THE WORLD'S RAPIDLY GROWING URBAN POPULATION

TIME	CONTENT	SPEAKERS
7:20 - 8:00	Optional Breakfast Facts and Statistics on China (English)	Dirk Jan Kessen Global Strategy Farm Inputs Rabobank
	Optional Breakfast Crash Course on SAI Platform (Chinese)	Jeff Lindsay SAI Platform
8:00 - 8:10	Welcome and setting the scene	Peter Erik Ywema Director of Strategy & Engagement SAI Platform
8:10 - 8:40	Keynote address	Pascal De Petrini Executive Vice-President Strategic Resource Cycle Danone Christian Schmid Executive Vice-President Technical Nestlé China



Conference Day A G E N D A

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner

SESSION 1 Objectives

This session will explore the SDGs and how they apply to both developed and emerging markets. It will explore the role of the agri-food industry in supporting the delivery of the SDGs, appreciating which of the 17 are most relevant for the sector.

BUSINESS STRATEGY TO DELIVER IMPACT

Roles and opportunities for the food sector in supporting the delivery of the Sustainable Development Goals (SDGs)

SDGs coffee break >> 10:30 - 11:00

TIME	CONTENT	SPEAKERS
8:40 - 9:00	The Sustainable Development Goals – Shaping business strategy through to 2030 – The roadmap for delivery and business solutions related to the agri-food sector	Carolyn Opio Livestock Policy Officer FAO
9:00 - 9:25	Meeting the sustainability challenges of the food and agriculture sectors – Unlocking significant business opportunities	Jason Clay SAI Platform Advisory Council member Senior Vice-President of Markets WWF
9:25 - 9:50	China's 13th five-year strategic plan for the agri-food sector – Sustainability: core to delivering the food supply for China's future	Martin Ma Managing Director Solidaridad
9:50 - 10:15	A practical approach to embedding the SDGs into corporate strategy	Adrian Greet SAI Platform Executive Committee member and Treasurer Global Sustainability Programme Director Mars
10:15 - 10:30	PANEL DISCUSSION Can the agriculture and food sectors play the role required of them in the delivery of the SDGs?	Moderator Steve McLean Head of Agriculture & Fisheries Marks & Spencer



Conference Day A G E N D A

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner

SESSION 2 Objectives

What innovation and technologies are required to feed the fast-growing urban population?
To apply these technologies, what skills are required from our future workforce and how will we ensure agriculture attracts the technical expertise to operate this technologically advanced sector?

SESSION 2 >> 11:00 - 13:00

TECHNOLOGY AND INNOVATION IN ADVANCING SUSTAINABLE AGRICULTURE

Networking lunch >> 13:00 - 14:00

TIME	CONTENT	SPEAKERS
11:00 - 11:20	Embedding a circular economy in the food industry	James Pennington Project Specialist, Circular Economy World Economic Forum
11:20 - 11:40	The opportunities for farmers to raise capital going forward (farmer engagement technology) and the role of technology in farm investment in agriculture and food production	Dirk Jan Kessen Global Strategy Farm Inputs Rabobank
11:40 - 12:00	The development of the Chinese potato industry as a staple food source and for its nutritional health value	Zhang Hong Chinese Academy for Agriculture Science CAAS
12:00 - 12:15	Latest trends in sustainable water management – a key priority in the future of global agriculture	Naty Barak Chief Sustainability Officer Netafim
12:15 - 13:00	Discussion session	Moderator Brian Lindsay SAI Platform



Conference Day A G E N D A

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner

SESSION 3 Objectives

This session will highlight a number of success stories where food industry players have implemented innovative initiatives as they strive to increase their efficiency and outputs in a sustainable manner.

SESSION 3 >> 14:00 - 15:00

LEARNINGS AND SUCCESS STORIES AT FARM LEVEL

Networking coffee break >> 13:00 - 14:00

Kindly sponsored by



TIME	CONTENT	SPEAKERS
14:00 - 14:15	Nestlé Dairy Farming Institute in Shuangcheng and Nescafé Coffee Center in Pu'er, China	Jonathan Dong Vice-President Corporate Affairs Nestlé Greater China Region
14:15 - 14:30	The sustainability approach to increasing output, from the dairy perspective	Sinne Bundgaard Nielsen Director of Open Innovation Center, R&D Innovation System Mengniu
14:30 - 14:45	"+ Sustainable Soy" initiative, Cargill and The Nature Conservancy, Brazil and China	Giovana Baggio Sustainable Agriculture Manager The Nature Conservancy Brazil
14:45 - 15:00	Open Q&A session	Moderator Paul Gardner SAI Platform Executive Committee member Vice-President Direct Materials Danone



Conference Day A G E N D A

DAY 1

24 April

Conference Day
and 15th Anniversary
Gala Dinner

CLOSING PANEL DISCUSSION Objectives

This session will bring together the findings of the earlier sessions and debate the key priorities for the food sector in the future to ensure that the SDGs are at the forefront when feeding the fast-growing urban population. This provoking panel debate will draw on knowledge and expertise from many different angles to show how a collaborative approach to sustainable agriculture can achieve the desired outputs.

CLOSING PANEL DISCUSSION >> 15:30 - 16:30

**FEEDING THE WORLD'S RAPIDLY GROWING
URBAN POPULATION**

FOLLOWED BY A
Gala Dinner in celebration of our 15th Anniversary
20:00 - 22:15

Keynote speech by Hans Jöhr,
Corporate Head of Agriculture, Nestlé
The Gala Dinner is kindly sponsored by

MARS

TIME	CONTENT	MODERATOR
15:30 - 16:30	Forum on urbanisation, rural transformation and implications for food industry and security PANEL Jason Clay SAI Platform Advisory Council member Senior Vice-President of Markets WWF Pascal De Petrini Executive Vice-President Strategic Resource Cycle Danone Dirk Jan Kessen Global Strategy Farm Inputs Rabobank Erinch Sahan SAI Platform Advisory Council member Head of Private Sector Team (acting) Oxfam	Moderator Ulrike Sapiro SAI Platform President SAI Platform Executive Committee member Director of Sustainability and Stakeholders, Europe, the Middle East and Africa The Coca-Cola Company

A scenic landscape featuring terraced rice fields on a hillside, with a sunset sky in shades of orange and yellow. The terraces are filled with green rice plants, and the background shows rolling hills and mountains under a hazy sky.

Engagement Day & General Assembly OUTLINE

DAY 2

25 April

Engagement sessions
for all participants

General Assembly
for SAI Platform members

ENGAGEMENT SESSIONS >> 7:15 - 12:30

GETTING TO KNOW SAI PLATFORM

Networking lunch >> 12:30 - 13:30

*Working lunch for the Executive Committee
and the Advisory Council*

TIME	CONTENT
7:15 - 8:00	Optional Tai Chi session
8:30 - 9:00	Registration and coffee
9:00 - 9:30	SAI Platform - meeting sustainable agriculture objectives through collaboration SAI Platform's unique role in promoting sustainable agriculture: insights on SAI Platform's work, now and in the future, to drive change worldwide.
9:30 - 10:30	Crop production session
10:30 - 11:15	FSA programme session
11:15 - 11:30	Coffee break
11:30 - 12:30	Technology and innovation for small-holder farmers in China and Asia Discussion of key findings from collaborative SAI Platform and GIZ research

Livestock session

A scenic landscape featuring terraced rice fields on a hillside, with mountains in the background under a sunset sky. The terraces are filled with green rice plants, and the sky is a mix of orange, yellow, and blue. The overall mood is peaceful and natural.

Engagement Day & General Assembly OUTLINE

DAY 2

25 April

Engagement sessions
for all participants

General Assembly
for SAI Platform members

CROP PRODUCTION >> 9:30 - 10:30

INITIATIVES AND LEARNINGS FROM 2017 AND SUCCESSFUL COLLABORATIVE MODELS USED IN CHINA AND OTHER COUNTRIES

TIME	CONTENT	SPEAKERS
9:30 - 9:40	Introduction and welcome	Fruit and Nuts Working Group Co-Chairs Piet Haasen Senior Innovation Manager FrieslandCampina Rozanne Davis Technologist innocent drinks
		Arable and Vegetable Crops Working Group Chair Nigel Davies Manufacturing and Sustainability Director Muntons
9:40 - 9:50	SAI Platform projects: SAIRISI and Doñana	Arable and Vegetable Crops Working Group Programme Lead Nick Betts Fruit and Nuts Working Group Programme Lead Jenny Edwards
9:50 - 10:00	Advancing sustainable crop production in China through collaboration	An Jianping Farm Assurer Bayer
10:00 - 10:10	SAI Platform FSA programme implementation project examples	Martina Henry Origin Green Ambassador Bord Bia
10:10 - 10:20	Discussion: Innovative ways to collaborate	
10:20 - 10:30	Field trip break-out sessions	



Engagement Day & General Assembly OUTLINE

DAY 2

25 April

Engagement sessions
for all participants

General Assembly
for SAI Platform members

**THE FARM SUSTAINABILITY ASSESSMENT PROGRAMME
- SAI PLATFORM'S FLAGSHIP PROGRAMME FOR IMPROVING
AGRICULTURAL SUSTAINABILITY PERFORMANCE
AT FARM LEVEL**

TIME	CONTENT	SPEAKERS
10:30	Introduction and welcome	Farm Sustainability Assessment Programme Lead Ruth Thomas
10:30 - 10:35	Origins and drivers	Farm Sustainability Assessment Programme Steering Committee Chair Executive Committee member and Vice-President of SAI Platform Jan Kees Vis Global Director Sustainable Sourcing Development Unilever
10:35 - 10:55	User benefits	Iver Drabaek Head of Sustainability Nordzucker Fruit and Nuts Working Group Co-Chair Rozanne Davis Technologist innocent drinks Brian Nash Senior Director of Sustainability Ingredion
10:55 - 11:00	Snapshot of the online tool	FSA Metrics Joe Rushton
11:00 - 11:05	FSA Champion - rolling out the FSA in a business	Executive Committee member Steve McLean Head of Agriculture and Fisheries Sourcing Marks & Spencer
11:05 - 11:10	FSA to 2020	Ruth Thomas
11:10 - 11:15	Q&As and wrap-up	Jan Kees Vis Ruth Thomas

A scenic landscape featuring terraced rice fields on a hillside. The fields are lush green and arranged in neat, curved rows that follow the contours of the land. In the background, there are rolling hills and mountains under a dramatic sky with soft, golden light from a low sun, creating a hazy, atmospheric effect. The overall mood is peaceful and natural.

Engagement Day & General Assembly O U T L I N E

DAY 2

25 April

Engagement sessions
for all participants

General Assembly
for SAI Platform members

SUSTAINABILITY CHALLENGES, OPPORTUNITIES AND COMMON PRACTICES IN THE LIVESTOCK SECTOR. CASE STUDIES AND LEARNINGS FROM CHINA AND OTHER COUNTRIES

TIME	CONTENT	SPEAKERS
9:30 - 9:40	Introduction and welcome	Beef and Dairy Working Groups Programme Lead Brian Lindsay
9:40 - 10:00	SAI Platform projects: implementation, sharing and learning	Jan Jaap Petraeus Corporate Manager of Sustainability FrieslandCampina
10:00 - 10:20	Taking the SAI Platform outputs to implementation	Anna-Karin Modin Edman Sustainability Manager Arla Foods
10:20 - 10:30	From principles to implementation	Aoife Ryan Head of Supply Chain Kepak
10:30 - 10:40	Sustainability in dairy - an Asian perspective	Melina Lamkowsky FAO Bangkok
10:40 - 11:00	Sustainability priorities of the Chinese dairy sector	Dairy Association of China
11:00 - 11:15	Discussion	Brian Lindsay



Engagement Day & General Assembly OUTLINE

DAY 2

25 April

Engagement sessions
for all participants

General Assembly
for SAI Platform members

Technology and Innovation for smallholder farmers in China and Asia >> 11:30 - 12:15

OVERVIEW AND DISCUSSION OF KEY FINDINGS FROM COLLABORATIVE SAI PLATFORM AND GIZ RESEARCH

TIME	CONTENT	SPEAKERS
11:30	Introduction and welcome	Farm Sustainability Assessment Programme Lead Ruth Thomas
11:35	Presentation and key results of the study on technology and innovation for smallholder farmers in China and Asia - transformations in China's agri-food sector - sustainable sourcing initiatives by the private sector	Andreas Wilkes Lead Researcher Values for Development
12:00	Case studies	
12:15	Q&A session and discussion	



E v e n t
LOGISTICS

4 DAYS

23 - 26 April

DAY 0

23 April

for SAI Platform members

DAYS 1 - 3

24 - 26 April

for all participants

DAY 0
23 April

Pre-conference WELCOME for SAI Platform members

TIME	ACTION
13:00	Leave the Kempinski Hotel for the Forbidden City visit
14:00	Guided tour of the Forbidden City
16:00	Leave the Forbidden City; return to the Kempinski Hotel
17:00	Arrive back at the Kempinski Hotel
18:00 - 19:00	Executive Committee meeting
19:00 - 22:00	Informal welcome dinner at the Kempinski Hotel, kindly sponsored by PepsiCo

DAY 1
24 April

CONFERENCE DAY & 15TH ANNIVERSARY GALA DINNER open to all participants

TIME	ACTION
7:20 - 8:00	Two optional parallel breakfast sessions: facts and statistics on China (in English), and a crash course on SAI Platform (in Chinese)
8:00 - 16:30	Conference: 'Feeding the world's rapidly growing urban population', with lunch kindly sponsored by Mars, and a coffee break kindly sponsored by McCain.
18:30	Bus leaves the Kempinski Hotel to go to the Gala Dinner venue.
19:30 - 22:30	15 th Anniversary Gala Dinner at the Bai Family Mansion Restaurant

DAY 2
25 April

ENGAGEMENT SESSIONS

open to all participants

GENERAL ASSEMBLY

for SAI Platform members

Followed by **departures for the field visits**

Please note that all domestic flights will leave and return from the Beijing International Airport

TIME	ACTION
7:15 - 8:00	Optional Tai Chi session
8:30 - 12:30	SAI Platform Engagement Sessions
12:30 - 13:30	Networking lunch
13:30 - 16:30	SAI Platform General Assembly (for SAI Platform members)
16:45	Grain and oilseed field visit group leaves the hotel to go to the Beijing south station. (Train to Dezhou departs at 19:10 and arrives at 20:39. Return train to Beijing on 26 April departs at 20:13 and arrives at 21:34.)
17:30	Tea and vegetable field visit group leaves the hotel to go to Beijing International Airport. (Flight to Zhangzhou departs at 20:05 and arrives at 23:15. Return flight to Beijing on 26 April departs from Xiamen at 20:35 and arrives at 23:25.)
17:30	Dairy field visit group leaves the hotel to go to Beijing International Airport. (Flight to Harbin departs at 20:10 and arrives at 22:10. Return flight to Beijing on 26 April departs from Harbin at 21:00 and arrives at 23:05.)
18:30	Fruit field visit group leaves the hotel to go to Beijing International Airport. (Flight to Yantai departs at 21:00 and arrives at 22:25. Return flight to Beijing on 26 April departs from Quindao at 21:35 and arrives at 23:05.)

DAY 3
26 April

FIELD VISITS

open to all participants

Field visit itineraries
provided separately

TIME	ACTION
19:10	Grain and oilseed field visit group takes the return train to Beijing on 26 April. The train departs at 20:13 and arrives at 21:34.
17:30	Tea and vegetable field visit group takes the return flight to Beijing on 26 April. The flight departs from Xiamen at 20:35 and arrives at 23:25.
17:30	Dairy field visit group takes the return flight to Beijing on 26 April. The flight departs from Harbin at 21:00 and arrives at 23:05.
18:30	Fruit field visit group takes the return flight to Beijing on 26 April. The flight departs from Quindao at 21:35 and arrives at 23:05.

Conference venue

KEMPINKSI HOTEL

BEIJING LUFTHANSA CENTER

Liangmaqiao Road 50, 100125 Beijing, China

Telephone: +86 10 6465 3388

Traveling to Beijing

BEIJING CAPITAL INTERNATIONAL AIRPORT (PEK)

Distance to Kempinski Center: 20km

Approximately 30-40 minutes' drive, depending on traffic

Collection service available from the airport to the hotel. Please contact Ms. Cara Dong (cara.dong@splendiatravel.com), and give the following code: SAIPConference, as well as your international flight details and number. The company will try to make a group reservation if flight timings permit. The price will vary according to the number of people.

Alternatively, participants can take an official metered **taxi** (about 80 RMB) or the **Airport Express Subway** from the Beijing Capital International Airport to Sanyuanqiao station. Transfer to line ten, going south, where you exit at the next stop, Liangmaqiao station. From the station, follow exit C to arrive directly at the Youyi shopping city of the Kempinski Beijing Lufthansa Center.

Directions by car: Take the Capital Airport express way. At the end, turn onto the third ring road heading south. The hotel will be on your left-hand side.

Travel requirements

Participants from most countries will be required to obtain a Visa to enter the People's Republic of China. To avoid uncertainty, participants are advised to apply for a Visa as early as possible, and at least one month in advance.

Dress code

Conference, Gala Dinner, Engagement Sessions and General Assembly (24 - 25 April): **business casual**
Tai Chi session (25 April, morning): **relaxed**
Field visits (26 April): **comfortable clothing and walking shoes**

Recommendation

Beijing's air quality might be an issue on some days. We suggest bringing an anti-pollution mask. A recommended model is the 3M® 9332 with exhalation valve to remove moisture from the face.

Temperatures

Beijing weather in April sees a big rise in temperature, with average daily temperatures rising from a cool 10°C (50°F) to a mild 17°C (63°F). Night temperatures average low 8°C (46°F) at the start of April, but above 23°C (74°F) at the end. Sandstorms are possible.

Grain and oilseed field visit: Dezhou City, Shandong province is mild. The average nightly temperature is 7°C (46°F); the average daytime high temperature is 16°C (62°F).

Tea and vegetable field visit: Zhangzhou, Fujian province. The average daytime high temperature in Xiamen in April is a warm 23°C (73°F). Note that Fujian is one of the provinces with the most rainfall in China.

Dairy field visit: Shuangcheng, Heilongjiang province, is warmer but the weather frequently changes. April is still cold at night, with many sunny days. The average nightly low temperature is 0°C (32°F); the average daytime high temperature is 14°C (57°F).

Fruit field visit: Yantai, Shandong province, is mild. The average nightly temperature is 7°C (46°F); the average daytime high temperature is 16°C (62°F).



See you
in the field





2002 - 2017
15TH ANNIVERSARY

**SUSTAINABLE
AGRICULTURE
INITIATIVE
PLATFORM**

15 YEARS
developing
solutions
together