



# INTERNATIONAL MARKETING DIALOGUE

ST. LOUIS, MISSOURI | DECEMBER 4, 2018

## AGENDA

*Business Casual*

Hyatt Regency St. Louis at the Arch, 315 Chestnut St, St. Louis, MO 63102

Tuesday, December 4, 2018			
TIME	ACTIVITY	LEAD	ROOM
12.00pm – 12.45pm	<b>Pre-IMD Lunch</b> <ul style="list-style-type: none"> <li><i>Lunchtime Speaker: Invited Shruti Gochhwal, Zappfresh</i></li> </ul>		TBD
12.45pm – 12.50pm	<b>Anti-Trust statement</b>	Derek Haigwood, USSEC Board Chairman	TBD
12.50pm – 1.00pm	<b>Welcome, meeting purpose and objectives</b>	Derek Haigwood, USSEC Board Chairman	TBD
1.00pm – 2:30 pm	<b>Summary of USSEC Meetings with Industry Leaders</b>  <b>Update on USSEC's Figure It Out Year</b>  <b>A View of USSEC regions</b>	<ul style="list-style-type: none"> <li>Jim Sutter, CEO USSEC</li> <li>Xiaoping Zhang, Greater China Region Director</li> <li>Roz Leeck, North Asia Region Director</li> <li>Kevin Roepke, Americas Region Director</li> <li>Tim Loh, Southeast Asia Director</li> <li>Brent Babb, EU/MENA Director</li> <li>Ed Beaman, Asia Subcontinent Director</li> </ul>	TBD
2.30pm – 4:30pm	<b>Focus Area Breakout Sessions</b>	<ol style="list-style-type: none"> <li>Human/Oil</li> <li>Animal/Aqua</li> <li>Market Access</li> </ol>	TBD
4:30pm – 4:45pm	<b>Break</b>		TBD
4:45pm – 5:15pm	<b>Feedback from the Breakout Sessions</b>	<ul style="list-style-type: none"> <li>Bob Sinner, Chair of Human and Oil Utilization</li> <li>Andy Tower, Chair of Animal Aqua</li> <li>Matt Rekeweg, Chair of Market Access</li> </ul>	TBD
5:15pm – 5.30pm	<b>Final Thoughts and Wrap – Up</b>	Monte Peterson, Vice Chairman, USSEC	TBD
6.30pm – 8.30pm	<b>IMD Reception</b>		TBD



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<b>Market Access Utilization Team Breakout</b>			
<b>TIME</b>	<b>ACTIVITY</b>	<b>LEAD</b>	<b>ROOM</b>
2:30 pm – 2:45 pm	Welcome and Introduction	Matt Rekoweg, Corteva Agriscience - Chair	
2:45 pm – 3:00 pm	Overview of Feedback from Industry Meetings and Target Markets	Roz Leeck, Senior Director, Market Access and North Asia Regional Director - Staff Lead	
3:00 pm – 3:30 pm	Review of Feedback from Industry Meetings <ul style="list-style-type: none"> <li>Does this feedback make sense</li> </ul>	Staff and Chair/Vice Chair	
3:30 pm - 4:10 pm	What is missing, and what else should be included? What additional markets should USSEC target?	Staff and Chair/Vice Chair	
4:10 pm - 4:30 pm	Wrap up and discussion of feedback		

<b>Animal and Aquaculture Utilization Team Breakout</b>			
<b>TIME</b>	<b>ACTIVITY</b>	<b>LEAD</b>	<b>ROOM</b>
2:30 pm – 2:45 pm	Welcome and Introduction	Andy Tauer, Soy Aquaculture Alliance - Chair	
2:45 pm – 3:00 pm	Overview of Feedback from Industry Meetings and Target Markets	Pam Helmsing, Director, Animal Focus - Staff Lead	
3:00 pm – 3:30 pm	Review of Feedback from Industry Meetings <ul style="list-style-type: none"> <li>Does this feedback make sense</li> </ul>	Staff and Chair/Vice Chair	
3:30 pm - 4:10 pm	What is missing, and what else should be included? What additional markets should USSEC target?	Staff and Chair/Vice Chair	
4:10 pm - 4:30 pm	Wrap up		

<b>Market Access Utilization Team Breakout</b>			
<b>TIME</b>	<b>ACTIVITY</b>	<b>LEAD</b>	<b>ROOM</b>
2:30 pm – 2:45 pm	Welcome and Introduction	Bob Sinner, SB&B Foods Inc. - Chair	
2:45 pm – 3:00 pm	Overview of Feedback from Industry Meetings and Target Markets	Nayeli Vilanova, Director, Human Nutrition/Oil - Staff Lead	
3:00 pm – 3:30 pm	Review of Feedback from Industry Meetings <ul style="list-style-type: none"> <li>Does this feedback make sense</li> </ul>	Staff and Chair/Vice Chair	
3:30 pm - 4:10 pm	What is missing, and what else should be included? What additional markets should USSEC target?	Staff and Chair/Vice Chair	
4:10 pm - 4:30 pm	Wrap up		