



Opportunity in the Value Chain: Serving Consumer and Beneficiary Nutrition Needs With US Proteins Products and Ingredients through Commercial and Food Aid Channels

October 24-25, 2007

Hilton Hotel
Addis Abba, Corner of Menelik Ave.
Tel: +2511518400

A two day, data packed, seminar about how businesses and NGOs can access US protein products and ingredients and product innovation. Present will be industry leaders, key decision makers, opinion leaders, buyers, academia, and researchers, all engaged in the East African food industry and humanitarian responses. Presentations by well informed experts will bring new information to the table and shed light on the unique advantages of US nutritional ingredients for the Ethiopian and regional markets.

Wednesday October 24, 2007

- 8:00 Registration
- 8:45 Opening Remarks- *Kevin Smith, Agricultural Attache for East Africa, US Department of Agriculture (confirmed)*
- 9:00 **The importance of investing in nutrition in Ethiopia: Hear about the human and economic costs of malnutrition to the individual and society, the current rate of malnutrition, and suggestions on how local leaders can provide positive solutions – *Simon Denhere, WFP (Invited)***
- 9:45 **Nutrition, Protein and the human diet: Protein is an essential nutrient for the human body and a crucial component of the body's armor in its fight against and recovery from malnutrition and devastating diseases. Hear about the importance of protein at different stages of human life, the role of protein in the fight against malnutrition, protein requirements in infectious disease, including HIV infection and considerations for children of HIV-infected mothers – *Wilna Oldewage-Theron, Vaal University (confirmed)***
- 10:30 Coffee/tea and networking
- 10:45 **Consumer and Market demand for nutritious foods and wellness in Ethiopia and around the globe. Hear about the most recent trends. Who is buying what and why? – *John Mac Killop, Land O' Lakes (Invited)***
- 11:30 **The functionality of protein ingredients: the food technology of protein products –**

- 12:15 **US product panel: hear from commodity spokespeople about the products they represent, including nutritional benefits, functional properties, where/how these products are used around the globe, and where to get additional information.**

Charles Wachsmuth, US Dry Bean Council (confirmed)

Paul Green, North American Millers Association- NAMA (confirmed)

Nicole Richardson, Alaska Seafood Marketing Institute- ASMI (confirmed)

- 1:00 US Product Panel: Q&A - *Anita Florido, World Initiative for Soy in Human Health- WISHH (confirmed)*

- 1:45 Closing remarks- *Johanna Stobbs, US Dry Pea and Lentil Council (confirmed)*

- 2:00 Lunch and networking

*During and after lunch, US representatives will be available for product sampling and individual meetings

Thursday October 25, 2007

- 8:00 Registration

- 8:45 Opening Remarks- *Charles Wachsmuth, US Dry Bean Council (invited)*

- 9:00 **The Ethiopian business environment: conducting business between the US and Ethiopia can be challenging. Hear from presenters about some of the basics, including phytosanitary requirements, shipping constraints, VAT, and more.** *Ethiopian Chamber of Commerce (Invited)*

- 9:45 **Small businesses and entrepreneurs play a large role in getting food products out to citizens, especially in rural areas. Presenters will share some of the successes, challenges, and lessons learned in their small business and entrepreneur programs, with a particular focus given to food products.** *World Vision (Invited)*

- 10:30 Coffee/tea and networking

- 10:45 **Public and private sector partnerships have been developed to establish more viable and sustainable solutions to support and augment treatment for people living with HIV infection. This panel will describe product development and program implementation efforts to integrate nutrition into HIV-related care and treatment.** *USAID-Global Health Bureau (invited)*

- 11:30 **US product panel: hear from commodity spokespeople about the products they represent, including nutritional benefits, functional properties, where/how these products are used around the globe, and where to get additional information.**

Johanna Stobbs, US Dry Pea and Lentil Council (confirmed)

Anita Florido, World Initiative for Soy in Human Health- WISHH (confirmed)

- 12:15 **Ready-To-Eat Foods: Hear about Design Opportunities to Fulfill Consumer Needs, See some ready to eat products and sample products which are currently on the market** - *Rolf Campbell, USA Dry Pea and Lentil Council (confirmed)*
- 1:00 US Product Panel: Q&A - *Nicole Richardson, Alaska Seafood Marketing Institute- ASMI (confirmed)*
- 1:45 Closing remarks- *Paul Green, NAMA (confirmed)*
- 2:00 Lunch and networking
*During and after lunch, US representatives will be available for product sampling and individual meetings

Master of Ceremony: Jim Hershey, WISHH