

# 2012

## LARGE FARM MANAGEMENT: *Improvement of efficiency and productivity*

### Dear Colleagues!

Association "Ukrainian Agribusiness Club" together with Agency "AgriEvent" invite you to take part in the **III. International conference "Large Farm Management: Improvement of Efficiency and Productivity"** on **September 19, 2012**. Venue: Hall of Champions, National Sport Complex "Olimpiyskiy" (55, V. Vasylykivska str., Kiev)

Register before  
July 15

and save  
**120 Euro**



In this conference speakers of **top agricultural** companies from Brazil, Russia, Kazakhstan, EU countries and Ukraine will take part. Among the keynote speakers are:

- ❖ **José Vicente Caixeta Filho**, Professor, Director, College of Agriculture "Luiz de Queiroz" (ESALQ), University of São Paulo, Brazil
- ❖ **Achim Lukas**, CEO Prodimex Holding, Russia
- ❖ **Ludwig Theuvsen**, Professor, Department for Agricultural Economics and Rural Development, University of Goettingen, Germany
- ❖ **Decio Zylbersztajn**, Professor of Economics of Organizations, School of Economics, Business and Accounting, University of São Paulo, Brazil
- ❖ **Simon Chernyavskiy**, General Director, HarvEast Holding, Ukraine
- ❖ **Andrew Schmitz**, Professor of Food and Resource Economics, University of Florida, USA

The main topics of the conference are: global agribusiness developments, financing and financial instruments for large scale farms, latest technologies for large farms and their use in different countries, investments in agrifood sector, productivity and efficiency improving in agrifood sector, increasing international competitiveness. *(The preliminary program is enclosed).*

The conference is being supported by the Ministry of Agrarian Policy and Food of Ukraine, the Leibniz Institute of Agricultural Development in Central and Eastern Europe, and the Committee on Eastern European Economic Relations.



### FIVE KEY REASONS TO ATTEND THE CONFERENCE:

- ✓ The one and only conference on management of large agricultural holdings and improvement of their efficiency;
- ✓ **500+** contacts with top managers of the agribusiness;
- ✓ **15+** top level international speakers;
- ✓ **9+** hours of discussion with experts and professionals from the agribusiness;
- ✓ A unique opportunity to present you and your business most efficiently.

We expect about **500** representatives of agricultural companies, input suppliers, government and related agencies, education and scientific institutions, as well as a wide coverage by mass media.

Sincerely,

**Alex Lissitsa**

**President**  
**Ukrainian Agribusiness Club**



**Jose Vicente Caixeta Filho** is a Professor of Agribusiness Logistics at the University of Sao Paulo, Brazil, Dean of The College of Agriculture "Luiz de Queiroz", ESALQ, University of São Paulo and Coordinator of the Center for Research and Extension on Agribusiness Logistics. He is a frequent consultant in Brazil and abroad, for the public and private sectors. His focus is on applications of Logistics and Operations research with concurrent development of modelling applications to address post-harvest problems, particularly those in the transportation field, including optimisation of routing and distribution hub/storage centre locations. Mr Caixeta has published extensively in scientific journals internationally. He is a Civil Engineer by training with a Masters degree in Economics and Ph.D. in Transportation Engineering. He has conducted Post-Doctoral Studies on agribusiness logistics issues.

**Achim Lukas** - CEO, Prodimex Holding, Russia, which is one of the largest sugar producers in Russia with a turnover of \$1 billion. The company owns 15 sugar mills, 10,000 dairy cows and a land bank of over 400 000 hectares. An optimal combination of land, production, financial and human resources provides for maximum profits of each cultivated hectare. Prodimex implements best practices of farming technologies and invests in long-term sustainable growth of efficiency. Within a short period the group became the third largest grain producer in the Russian Federation.



**Ludwig Theuvsen** - Professor of Agricultural Economics, at University of Göttingen, Germany. Main areas: organization of value chains in agribusiness, strategic management in the agricultural and food industry, personnel management in the agro-food industry, quality management and certification of agricultural products and foodstuffs, and risk management in agriculture. He is a member of the German Agricultural Society (DLG), the Society for Economic and Social Studies of agriculture (GEWISOLA), the Society for science quality (GQW), the Society for computer science in agriculture, forestry and food economic (GIL) and the European Association of Agricultural Economists (EAAE).

**Andrew Schmitz** is a Professor of Food and Resource Economics, University of Florida, Gainesville; Research Professor, University of California, Berkeley; and Adjunct Professor, University of Saskatchewan, Saskatoon. Dr. Schmitz specializes in international economics, agricultural and public policy, and benefit-cost analysis. Publications he has authored or co-authored have won major research awards from the American Agricultural Economics Association. He has been a consultant to hundreds of private and public organizations. Some of his recent books include Government Policy and Farmland Markets; The Welfare Economics of Public Policy; Agricultural Policy, Agribusiness, and Rent-Seeking Behavior; Sugar and Related Sweetener Markets and The Economics of Alternative Energy Sources and Globalization.



**Decio Zylbersztajn** is a professor at the University of Sao Paulo, Brazil. He graduated in Agronomy from the University of São Paulo (1975), holds an MA in Economics from the North Carolina State University (1981), an MA in Agricultural Economics from the University of São Paulo (1979) and a PhD in Economics from the North Carolina State University (1984). His expertise lies in the field of administration, with an emphasis on the following topics: agribusiness, new institutional economics, transaction costs, cooperatives and agribusiness.

**Simon Cherniavsky** is the CEO of HarvEast Holding, Ukraine. He graduated from the Vassar College in the USA, where he received a Bachelor's degree in International Relations and Russian Language. He holds an MBA (Master of Business Administration) from the renowned INSEAD International Business School. Simon brings in eighteen years of experience in CIS countries at various managerial posts in the consumer goods and retail trade sector. Before HarvEast Holding Mr Cherniavsky worked as Deputy Director of Black Earth Farming agricultural company in Russia. He also participated in a project in the crop production sector with western and Ukrainian investors in Ukraine. HarvEast Holding – that are 28 milk farms, 12 000 cows, 30 000 cattle, 220 000 ra hectares of farmland, 1 poultry farm, 120 000 fowl, 2 compound feed mills, 3 bakeries, 1 farm for valuable fish farming and 7500 employees.



# LARGE FARM MANAGEMENT:

## Improvement of efficiency and productivity

September 19, 2012, Kiev

8:00-9:00	Registration of participants (parallel welcome coffee)	
9:00-9:20	Official opening and welcome of participants	
<b>Session 1. Global increase of productivity in agriculture</b>		
9:20-9:45	<b>Alex Lissitsa</b> President, Ukrainian Agribusiness Club	Productivity of the agricultural sector in different regions and countries
9:45-10:10	<b>Guy Ellena</b> Director Manufacturing, Agribusiness and Services Europe, Middle-East and North Africa, International Finance Corporation (tbc)	Financing of Agribusiness
10:10-10:35	<b>Decio Zylbersztajn</b> Professor of Economics and Organization, Sao Paulo University, Brazil	Agroholdings/Large Farms: Effective governance structures for modern agribusiness
10:35-11:00	<b>Questions/Discussion</b>	
11:00-11:30	<b>Coffee break</b>	
<b>Session 2. Agricultural technologies</b>		
11:30-11:50	<b>Roberto Rodrigues</b> Professor, Getúlio Vargas Foundation, Ex Vice Minister of Agriculture, Brazil (tbc)	Seeds and agrochemicals: where is the agricultural community heading?
11:50-12:10	<b>Sergiy Gayday</b> General Director, Druzhba Nova, Ukraine	Efficient use of technology in precision farming
12:10-12:30	<b>Antoine Rebillard</b> Business Director Ukraine and Moldova, CNH	Future agriculture technologies
12:30-12:50	<b>John Maher</b> Dairy Specialist, Teagasc Agriculture and Food Development Authority, Ireland (tbc)	The dairy farm of the future
12:50-13:10	<b>Questions/Discussion</b>	
13:10-14:10	<b>Lunch</b>	
<b>Session 3. Effective management of human resources</b>		
14:10-14:30	<b>Achim Lukas</b> , CEO Prodimex Holding, Russia	HR management in large agricultural companies: How to improve efficiency?
14:30-14:50	<b>Olivier Grimaud</b> Danone Ukraine (tbc)	Search for personnel in agriculture. Aspects of migration.
14:50-15:10	<b>Ludwig Theuvsen</b> Professor, Department for Agricultural Economics and Rural Development, University of Goettingen, Germany	Reward systems for employees in agricultural companies
15:10-15:30	<b>Florian Brickenstein</b> Boston Consulting Group (tbc)	Successful HR Management in a large agricultural company
15:30-15:50	<b>Questions/Discussion</b>	
15:50-16:20	<b>Lunch</b>	
<b>Session 4. Efficient organization of agribusiness: B2B &amp; B2C</b>		
16:20-16:40	<b>Prof. José Vicente Caixeta Filho</b> Director, College of Agriculture "Luiz de Queiroz" (ESALQ), University of São Paulo, Brazil	Structuring of Supply Systems in Large Farms: The role of operations management and transactional efficiency
16:40-17:00	<b>Simon Chernyavskiy</b> General Director, HarvEast Holding, Ukraine	Supply chain management of agricultural enterprises: B2B aspects
17:00-17:20	<b>Evgenya Uvarkina</b> General Director, Agrofirma Trio, Russia	Practical aspects of organization of large agricultural operations: efficiency of production and mutual B2G relations
17:20-17:40	<b>Andrew Schmitz</b> Professor of Food and Resource Economics, University of Florida, USA	Farm for profit
17:20-18:00	<b>Discussion / conclusions of the conference</b>	
18:00-19:00	<b>Cocktail</b>	
19:00-...	<b>Gala dinner „UCAB – 5 years of success“ (participation on invitation)</b>	



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Of the agricultural enterprise "Druzhba Nova"  
In the framework of the business program of III International conference  
**«LARGE FARM MANAGEMENT:  
IMPROVEMENT OF EFFICIENCY AND PRODUCTIVITY»**

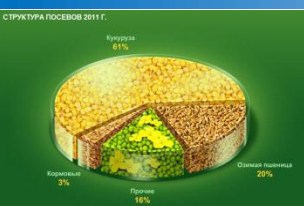


Sergey Gayday,  
General Director,  
Druzhba Nova

Gross production figures for us is not an end in itself. The main thing - the profit per hectare. For each field we have an individual approach. The choice of crops affects everything from the optimization of production processes and costs to market research.

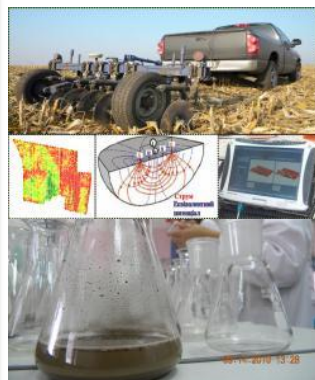


Druzhba Nova is one of the largest agricultural producers in Ukraine and has a land bank of 102 000 hectares. The company possesses two elevators and eight drying systems. The company operates in three areas: agricultural production (crops and livestock), agro trade (storage, marketing), and agricultural technologies (agro chemical service, GPS monitoring, energy-saving technology and precision farming). The company consists of 21 affiliated enterprises, nine production units and two representative offices.



The crop rotation is focused on achieving maximum soil productivity and economic efficiency. The distribution of crops in the rotation shall be based on optimization of load on the harvesters and grain drying complex.

The group of companies has more than 5,000 heads of cattle and operates a dairy complex with a modern parlor BOU-MATIC "Xpressway Supreme", which is equipped with automatic crowd gates.



The company uses technology of remote sensing for the optimization of nitrogen supply, as well as comprehensive monitoring of soil fertility. It also introduced the differentiated application of liquid nitrogen fertilizer. In the agrochemical testing laboratory a high-precision atomic absorption spectrometry is being used. A "vegetation room" was developed and put into effect, as well as an up-to-date meteorological station.

### Nearest plans

The company plans to complete the inventory of land plots that are leased through the program "Panorama", and to integrate it with the accounting system 1C.

### Druzhba Nova: testing ground for new technologies

The company is actively introducing innovative agricultural technologies and adapt them to local conditions. Last year the company increased the area of leased land and doubled the gross production.

### GPS-monitoring

The company widely uses a unique system of GPS-monitoring of vehicles. Installed were about 80 devices "Teletrek." With an improved software, a system for accounting fuel and identification of drivers is in place. The monitoring system operates around 350 GPS-navigators.



### Modernization of machinery

Installed are four base stations RTK, which allow to increase precision of vehicles up to 2.5 cm, with an online mode to transfer tasks to a differentiated application of fertilizer and control the quality of work. Modernization of precision seeding machines allows for automatic shut-off of a section and variable seeding rates, which saves cost of seeds, provides for locally differentiated band application of fertilizers and technology strip-till, which helps reduce the time performance of the spring field work, conservation of soil moisture, reduce fuel consumption.

For participation in the conference you need to [register online](#) or [fill in the registration](#) form and send it back via fax **+380 44 272-16-11** or email [conference@agrievent.com.ua](mailto:conference@agrievent.com.ua)

Participation fee per participant for the conference		
Registration <i>by July 15</i>	Registration <i>by September 1</i>	Registration <i>after September 1</i>
130 Euro	200 Euro	250 Euro

Participation in the Gala Dinner "UCAB – 5 years of success" (September 19, 19:00)*
80 Euro

Participation in the farm visit of Druzhba Nova (September 20)*
50 Euro

\*Optional

All prices include VAT. The participation fee includes: two coffee breaks and lunch, an information package, including the presentations of speakers and a list of participants.

When registering more than one person from a company, each additional person receives a discount of **5%**.

Payment will be done on the basis of an invoice issued by the organizers after registration.

Cancellation terms: Till September 1 upon written request 50 % of the participation fee will be refunded. After September 1 there is no refund.

*For members of Association "Ukrainian Agribusiness Club" and the European Farmers Club participation of two representatives in the conference and the farm tour is for free, but prior registration is required.*

### Additional advertising services:

Package	Service	Amount, Euro
<b>Exponent</b>	Provision of a promotion stand in the pre-function room (your own promo stand or a table with two chairs); Free participation of up to two representatives of your company in the conference.	800
<b>Info package</b>	Opportunity to enclose advertisement material of your company (brochure or flyer) to the conference packages; Opportunity to place a banner or roll-up in the conference hall	500
<b>Promotion materials</b>	Opportunity to enclose advertisement material of your company (brochure or flyer) to the conference packages	300
<b>Promotion banner</b>	Opportunity to place a banner or roll-up in the conference hall	300
<b>Promotion clip</b>	Display of a video of your company, up to one minute, during coffee break, lunch and dinner over the course of the conference, with a repetition every 10 minutes.	300

If you have any questions regarding cooperation or participation in the conference, please contact the organizers via telephone **+380 44 272-23-28**, **+380 44 272-16-11**, **+380 67769-86-58** or email [conference@agrievent.com.ua](mailto:conference@agrievent.com.ua)



**Register now**

