SUSTAINABLE AGRICULTURAL SUPPLY CHAIN

Sustainable Sourcing And Tracing Of Agricultural Raw Materials

Bringing Together The Whole Supply Chain:
From RETAILERS and MANUFACTURERS
To FARMERS, GOVERNMENTS And PRODUCERS
Creating Partnerships To Find Practical Solutions On Measuring And Managing Risk Within Your Agricultural Raw Material Supply Chain Driven By Water Scarcity, Climate Change & Food Security

30 November – 1 December 2009, Post Conference Workshops – 2 December 2009
IBIS Earl’s Court, London

Learn from Leaders In Sustainable Agricultural Sourcing Including

- Hans Van Bochove, Director Public Affairs, Communications and CSR, STARBUCK'S COFFEE, EMEA B.V
- David Lawrence, Director of Procurement and Risk, DIAGEO
- Andy Wales, Group Head of Sustainable Development, ASABILLER
- Ian Walsh, Head Of Environment, CADBURY SCHWEPPES
- Louise Nicholls, Head of Responsible Sourcing, MARKS & SPENCER
- Simon Houghton-Dodd, Head of Quality and Sustainability, TATE & LYLE
- Zaenal Bachruddin, Directorate General of Processing and Marketing of Agricultural Products, MINISTRY OF AGRICULTURE OF THE REPUBLIC INDONESIA
- Philip Kiriro, Executive President, EASTERN AFRICA FARMERS FEDERATION
- Mark Cropper, Agricultural Food Research, DG AGRICULTURE
- David Shewmaker, Managing Director, GLEADELL AGRICULTURE
- Nicko Debenham, Head of Sustainability, ARMAJARO TRADING
- Dominic Lowe, Managing Director, GREEN & BLACK'S
- Romeiro Fernando de Cerqueira, Managing Director, SICOOB CREDOCIF
- Tim Wheeler, Director Of The Plants and Environment Laboratory, READING UNIVERSITY

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A successful spell in manufacturing Ian moved to take up a role in the packaging department of Cadbury Schweppes in Bournville.

His job role was as a senior process development engineer with responsibility for 200 people per shift making and packing Easter eggs.

Following this position, he moved into project management where he worked on a number of reduction projects.

The successful spell in manufacturing was a big factor in his decision to change direction and move into project management.
DAY 1: 30 November 2009

UNDERSTANDING THE RISKS TO THE AGRICULTURAL SUPPLY CHAIN
PRACTICAL ADVICE ON BUILDING PARTNERSHIPS AND CREATING SUCCESS STORIES

06.30 Registration Opens

07.00 – 08.00 The Economics Of Sustainable Sourcing: How Market Trends Will Drive The Sustainable Sourcing Of Agricultural Raw Materials
This purpose of this session is to explain how market dynamics will affect the future viability of sourcing agricultural raw materials. Discover the impact of volatile agricultural prices on trading with developing countries and determine which socio-economic drivers affect small farmers.

07.45 Coffee And Registration

08.15 Chair’s Opening Remarks: Creating Sustainable Agriculture In Challenging Economic Circumstances
The chair will set the agenda by clarifying the measurable outputs that the conference aims to achieve:
• Understanding the impacts of water scarcity and climate change and creating cross-supply chain partnerships to better identify and manage risk using common standards, holistic certification approaches and meaningful metrics.
• Focusing on the practical progress that is being made in response to the challenge of sustainably sourcing in an economically volatile market: from government and farming solutions to traceability technologies and advances in logistical efficiency.

Hans Van Bochove, Director Public Affairs, Communications and CSR, STARBUCKS COFFEE EMEA B.V

ENGAGING FARMERS AND SUPPLIERS ON THE BUSINESS DRIVERS AND BENEFITS OF SUSTAINABLE SOURCING

09.00 Overcoming The Challenges Involved In Reaching Across The Supply Chain To Engage Farmers And Suppliers in Sustainable Sourcing... What’s Working In The Real World?
A panel comprised of multiple stakeholders from the agricultural supply chain, ranging from multinational food and drinks companies to developing world farmers unite to discuss how the challenges involved in reaching across the supply chain to engage farmers and suppliers in sustainable sourcing can be successfully overcome
• Sharing success stories where different stakeholders have worked together to create effective cross-supply chain partnerships to move towards a future of cost-neutral sustainable sourcing.
• Understanding the optimal strategies for engaging farmers in sustainable practices to unite the supply chain in cost-effective sustainability solutions
• Determining how to increase farmers’ awareness of sustainability issues to facilitate the access of retailers and manufacturers to practical sustainable sourcing partnerships.
• Getting the farmers perspective on the challenges involved in sustainable production to better understand the practicalities of implementing sustainability sourcing solutions

Martyn Seal, European Sustainability Director, PEPSICO INTERNATIONAL
David Lawrence, Director of Procurement and Risk, DIAGEO
Andy Wales, Head of Sustainable Development, SABMILLER
Michael M. Saguisihan, Farmer and Farmer’s Leader, ASIAN FARMERS’S ASSOCIATION FOR SUSTAINABLE RURAL DEVELOPMENT
Philip Kiriro, Farmer And President, EAST AFRICAN FARMER’S FEDERATION (EAFF)
09.45 Extended Question And Answer Session

IDENTIFYING RISK TO THE SUPPLY CHAIN: GETTING THE TOOLS AND DATA

10.00 Tools For Identifying Risk Within The Agricultural Supply Chain – How Stakeholders At Every Stage Of The Supply Chain Are Assessing The Different Impacts
- Sharing knowledge on what data is available for identifying the next risk hot spots in the supply chain, how this data can accessed and how it can be applied in a constructive manner
- Determining the most practical tools for comparing and analysing risk in a quantifiable way whilst using the minimum amount of resources.
- Explaining what geographical areas and agricultural commodities are at greatest risk and how to keep up to date with the ever-changing information on the issue.
- Understanding the most successful strategies for adapting to the impacts once high risk commodities have been identified

Louise Nicholls, Head of Ethical Sourcing, MARKS & SPENCER
Annette Hansen, Quality Director, DANISCO
David Sheppard, Managing Director, GLEADELL AGRICULTURE

10.40 Extended Question And Answer Session

10.50 Morning Refreshments

11.20 A Practical Example Of How One Organisation Is Measuring Risk To The Supply Chain And Working With Multiple Stakeholders To Manage That Risk
- Explaining the strategy they are using to make impact assessments of the key drivers affecting the supply chain
- Understanding what tools and data they are using to test the supply chain’s resilience to risk once it has been identified
- Discovering the practical solutions they are implementing to work with multiple stakeholders to manage that risk
- Finding out what methodologies they are using to reach across the supply chain and monitor the sustainability of their suppliers’ practices.

Richard Heathcote, Sustainable Development Manager, HEINEKEN UK

12.00 Question And Answer Session

WATER SCARCITY AND CLIMATE CHANGE
Advances Being Made In Assessing, Measuring & Adapting To The Risks

12.05 Understanding How To Measure Water Scarcity Impacts At The Agricultural Level In The Absence Of Common Metrics
- Understanding how to measure the risk from water scarcity in a way that focuses on the impact rather than volume of the water used
- Determining how to normalize differing environmental contexts to deliver meaningful standards for the impact of water scarcity
- Solutions to the unique challenge of measuring the impact of water scarcity in complex supply chains with multiple layers between producer and end user
- Deciphering how to use measurements to demonstrate to stakeholders that your agricultural commodities are sourced sustainably

Richard Perkins, Senior Commodities Advisor, WWF INTERNATIONAL
12.35 Question And Answer Session

12.40 A Practical Success Story Where Measuring & Decreasing Water Footprint In The Agricultural Supply Chain Has Been Achieved

- Analysing how water efficiency was improved in an economically pragmatic way.
- Determining which technologies were most successful in decreasing a commodities water footprint
- Comprehending what lessons were learnt that could be applied to other agricultural commodities.
- Understanding the processes involved in identifying the risk from water scarcity: what data was used and how was it applied.

Andy Wales, Head of Sustainable Development, SABMILLER

13.20 Question And Answer Session

13.25 Networking Lunch Break

14.25 Understanding The Impacts Of Climate Change On The Sourcing Of Agricultural Commodities

- Analyzing the impact of climate change on growing conditions and how that will affect agricultural commodity sourcing in the future.
- Going beyond GRI guidelines to comprehend the different scopes of accountability for carbon emissions: How much responsibility each part of the supply chain should take
- Explaining how to reach across the supply chain to engage the producers in the need to adapt to climate change.
- Working towards methods for adapting to climate change whilst still maximizing profit and yield

Prof. Tim Wheeler, Director Of The Plants and Environment Laboratory, READING UNIVERSITY

15.05 Question And Answer Session

15.10 Applying The Lessons Learnt From The Progress In Carbon Footprinting At The Agricultural Level

- Understanding how to engage your entire supply chain to reduce their Carbon Footprint to deliver a more sustainable end product
- Advances being made in achieving cost-equitable Carbon Footprinting: emerging standards for which stage of the supply chain should be financially accountable for measuring how vulnerable a commodity is to the threat of water scarcity
- Determining how to increase farmers’ awareness of Carbon Footprinting at the agricultural level to create greater opportunities for sustainable sourcing
- Bridging the gap between Carbon and Water Footprinting to decipher where the challenges and solutions overlap: what can be done to achieve an equivalent of PAS 2050 for Water Footprinting.

Simon Houghton-Dodd, Head of Quality and Sustainability, TATE & LYLE
Ian Walsh, Head Of Environment, CADBURY SCHWEPPES

15.50 Question And Answer Session
UNDERSTANDING THE ROLE OF CERTIFICATIONS IN ENSURING AUTHENTIC STANDARDS FOR SUSTAINABLE SOURCING
Working Towards A Holistic Certification Approach

15.55 Collaborating With Certification Bodies To Achieve Meaningful And Practical Standards For Sustainable Sourcing
Representatives the certification bodies discuss what progress has been made in creating meaningful, unified and practical standards for sustainable sourcing and the impact this will have in the future on the practicalities of operating a sustainable agricultural supply chain
• Focusing on what progress certification bodies are making in presenting a more unified and holistic approach to avoid the costly and inefficient proliferation of different standards.
• Understanding what is unique about each existing certification scheme to choose the standards most relevant to your agricultural commodities and sourcing strategies.
• Finding out what solutions are emerging for developing certification schemes that are cost effective and add genuine value to the product.
• How to deliver meaningful standards for sustainable sourcing when dealing with vast numbers of small farmers.

16.35 Extended Question And Answer Session

16.45 Learning From The Progress Made On Palm Oil Certification: How Can The Same Principles Be Applied To Other High Risk Commodities?
• Determining what lessons can be learnt from the creation of the RSPO to establish similar commodity-specific bodies for other agricultural products.
• Analyzing the challenges involved in delivering certified palm oil and how these were overcome.
• Evaluating how much success has been achieve in getting certified palm oil onto the market to determine the demand for certified sustainable products
Louise Nicholls, Head of Ethical Sourcing, MARKS & SPENCER

17.25 Question And Answer Session

ETHICAL AND SOCIAL ISSUES IN SUSTAINABLE SOURCING
What Measurable Progress Has Been Made In Improving The Lives Of Developing World Farmers?

17.30 Business Solutions For Achieving An Ethical Agricultural Supply Chain: What Are The Fundamentals That Underpin The Success Stories?
• Hearing about real life examples where multinationals have improved the lives and working conditions of developing world farmers.
• Determining what type of ethical strategies have repeatedly been shown to work
• Understanding how to deliver a fair wage to the farmer.
Dominic Lowe, Managing Director, GREEN & BLACK’S

18.00 Question And Answer Session

18.05 Close of Day One

18.05 – Evening Drinks Reception For Speakers and Delegates
19.05
DAY 2: 1 December 2009

THE PRACTICAL SOLUTIONS THAT ARE MAKING CHANGE HAPPEN


This one hour pre-conference scientific briefing brings together the latest research on how conventional farming will need to adapt in the future. Examining scenarios for both the developed and developing world, this scientific briefing will focus on the necessary solutions that need to be implemented by governments, multi-nationals, farmers and small suppliers at the agricultural level.

08.00 Morning Coffee and Registration

08.30 Chair’s Opening Remarks: Setting The Conference’s Aims And Objectives

09.00 The Implications For The Food And Drink Industry Of The Emerging European Union Policy On Sustainable Agriculture: Partnership Opportunities and Future Legislation

- Discovering the future direction of EU sustainability legislation to ensure that your agricultural supply chain will comply with it.
- Finding out what the EU wants from potential partners in the private sector to capitalize on the burgeoning opportunities for Publicly Funded Sustainability Initiatives (PFSIs).
- Understanding how the EU plans to tackle the challenges of achieving sustainable agricultural practices and how this will impact the food and drink industry

Mark Cropper, DG Agriculture And Rural Development, EUROPEAN COMMISSION

09.40 Question And Answer Session

09.45 Outlining DFID’s Perspective On Sustainable Agriculture

- Explaining the work DFID is supporting on sustainable agricultural sourcing and on stronger ethical norms in business
- Exploring how this will impact the food and drinks industry
- Looking at the private sector’s role in the sustainable agricultural initiatives DFID is supporting

Deborah McGurk, Policy Lead On Fair and Ethical Trade, DFID

10.30 Extended Question And Answer Session

10.45 Understanding How To Implement Sustainability Strategies In The Developing World: Government Perspectives

- Understanding how developing world governments intend to facilitate sustainable sourcing practices
- Explaining their perspective on what private companies need to do in order to successfully source sustainably outside of Europe
- Understanding the challenges they are facing and what motivates them to move towards more sustainable agricultural and trade policies.
- Finding out the UN perspective on sustainable sourcing of agricultural raw materials and how private companies can link into their agenda

Dr. Zaenal Bachruddin, Director General of Processing and Marketing of Agricultural Products, REPUBLIC OF INDONESIA MINISTRY OF AGRICULTURE
11.25 Question And Answer Session

11.30 Morning Refreshments

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SOLUTIONS FROM THE OTHER END OF THE SUPPLY CHAIN
Farmers, Small Scale Producers, Fertiliser Companies and Plantation Owners

12.10 Practical Examples Of How Farmers, Small-Holder Producers, and Plantation Owners Are Contributing To Sustainable Solutions
- Learning what challenges the farmers who do produce sustainably are facing and how manufacturers and retailers can help with the solutions they are implementing
- Finding out what innovations small-scale suppliers are making to be sustainable and what can be done by the rest of the supply chain to facilitate this.
- Getting clarity on the motivations of the farmers and suppliers and how their actions can contribute to a more sustainable supply chain
- Understanding how to capitalize on the independent advances made at the other end of the supply chain to deliver sustainable agricultural products

Fernando de Romero Cerqueira, President, COOCAFE COFFEE COOPERATIVE
Rob Garrett, Farmer and Farmer’s Leader, PEAK CHOICE FARMER’S COOPERATIVE

12.50 Question And Answer Session

13.00 Networking Lunch Break

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TECHNOLOGICAL AND METHODOLOGICAL SOLUTIONS FOR IMPROVING SUSTAINABILITY
Agricultural Technologies And Traceability

14.00 Developing A Mastery Of The Emerging Technologies That Are Being Implemented On An Agricultural Level To Reduce The Cost Of Sustainable Agricultural Sourcing
- Understanding how next generation fertilizers and pesticides can contribute to sustainable sourcing of agricultural raw materials
- Progress being made in sustainable crop science and solutions for achieving more sustainable methods for protection against crop disease
- Introducing the emerging low energy irrigation technologies
- Progress being made in crop science and solutions for achieving more sustainable methods for protection against crop disease
- Technological advances being to provide solutions for increasing soil health
- Getting to grips with how gene hybridisation and plant breeding can contribute to sustainable sourcing.

Facilitated By: Christof Walter, Agricultural Research Manager, UNILEVER

14.45 Extended Question And Answer Session

15.00 Overcoming The Challenges of Traceability In Order To Achieve Greater Control Over Sustainability Standards At The Other End Of The Supply Chain
- Hearing success stories on how traceability and transparency of the agricultural supply chain was increased in a financially viable way.
- Understanding how improved traceability can deliver greater control of both environmental and social standards at the source
- Overcoming the unique challenges of achieving traceability when dealing with large numbers of small farmers

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• Determining the best methodologies for tracing products to source without using a segregated supply.
• Finding out about the emerging technologies and methodologies that deliver traceability in a more cost-effective way

Nicko Debenham, Director of Traceability and Sustainability, ARMAJARO

15.40 Question And Answer Session

15.45 Streamed Breakout Sessions

Identifying The Key Lessons Learnt From Success Stories At The Agricultural Level In Diverse Supply Chains
Network And Talk Through Solutions In One Of Four Practical Working Groups.

Palm Oil
- Working with other stakeholders in the palm oil supply chain to find out what is working at the agricultural level and what industry partnerships can be forged to improve efficiency

Coffee and Cocoa
- A network session working through how the coffee and cocoa farmers can be engaged in sustainable sourcing practices

Meat and Dairy
- Get together with other stakeholders including farmers to understand how to move forward as an industry on sustainably sourcing meat and dairy products

Soy
- Understanding the solutions that are emerging in finding sustainability criterion and sourcing strategies for soy

Multi-Commodity
- A chance for stakeholders who source multiple commodities to work together to understand the common principles of sustainable practice

Inter-Forum Feedback Session
- Participants from each group reconvene to share the lessons learnt from their respective sessions

CONSUMER EDUCATION SOLUTIONS
Practical Solutions For Communicating The Sustainability Message To The Consumer

16.45 Optimizing The Ability To Communicate The Complex Sustainability Message To The Consumer In A Way That Is Simple Enough To Understand
- Defining the role of labelling in communicating the sustainability message and understanding what cost-effective alternatives exist
- Evaluating the role of certification bodies in communicating the message and clarifying which schemes are delivering a clear and unified message
- Determining the relative merits and problems of consumer education versus choice editing
- Strategies for influencing the consumer to change his buying strategies to more sustainable products
- Analyzing the most successful strategies for demonstrating to the consumer, the media and stakeholders that you are sourcing your materials in a sustainable way

James Turton, Group Director Of Sustainability And Corporate Affairs, FINDUS GROUP

17.30 Questions And Answers

17.45 Chair’s Closing Remarks
Exhibition Floor Plan

The exhibition showcase will provide the opportunity for vendors to demonstrate their solutions in an informal setting. Unlike a traditional large exhibition or trade show you will gain access to the strategic decision makers at a time when the attendees are relaxed yet focused on discussing the solutions to their key business issues.

Sponsorship and Exhibition Opportunities

Organisations wishing to sponsor a break, lunch or evening reception should email info@london-business-conferences.co.uk or call ++ 44(0) 20 8920 1400

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WORKSHOP A
Practicalities Of Communicating The Sustainability Message To The Consumer

This objective of this workshop is to decipher the fundamental principles underlying the success stories where consumer communication solutions achieved a measurable impact in getting consumers to make more sustainable choices. The focus is on what strategies and methodologies are being used to achieve this success and how they can be applied to the full range of products that rely on an agricultural supply chain in the future. This practical workshop will give participants a chance to understand:

- Which certification and labeling schemes add the most value to a product.
- The most successful approaches to measuring the impact of a communication strategy on getting the sustainability message across to the consumer.
- The optimal methods for communicating your sustainability achievements both internally to employees and externally to the media and stakeholders
- How to quantify consumer demand for sustainable products and the strategies that are working to increase that demand
- The extent to which choice editing is an economically viable alternative to consumer education

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WORKSHOP B
Getting Up To Date On The State-Of-The Art Technologies Being Applied On An Agricultural Level To Improve Sustainability

This workshop has the objective of getting a thorough understanding of the cutting-edge developments in agricultural sustainability technology. Focus will be on. Focus topics will include:

- A status check on the emerging technologies ranging from advances in traditional techniques such as GM and Organic solutions to emerging technologies fresh out of the universities
- Determining how plant metabolism actually works in terms of processing fertilizers to deliver increased fertilizer efficiency.
- Progress being made on tackling the risk to soil health: irrigation technology and beyond.
- Advances being made in developing productive and efficient higher yielding agricultural management methods
- Understanding how ‘green crops’ can contribute to sustainable sourcing solutions.
YES ✔ I would like to register the delegate(s) below for the 2 day conference Sustainable Sourcing And Tracing Of Agricultural Raw Materials. 30 November – 1 December 2009

**DETAILS**

**PLEASE USE CAPITALS**
**PLEASE PHOTOCOPY FOR MULTIPLE DELEGATES**

Delegate 1. Miss/Ms/Mrs/Mr/Dr/Other:
- Position

Delegate 2. Miss/Ms/Mrs/Mr/Dr/Other:
- Position

Full Company Name
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I cannot attend the conference but would like to order the presentations on CD only:
- CD, including audio files £299 +VAT (£343.85)
- I am interested in sponsorship and exhibition opportunities at the Sustainable Sourcing And Tracing Of Agricultural Raw Materials Summit.
Please provide further details.

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A limited amount of rooms are available at the IBIS Earls Court. Call 020 7610 0880 & ask for reservations
Always quote 'promotional code GA29'. Rates from £93.75 including VAT & Breakfast. It is advisable to book before 13th November after this date, rates are subject to availability. For a further selection of near by hotels please click on to www.4cityhotels.com/sw6.html

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