# VIRTUAL SEMINAR INTERNATIONAL FREE OF CHARGE

The challenge of beef in the post-COVID-19 world

Wednesday, July 29 and Thursday 30, 2020

DAY 1

Trends in international trade and market behavior in a world in suspense.

8:45 Audience connection

9:10 a 9:30 hs Opening President of the IPCVA, Ulises Forte Minister of Agriculture, Livestock and Fisheries of Argentina, Luis Basterra

retail distribution of meats in Europe.

Karsten Maier, UECBV Association of meat







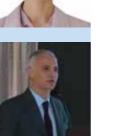




















8:45 hs Audience connection

What is happening and where is

the consumption of meat going when

9:00 hs Opening President of the IPCVA.

the nightmare ends?

DAY 2

**Ulises Forte** 

9:10 hs a 9:30hs Global Landscape of international meat trade (Market Outlook). Post pandemic challenges and opportunities Richard Brown, Director of GIRA

> 9:40 hs a 10:00 hs An expert look at the future of meat

consumption in the world. **Dr. David Hughes**, Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the Royal Agricultural University, U.K.

10:10 hs a 10:30 hs Argentine carnivores to the rhythm of COVID-19: the challenge of accompanying the people who miss barbecue the most. Agr. Eng. Adrian Bifaretti, Head of the Internal **Promotion Department of the IPCVA** 

> 10:40 a 11:00 hs The role of beef in a balanced diet. Dr. Alberto Cormillot. General Director of the Health and **Nutrition Clinic Dr. Cormillot**

> > 11:10 a 11:30 hs. How to communicate to the consumer that meat is healthy Dr. Jorge Tartaglione, **President of the Argentine Foundation of Cardiology**

11:40 a 12:00 hs. Closing of the second day of the Seminar

> **Under Secretary of Livestock,** José María Romero

10:10 hs a 10:30 hs

9:40hs a 10:00 hs

What is happening in the Asian meat markets?

importers of the European Union

**Joel Haggard**, Senior vice president - Asia Pacific **Region U.S. MEAT EXPORT FEDERATION** 

Impact of COVID-19 in the HORECA sector and the

# 10:40 a 11:00 hs

What is happening and what can happen with the consumption of meat in China? Michelle Hu, Deputy Secretary General of China Meat **Association (CMA)** 

### 11:10 a 11:30 hs.

IPCVA marketing actions in China.

**Graduate Sergio Rey**, Head of the External Promotion Department of the IPCVA.

### 11:40 a 12:00 hs.

The new normality of the American market. How are they getting through the health crisis and what will the new competitive scenario be?

Katelyn McCullock, Director, Senior Economist of the Livestock Marketing Information Service

### 12:10 a 12:30 hs

The opportunities and challenges of the Argentinian meat sector. The vision of the Argentinian meat packing industry

German Manzano, Managing partner of COFRIGO SRL

# 12:30 hs.

Closing of the first day of the Seminar. Dr. Juan José Grigera Naón, SRA representative advisor at IPCVA



