

PROGRAMME

# 3<sup>rd</sup> World Summit on Agricultural equipment

Answers given by the Agricultural  
Equipments towards the  
Agricultural stakes and challenges  
in different parts of the world

Sunday 20 and Monday 21 February 2011  
Parc des expositions Nord Villepinte



# Programme of Sunday 20<sup>th</sup> february

## WORLD AGRICULTURE

**Moderator : Marianna du Plessis**, Project manager, AGRIFICA (Agriculture in Africa)  
– Redactor, TheFarmAfrica

Welcome

Official opening of the symposium

**Gilles Dryancour**, Chairman, Cema  
**Jean-Pierre Bernheim**, Chairman, Axema

Round Table 1: The major imperatives in agriculture now and in the future

**Agatham Ag Allassane\***, Minister of Agriculture, Mali  
**Gabriel Csicsai**, State Secretary for Agriculture, Slovakia  
**Tzvetan Dimitrov**, Deputy Minister of Agriculture and Food, Bulgaria  
**Alida Fleury Bellandi**, President of Guarany Ind. E Com Ltda, Member of the Council of ABIMAQ - CONIMAQ - National Council of the Machinery and Equipment, Brazil  
**Marion Guillou**, CEO, INRA, France  
**Luc Guayau**, Independent Chairman of the Council, FAO  
**David Hughes**, President, ArgenTrigo (Argentina Association of Wheat), Argentina

Round Table 2 : Opportunities for development in world agriculture and major agricultural changes (globalisation, cross-border investments, impact on society at large, etc.)

**Mohammad Asif Rahimi**, Minister of Agriculture, Irrigation and Livestock, Afghanistan  
**Abdoulaye Combari**, Minister Delegate in charge of Agriculture, Burkina Faso  
**Geoffrey C. Mrema**, Director, Rural Infrastructure and Agro-Industries Division (AGS), Food and Agriculture Organization of the United Nations (FAO)  
**Michel Portier**, Founder and manager of Agritel, France

Over and above the North-South issue, agro-ecology to reconcile Man and the Earth

**Pierre Rabhi**, Farmer, French writer and thinker - Founder of « Terre et Humanisme » and « Colibris »

Symposium conclusion

**Alain Savary**, General Manager AXEMA

End of Part One of the Summit

1:30 pm

2:00 pm

2:15 pm

4:15 pm

5:15 pm

5:45 pm

6:00 pm

\* To be confirmed

# Programme of Monday 21<sup>st</sup> february

## THE WORLD AGRICULTURAL EQUIPMENT INDUSTRY

**Moderating Journalists** : **Eric Maerten**, Editor-in-Chief,  
and **Corinne le Gall**, Machinery Editor, La France Agricole

**9:00 am** Welcome

**9:30 am** Round Table 1: Focus on key current and future markets

**Konstantin Babkin**, Chairman of Rosagromash, Chairman of the Board, Holding Novoe Sodrujestvo (Rostselmash, Empils), Russia

**Celso Luis Casale**, President of the Brazilian Chamber of Machinery and Agricultural Implements - CSMIA / ABIMAQ, President of Casale Equipamentos Ltda, Brazil

**Gary L. Collar**, Senior Vice President and General Manager, Europe, Africa, Middle East (EAME), Australia and New Zealand, AGCO Corporation

**Gilles Dryancour**, Chairman, Cema - Director Government Affairs Europe, Africa, Middle East, John Deere  
**Chakib Jenane**, Chief of the Agro-industry Technology Unit and Deputy Director of the Agro-business Development Branch of UNIDO

**Rajiv Kumar**, General Director, Ficci (Federation of Indian Chambers of Commerce and Industry), India

**11:30 am** Round Table 2: What changes are needed in Agricultural Equipment to meet the imperatives of the future ?

**Mario Bogliani**, Director, INTA (National Agricultural Technology Institute), Argentina

**Luc Boyeldieu**, CEO, Bourgoin, France

**Hermann Garbers**, Member of the Claas Group Executive Board – Group Executive Vice President Technology and Quality - President, VDMA - Landtechnik, Germany

**Rohtash Mal**, Chairman, Tractor Manufacturers Association - Executive Director and CEO, Escorts, India

**Peter Schulze Lammers**, Chairman, EurAgEng (European Network for Engineering and Systems in the rural sector), Germany

**Su Weike**, Deputy Chairman, YTO, China

**12:45 pm** Closing speech

**Jean-Pierre Bernheim**, Chairman, Axema  
Vice-presidency, CEMA

**1:00 pm** End of Summit

# Biographies

## Konstantin Babkin

Konstantin Babkin established in the 1992 the holding company Novoe Sodrugectvo which core sector includes Rostselmash, a leader of the agricultural machinery industry and market in Russian Federation. He was elected as a President of the Russian Association of agricultural machinery manufacturers "Rosagromash" in 2004.



## Jean-Pierre Bernheim

Jean-Pierre Bernheim is CEO of Bucher Vaslin since 1983 and member of Bucher Industries Management Team. He is President of AXEMA (union of the agro-equipment industrials) since 2008 and President of APRODEMA (professional association of educational development of agricultural machinery and agro-equipment) since 2009.



## Mario Pedro Bogliani

Agricultural Engineer, Mario Pedro Bogliani is Director of Rural Engineering at INTA (National Agricultural Technology Institute), Argentina. He is also involved in national and international committees such as the Bologna's Club, Italy and the Argentina National Commission on Agro-chemical product researches.



## Luc Boyeldieu

Luc Boyeldieu is the CEO of Bourgoin SAS, a French company that has specialized for over fifty years in the design and manufacture of equipments dedicated to harvesting, and shelling corn cob. It has said its dominance by becoming the «leader» of his specialty in the European market.



## Celso Luis Casale

Mechanical Engineer and president of Casale Equipamentos Ltda, Celso Casale has been President of the Chamber of Agricultural Machinery and Implements Sector -CSMIA since March 2009 and Vice President of the Brazilian Association Of Machinery And Equipment - ABIMAQ since August 2010. He also is farmer, producing sugar cane and livestock.



## Gary L Collar

Gary L Collar is Senior Vice President and General Manager, Europe, Africa, Middle East (EAME), Australia and New Zealand for AGCO Corporation, a worldwide distributor and manufacturer of agricultural equipment. Previously, he held senior management positions within several divisions at ZF Friedrichshaven AG, Caterpillar and the Caterpillar Dealer organisation.



## Abdoulaye Combari

Since 2008 Dr Abdoulaye Combari is the Minister of State for Agriculture of Burkina Faso. He has held many positions both at national and at sub-regional level : he has over fifteen years of experience in agricultural research, over ten years of experience in agricultural training and has gained significant experience and knowledge of agricultural issues in the major agro-ecological regions of Burkina Faso and other Sahel countries.





### Gabriel Csicsai

Gabriel Csicsai is State Secretary of the Ministry of Agriculture and Rural Development of the Slovak Republic since 2010. Previously, he has held an Academic career at the University of Medicine and Pharmacy in Kosice and then he has held leading positions, between 2002 and 2010, in Jurova's Agricultural Cooperative.



### Tzvetan Dimitrov

Tzvetan Dimitrov is Deputy Minister of Agriculture and Food of Republic of Bulgaria since 2009. Before that he has held different positions in Bulgarian Associations, as the Industrial Pig-Breeding and Administrations : Director of the Agricultural Development Directorate in the Ministry of Agriculture and Food Supply, Director of Stock-Breeding Directorate in the Ministry of Agriculture and Forest.



### Gilles Dryancour

Gilles Dryancour is the Chairman of CEMA (the European Committee representing the agricultural equipment industry). He's also Director, public affairs for John Deere in Europe, Northern Africa and the Near & Middle East.



### Marianna du Plessis

As Project Manager at AGRIFICA Pty Ltd, Marianna du Plessis contributes to Food Security on the African continent. As the Editor of TheFarmAfrica, published by AGRIFICA - she is devoted to information "from Africa about Africa".



### Alida Fleury Bellandi

Alida Fleury Bellandi is President and CEO of Guarany Indústria e Comercio, a traditional brazilian company dedicated to design and produce agricultural machinery, fire-fighting and pest control machinery. She is member of the National Council of the Machinery and equipment industry (CONIMAQ from Abimaq) responsible for the strategic planning of the brazilian capital goods industry.



### Hermann Garbers

Member of the Claas Group Executive Board and Group Executive Vice President Technology and Quality since 1999, Hermann Garbers is also President of VDMA - Landtechnik, Germany, a non-profit organization, representing the local machinery and industrial equipment manufacturers.



### Marion Guillou

Marion Guillou has been President (CEO) of INRA (Institut National de la Recherche Agronomique) since 2004, after being Director-General of the same organisation from 2000 onwards. She is also the President of Agreenium, the french consortium for research and education, created in May 2009.

## Luc Guyau

Luc Guyau has been Independent Chairman of the Council of the Food and Agriculture Organization of the United Nations (FAO) since November 2009 and is also Inspector General of Agriculture. He was a french farmer and has held positions such as President of the Permanent Assembly of Chambers of Agriculture (APCA) and Vice-President of the Economic, Social and Environmental Council (CESE) from 2001 to 2010 and President of the National Federation of Agricultural Producers (FNSEA) from 1992 to 2001.



## David Hughes

David Hughes has worked as a farm manager and consultant in Argentina. He is currently partner and President of TraulenCo S.A., a farm management and consulting business and he is a founding member and current President of ArgenTrigo, the argentine wheat chain association, working on long term strategy for the industry.



## Chakib Jenane

Chakib Jenane is the Chief of the Agro-industry Technology Unit and Deputy-Director of the Agro-business Development Branch of UNIDO. He leads a team of engineers and economists responsible for agro-industrial investments projects in developing countries, in particular in Africa and Asia.



## Rajiv Kumar

Rajiv Kumar is currently the Director General of the Federation of Indian Chambers of Commerce & Industry (FICCI). He is a non-executive member of the Central Board of Directors of State Bank of India, Member of Board of Trustees, of India Brand Equity Foundation (IBEF) and also on the Board of Directors for the United States-India Educational Foundation (USIEF). He is a member of the G-20 Advisory Group, Ministry of Finance, Government of India



## Peter Schulze Lammers

President of EurAgEng (European Society of Agricultural Engineers) and Professor of Agricultural Engineering at the University of Bonn /Germany, Prof. Schulze Lammers is an expert in application technology for plant protection and also in sensor technology for precision farming.



## Corinne Le Gall

She joined La France Agricole in 1997 as a machinery writer, then became the machinery editor in 2003. She worked together with Eric Maerten to establish La France Agricole as a solid partner in the "European machinery testing group" where they work with other leading magazines to provide 1 million european readers with exclusive tractors and machinery tests.



## Eric Maerten

After a training course in agricultural engineering at Isab, Eric Maerten has been Editor in Chief of the weekly magazine La France Agricole since 2007. La France Agricole is the leading European agricultural publication in terms of paying diffusion.





### Rohtash Mal

Executive Director and Chief Executive Officer of Escorts Agriculture Machinery Group, Rohtash Mal is also Member of the CII National Council on Agriculture and President of Tractor Manufacturers Association (TMA), India.



### Geoffrey C. Mrema

After having served in different institutions devoted to agricultural development in the public sector and Universities in several countries in Africa, Dr. Geoffrey C. Mrema joined the FAO in 2001 and he is currently the Director of the Rural Infrastructure and Agro-Industries Division (AGS).



### Michel Portier

Michel Portier, Founder and Manager of Agritel, intervenes in the field of price risk management, audit, consulting in the agricultural, food processing and financial sector. Previously, he was in charge of departments of commodities creation within different companies in this sector. He is also a farmer.



### Pierre Rabhi

French farmer, writer and thinker of Algerian origin, Pierre Rabhi is one of the pioneers of agroecology. He invented the «Oasis in all places» concept, and initiated the "Colibris (humming-bird): Movement for the Earth and Humanism". He has also written a number of books, and he is now recognized as an international expert in food security.



### Mohammad Asif Rahimi

Mohammad Asif Rahimi was appointed as Afghanistan's Minister of Agriculture, Irrigation and Livestock in October 2008. With his extensive experience in rural development planning, mobilization of donations, international aids, public management and the design and implementation of development projects, he is providing effective leadership to the Ministry's agricultural master plan.



### Alain Savary

General Manager of AXEMA, the new and unique Union of Agricultural Equipment manufacturing companies since 2010, Alain Savary has led his career in agricultural field. His last position was Chief Executive Officer of the Plant and Distribution Specialist Chain for the Terrena Group from 2004 to 2009.



### Su Weike

Vice Chairman of the Board of YTO Group Corporation since 2009, one of the main Chinese companies in agricultural machinery field, Su Weike has previously held leading positions in China National Construction & Agricultural Machinery Imp. & Exp. Corporation.

# Partners - video ad



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