

VIRTUAL SEMINAR INTERNATIONAL

ON LINE

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



9:40hs a 10:00 hs

Impact of COVID-19 in the HORECA sector and the
retail distribution of meats in Europe.
Karsten Maier, UECBV Association of meat
importers of the European Union



10:10 hs a 10:30 hs

What is happening in the Asian
meat markets?

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



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 McCulloch, 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



DAY 2

What is happening and where is
the consumption of meat going when
the nightmare ends?

8:45 hs Audience connection

9:00 hs Opening

President of the IPCVA,
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



BOOK YOUR PLACE/LIMITED PLACES

FURTHER INFORMATION AND REGISTRATION

+54 9 11 2848 0455

WWW.IPCVA.COM.AR / seminariosipcva@gmail.com

ORGANIZED BY

IPCVA

Instituto de Promoción
de la Carne Vacuna
Argentina