

## **INFORMA FALL OUTLOOK CONFERENCE TO PROVIDE WIDE-RANGING WORLD PERSPECTIVE OF AGRICULTURE**

The world is transforming in terms of scope, scale and speed of change. This evolution is resulting in a more interconnected world, requiring businesses and related organizations in the agricultural and food industries to demand primary sourced, accurate and reliable information from all corners of the globe. Informa Economics understands the value of this need and has developed its own network of satellite offices and affiliate partner offices and partnerships and is bringing them together along with an extraordinary group of authorities to Memphis to provide wide-ranging world perspectives of agriculture. The unparalleled breadth of global expertise at this single event will highlight Informa Economics' 28th Annual Fall Outlook Conference to be held November 7-8 at the Hilton Hotel in Memphis, Tennessee.

Informa Economics Chairman of the Board and Chief Executive Officer Bruce Scherr will lead off the outlook conference discussing the global and US economic growth prospects over the next two years, highlighting the implications for agriculture and food, and commodities as an asset class. He will be followed by Erik Peterson, a partner at A.T. Kearney, Inc. (an international management consulting firm), and managing director of the firm's Global Business Policy Council (a strategic advisory service specifically designed for the world's top CEOs and far-sighted thought leaders in both business and government). Peterson will discuss how leaders can navigate through a world of disruptive change, with the challenge going beyond simply executing more efficiently. Peterson will revisit the notions and assumptions that have guided leaders for decades and lay out the big-ticket transitions underway while offering insight on how organizations can and must respond.

Another essential component in navigating through these rapidly shifting market conditions is financing agriculture's global expansion. Rabobank Managing Director and Head of Food & Agribusiness Research and Advisory Bill Cordingley will detail, by country and region, how Rabobank is positioning itself to assist in financing world agriculture's imminent expansion. Leading a team of 23 food and agribusiness specialists that span the globe from New York to Chicago, St. Louis, Fresno, Mexico City, Sao Paulo, Santiago and Buenos Aires, Cordingley's team provides Rabobank's knowledge center, providing commercial support to wholesale and retail banking and risk management.

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Water resources will dictate the world's ability to meet the global agriculture and food productivity challenge. The CME Group Managing Director and Chief Economist Bluford Putnam will examine how the world can better discover price, manage price risk and monetize the value and role of water for agriculture and food. With over 35 years of experience in the financial industry (ranging from central banking to investment research and portfolio management), Putnam regularly publishes research reports on the global economy and markets, authored five books on international finance and portfolio management, and is a frequent commentator on Bloomberg TV, CNBC and other media.

In addition, a special feature of Informa Economics' Annual Fall Outlook Conference is a pre-session global roundtable and luncheon, introducing the Informa Economics Global Affiliate Program. Informa is partnering with some of the top analytic and consulting organizations in the world. When combined with Informa's world renowned expertise, this provides one of the most comprehensive information services available across the globe. This is an extraordinary opportunity to hear Informa personnel and our global affiliates discuss the agricultural situations and outlooks for the major countries around the world. Local experts will provide commentary and insight on crop production and livestock prospects for the major producing and consuming regions around the globe. Countries represented include Russia, India, China, Brazil, Argentina, Australia (invited), Turkey and Canada, within the context of Informa Economics' North American Outlook. This is a rare opportunity to have direct contact with this group of country specialists.

Invited Informa affiliates and personnel include: from Moscow, Russia, SovEcon Managing Director Andrey Sizov; from Mumbai, India, Agriwatch Chief Executive Officer V.N. Saroja; from Beijing, China, PolyResource LLC President Jay Lou; from Sao Paulo, Brazil, personnel from Informa Economics FNP; from Buenos Aires, Argentina, AGRO T.E.C.E.I. President Sebastian Olivero; from Melbourne, Australia, personnel from Informa affiliate NZX; from Ankara, Turkey, Seres International Agri Consulting Ltd. Business Development Director A. Bülent Unal and Commodity Consultant Aysin Turker; and from Winnipeg, Canada, Informa Economics Senior Analyst Chris Ferris.

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On day two of the conference, Informa Economics' top analysts will provide commodity breakout sessions, including detailed 2012/13 supply/demand situations and an early look at the 2013/14 situations and supply/demand outlooks. Commodities to be covered include: feed grains; wheat and rice; soybeans and soy products; cotton; sugar and cocoa; cattle and beef; hogs and pork; broilers/turkey; dairy; transportation; and energy.

The registration fee for the Informa Economics' 28th Annual Fall Outlook Conference is \$725 for Informa clients; \$850 for others. Additional registrants from the same organization are \$600 for Informa clients; \$650 for others. For registration information, contact Karen Hayes at 901-766-4479, fax inquiries to 901-766-4483, or e-mail [karen.hayes@informaecon.com](mailto:karen.hayes@informaecon.com). A brochure and online registration are available [www.informaecon.com](http://www.informaecon.com).

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*Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; St. Paul, Minnesota; Winnipeg, Canada; London, England; Brussels, Belgium; and Sao Paulo, Brazil. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at <http://www.informaecon.com>.*