



V Dairy Olympic Games



Sponsors of Business Program:

Business Partner:

Sponsor of Sport Program:



21-24 May 2013

Turkey, Beldibi, Akka Antedon Hote

V Dairy Olympic Games

Organizer

DAIRYNEWS



Information Agency DairyNews – is the leading Mass Media in the Russian dairy market. Currently the DairyNews audience comprises 700 thousand readers from more than 30 countries of

the world, from almost all Russian regions, as well as Ukraine, Belarus and Kazakhstan. DairyNews is a media partner of the majority of Russian and international dairy market events.

General Sponsor



PEPSICO

PepsiCo is the world's second largest and the largest in Russia food and beverage company with annual net revenues of over \$65 billion. PepsiCo has a diverse product portfolio that includes 22 brands, each generates more than \$1 billion in annual retail sales. The company's principal businesses include: snacks, grain products, carbonated and not carbonated soft

drinks, sports and functional beverages, juices – products, presented in 200 countries of the world.

PepsiCo has 40 manufacturing plants and around 25 thousand of employees in Russia. The company's investment into Russian economy totals 9 bln dollars. In 2011 Pepsoco acquired Wimm-Bill-Dann, the largest dairy and juice company in Russia and CIS established in 1992.

Business Partner



Co-op United Dairy Producers - the first Russian large dairy producers union, acting to form transparent and fair relationships between Russian market participants.

The cooperative has 26 members – producers from 4 Russian regions producing 300 tons of milk per day.

Спонсоры деловой программы



The KIESELMANN FLUID PROCESS GROUP produces and develops process components and process plants for liquid media for the food, chemical and pharmaceutical industries.

We employ process engineers and beverage technologists in order to achieve an optimal process planning. Owing to innovative products, such as the aseptic valve series GEMBRA, we ensure reliability and safety to our customers for their production.

The confidence of many big brands is confirmation and incentive to us to keep on pursuing these goals.



Zoetis discovers, develops, manufactures and commercializes a diverse portfolio of animal health medicines and vaccines designed to meet the real-world needs of veterinarians and the livestock farmers and companion animal owners they support.

V Dairy Olympic Games



Mishchenko Michael

Information Agency DairyNews Chief Editor

Less politics and more action

Russian dairy market is facing serious challenges nowadays: domestic disorder, lack of unique sector development strategy and clear scheme of government support, WTO joining and global dairy market encounter. All that puts Russian dairy sector close to ruinous position and forces the market to raise a question of Russian dairy industry consolidation necessity.

Russian dairy industry is dissociated; each producer and processor tries to solve his enterprise problems by himself. Each is willing to speak out, but has no opportunity to do it. Field unions, consolidating producers and processors of milk, unfortunately are unable to join forces and work out a single strategy to protect the dairy market.

Sustainable development of dairy business

Under the current circumstances businessmen of the dairy sector should unite their practice and look in a new light at the prospects for further development of their business in the frame of whole Russian market development.

1. What do we want from the government

Industry's requirements for state officials are as a rule politically motivated and oppositely directed towards each other. Each market participant, each union has its own requirements and proposals, which are often contradictory. Without a single "market voice" the government comes up with its own decision – a decision convenient to the officials, but not always a decision the market is awaiting for. In fact the government needs a clear model of market development for 30-50 years ahead, based on actual state of things. This business plan should define development goals and certain tasks for further achievement. The business plan will determine the direction and volume of government support.

Only the industry itself – its leading players – are able to join forces and cope with this task.

2. Producers or processors?

Russian dairy sector is very much disintegrated, producers and processors as a rule oppose each other. In the meantime the world practice and common sense persuade that production and processing – are not two branches, but a single system. It's impossible to boost the industry supporting only the producers: increased production volumes need to be processed. And vice versa, increased processing capacity needs milk, only import can replenish it quickly. So, producers and processors – are left and right arms of the industry and only their firm handshake can boost the Russian dairy system.

3. Russia's place in the global dairy market

Russia is not a global dairy market player yet. Being a large importer, our country is presented in the leading

international organizations almost by nobody. It has a negative impact on industry development: Russian market does not participate in international discussions, it is not familiar with international trends, it does not get scientific researches and innovative solutions from abroad. As a result, dairy producers and processors, ultimate consumers and country's food security – all together suffer. Some persons participated in international organizations, but pursued their own objects. It's high time to look at the problem from the point of view of the whole industry.

Information Agency DairyNews took the initiative to develop relations between dairy producers and processors. At the moment DairyNews is the most independent and not politicized structure, uniting on its pages each and all dairy market participants. Moreover, DairyNews carries on international activities – gives its readers information about the world dairy industry tendencies and involves Russian producers into international market.

For solving those problems Russian Dairy Market is aimed to:

- Unite the most active and successful representatives of the dairy industry;
- Work out a long-term plan of industry development;
- Elaborate the legal, regulatory and technical system of control;
- Bring modern scientific solutions and forward the dairy industry development;
- Present Russian dairy sector in the world market.

These issues will be discussed during The V Dairy Olympic Games.

The decision to bring the Summit together with the Dairy Olympic Games on the Mediterranean Sea wasn't random.

There are two reasons for that:

1. The international experts are invited to take part in the Summit;
2. We would like to combine formal and informal atmosphere so that the Summit participants had an opportunity to discuss the current problems easily. No wonder that all difficult and important decisions are usually made within the environment, allowing to disengage from everyday routine and to look at the partners and competitors from a new angle. Davos Meeting or Yalta Conference are the brightest examples.



21/05/2013

- ☞ Arrivals of participants
- ☞ 20:00- 22:00 - Welcome-cocktail

22/05/2013

Dairy Summit

Russia: 2013-2050. Dairy Market Development Forecast.

Short-term and long-term situation on the raw milk market.

- ☞ Government forecasts and actual situation. Russian Dairy industry trends.
- ☞ Prospects of Dairy Processing.
- ☞ Production volumes of all categories of dairy products
- Dairy Farming trends.
- ☞ Long-term dairy farming development prospects before 2050
- ☞ Genetics and biotechnology in dairy farming. Program of Russian Dairy Market Development.
- ☞ Whom do the dairy market participants see themselves in 2050
- ☞ Russia's place in the world dairy market in 2050
- ☞ What do we want from the government?

Speakers expected:

Torsten Hemme, IFCN, Managing Director
Dmitriy Mironchikov, Raw milk procurement Department Director, Wimm-Bill-Dann (Pepsico)
Arkadiy Ponomarev, Molvest, owner, Russian State Duma Deputy
Michael Mishchenko, Informational Agency Dairynews Chief Editor

Seminar:



KIESELMANN

Using of energy-saving technologies. Methods for Process Automation, excluding the human factor.

Seminar:

zoetis

«100 days» Program as the optimal algorithm for veterinarian for period from launch to calving.

Seminar:

DeLaval

Robotic Milking. Farm Management.



23/05/2013

Sport events

- ☞ Water polo
- ☞ Volleyball
- ☞ Soccer
- ☞ Fun competitions

24/05/2013

Final of V Dairy Olympic Games. Departure of participants.



ЧТО ТАКОЕ МОЛОЧНАЯ ОЛИМПИАДА

Important annual event for all segments of Russian dairy market. The place where all players of Russian dairy market are gathered together: dairy farmers, representatives of dairy producers companies, proceeding enterprises, scientists, providers of technological solutions, experts. In informal atmosphere meet representatives of dairy industry, make experience exchange and discuss hot questions. And moreover participate in sport competition.

The main goal- is to formulate unity of industry.

V Dairy Olympic Games

Akka Antedon Hotel Accommodation

With a seafront location a short drive south of Antalya, Akka Antedon Hotel is a luxury resort with a lagoon-style outdoor pool, a mini football field and a lavish spa and fitness center.

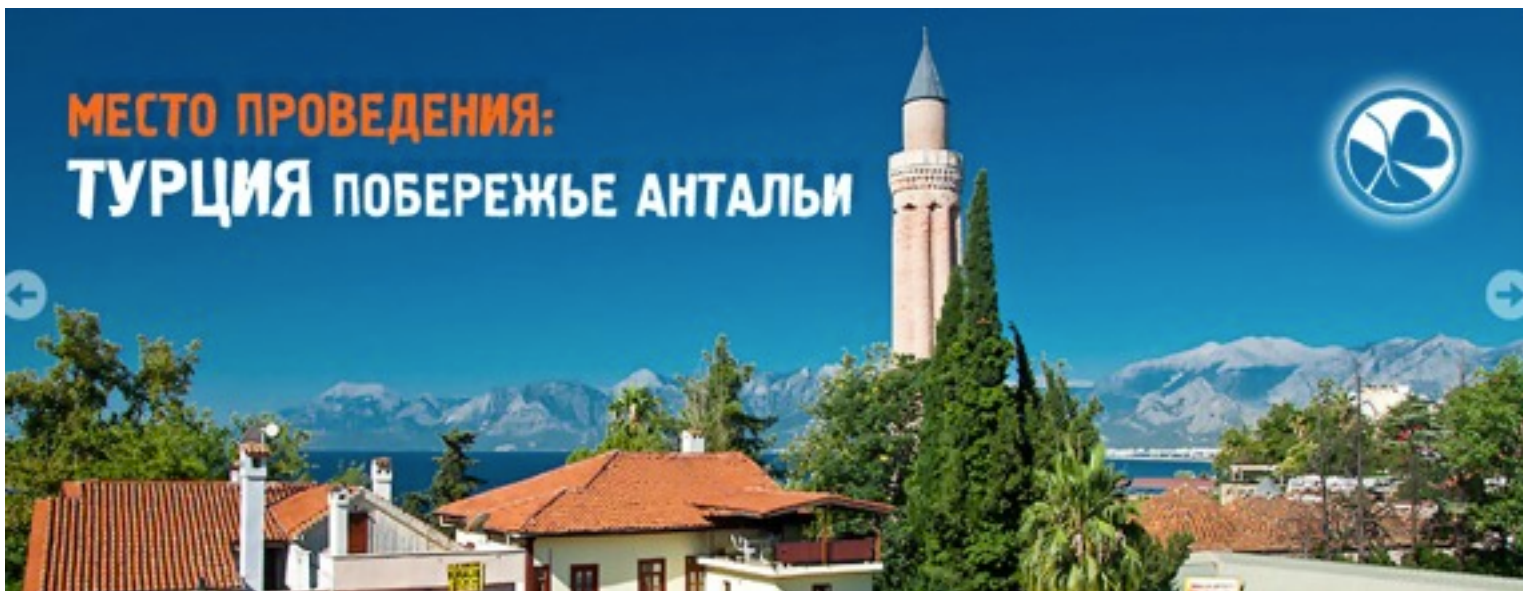


Rooms at Akka Antedon Hotel feature satellite TV and a minibar. Each leads onto a balcony overlooking the pool or lush garden.

The property occupies an extensive landscaped area in the Beldibi region. The on-site spa features massage treatments, a sauna and Turkish bath. There is also a mini club with professional staff, arranging activities for children during the day. Akka Antedon offers many choices for dining from Divan Restaurant's breakfast buffet to Italian cuisine in Restaurant Olive. In the evening, a variety of shows and live performances are provided.



МЕСТО ПРОВЕДЕНИЯ:
ТУРЦИЯ ПОБЕРЕЖЬЕ АНТАЛЬИ



Conditions

	DBL	SNGL
Price till 1.05.2013	300 €	360 €
Price from 1.05.2013	375 €	450 €

Prise includes:

Accommodation 4 nights in hotel [Akka Antedon Hotel](#)

Breakfasts, Lunches, Dinners

Participation in all Events of Dairy Olympic Games

V Dairy Olympic Games

Sponsorship

	TITLE SPONSOR	GENERAL SPONSOR	BUSINESS SPONSOR	SPORT SPONSOR	WELCOME COCKTAIL SPONSOR
Cost	7 500 €	6 000 €	1 900 €	1 500 €	1 250 €
Participation	• 1 speaker;	•1 delegate			
Internet banner on dog2013.ru with a link to the company's page	+	+			
Logo placement on dairynews.ru with a link to the company's page;	+	+	+	+	+
Logo placement on the "Dairy Olympic Games " roll-up, folders and badges	+	+	+	+	+
Logo placement on T-shirts	+	+		+	
Speech on the conference	+				
Interview with one representative of the company	+				

ORGANIZATION COMMITTEE



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