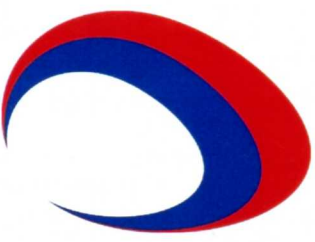


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The International Egg Commission



IEC London 2006

One Whitehall Place

March 26th - 28th

IEC London 2006

Conference Programme

One Whitehall Place, London
March 26th - 28th 2006

SUNDAY 26TH MARCH

- 11.00 – 12.30 **Office Holders Meeting**
Farmers Club Committee Room
- 13.30 – 15.00 **Executive Committee Meeting**
Farmers Club Committee Room
- 15.00 – 15.30 **COFFEE BREAK**
- 15.30 – 17.00 **Membership Committee Meeting**
Farmers Club Committee Room
- 18.00 – 19.30 **Chairman's Welcome Reception**
Farmers Club Lounge & Bar

MONDAY 27TH MARCH

- 08.00 **Registration & Refreshments**
Whitehall Reception Rooms
- 08.30 **Chairman's Welcome**
Whitehall Suite
- 09.00 – 09.30 **Conference Opening Speaker:**
How consumers are changing the face of retailing - New challenges for retailers and suppliers
David Bosshart - GDI Switzerland
- 09.30 – 10.15 **How US Retailers are Embracing the Egg Category**
Jim Wisner, USA

10.15 – 11.00

COFFEE BREAK

11.00 – 11.30

New Ways of Adding Value to Eggs
Dr Geza Mezey, Hungary

11.30 – 12.00

Marketing Opportunities through New Media
Mike Scott, Lighthouse, UK

12.00 – 13.45

LUNCH

13.45 – 15.15

Marketing Committee Meeting
Whitehall Suite

15.15 – 15.45

COFFEE BREAK

15.45 – 17.00

Economics and Statistics Committee Meeting

TUESDAY 28TH MARCH

- 08.00 **ARRIVAL REFRESHMENTS**
- 08.30 – 08.45 **Welcome by the EPI Chairman**
Mike Luker
- 08.45 – 09.15 **Traceability of Eggs and Egg Products from the Farm to the Consumer**
Alberto Ottoneo, Siemens & Alberto Sanz, Spain
- 09.15 – 09.45 **Functionality of Real Egg Products Compared to Chemical Replacers**
Albert Monferrer, Spain
- 09.45 – 10.30 **COFFEE BREAK**
- 10.30 – 11.00 **The Impact of AI on the World Egg Economy**
Dr Craig Morris, Deputy Administrator, US Agriculture Marketing Service

11.00 – 11.30

Changing Patterns in Egg Production and Trade
Hans-Wilhelm Windhorst, Germany

11.30 – 11.45

EPI Committee Meeting
Response to OIE Pasteurisation Standards

11.45 – 12.00

IEC Guadalajara 2006 Conference Presentation
Cesar de Anda, Mexico

12.00 – 13.30

LUNCH

13.30 – 15.00

International Trade Committee Meeting
Dr Christianne Bruschke, OIE - Avian Influenza: The Global Situation
WTO - Post Hong Kong

15.00 – 15.45

COFFEE BREAK

15.45 – 17.00

Producer Committee Meeting
Whitehall Suite
Air Quality Emissions in the Egg Industry
Chad Gregory, USA

19.00 – 19.30

PRE-DINNER DRINKS

19.30 – Midnight **Gladstone Library Banquet**

The Gladstone Library
Dress: Business Suit

Room Locations:

The Whitehall Reception Rooms and the Whitehall Suite are on the lower (pavement) level of One Whitehall Place. The Gladstone Library is on the top level - elevator/lift button 2.

Entry to the Farmers Club (3 Whitehall Court) is from the Royal Horseguards Hotel which also adjoins One Whitehall Place)