



FEDERAL RESERVE BANK
OF CHICAGO

Sponsored by



Expanding Food Trade: Ways to Innovate and Thrive

May 8, 2018
8:00 a.m. - 11:30 a.m.
Federal Reserve Bank of Chicago
230 South LaSalle Street
Chicago, IL 60604
[REGISTER](#)

Global Midwest Alliance invites you to its first program in the Alliance's 2018 Innovation, Growth and Globalization Industry-Focused Series. Past food industry programs have focused on food safety, policy changes, science-based opportunities, global food production and sustainability, food supply chain management and reducing food waste.

World food trade has blossomed over the decades, providing nourishment and fulfilling the desires of billions. Moreover, incomes of many have risen dramatically and the global middle class has grown. Even so, the world faces a rapidly increasing population, especially in urban areas, along with enormous problems of malnutrition and food insecurity. Key issues include how consumer preferences are changing and the negotiation of trade relationships. In this context, there are many opportunities for businesses to innovate, create value, develop new technologies and markets for food products, and provide additional jobs in the Midwest and around the globe. Through innovation and imagination, firms can build new trade partnerships and widen current trade flows in the process helping feed the world so more may thrive.

Join Global Midwest Alliance and leaders from industry, government, and other organizations as we explore these key themes. This program will feature keynote speaker [Craig Morris](#), the Vice President of International Marketing at the National Pork Board, and two panel discussions with informative speakers from across the supply chain, along with ample time for networking. Focusing on how consumers drive change, our first panel will address the role of innovation and technology in promoting food trade. Our second panel will feature opportunities for business growth and ideas to open new markets -- particularly in rapidly growing cities -- to help meet worldwide needs by multiplying trade in agricultural and food products.

Attendees will have the opportunity to network with industry leaders and service providers, C-suite executives of food, agriculture, beverage, packaging and service companies, economic development specialists and groups interested in growth and global opportunities.

The cost to attend this industry breakfast program is \$95 per person, payable at the time of registration. Seats are limited. **Please register on or before May 5, 2018.**

AGENDA

8:00 a.m.

Registration, Breakfast and Qualified Introductions

8:30 a.m.

Welcome and Opening Remarks

[David Oppedahl](#), Senior Business Economist, Federal Reserve Bank of Chicago

8:45 a.m.

Keynote Presentation

[Craig Morris](#), Vice President, International Marketing, National Pork Board

9:15 a.m.

Innovation and Technology Panel

Moderator: [Dave Donnan](#), Senior Partner, Global Leader - Food & Beverage Sector, A.T. Kearney, Inc.

Panelists:

[Kim Kirchherr](#), MS, RD, LDN, CDE, FAND, Chair, Food & Culinary Professionals Dietetic Practice Group

[Megan Klein](#), CEO and Founder, Here

[Jim Slama](#), Founder and President, FamilyFarmed

10:15 a.m.

Networking and Coffee Break

10:30 a.m.

Growth and Global Opportunities Panel

Moderator: [Johannes Burlin](#), Co-Founder and Co-CEO, Tilia Holdings, LLC

Panelists:

[Alex Hao](#), Partner, JunHe LLP

[Wayne Robson](#), Senior Trade Commissioner, Consulate General of Canada in Chicago

[Kate Toews](#), Vice President of Strategic Marketing, Kerry Taste & Nutrition

11:30 a.m.

Questions and Closing Remarks

Global Midwest Alliance is a business-led, region-wide organization dedicated to transforming the Midwest into an internationally recognized leader in innovation and business growth. The Alliance aligns and integrates resources throughout the Midwest helping businesses to grow by leveraging existing resources to develop new products and find customers throughout the world. The Alliance is the Private Sector Liaison Office for the World Bank and a member of Global CONNECT. Through these and other affiliations, the Alliance facilitates access to global business opportunities for Midwest business. The Alliance offers educational and networking opportunities through a variety of programs and resources designed to promote innovation, technology development and access to global opportunities in the clean technology, energy, food, logistics, manufacturing and water industries.

The World Bank Private Sector Liaison Office (PSLO) network is a group of 160 business intermediary organizations in 107 countries around the world working to foster trade and investment between countries with the support of the World Bank Group's products and services. PSLOs facilitate private sector access to World Bank Group business opportunities, services and knowledge, and act as the voice of the private sector in advising the World Bank Group on how to better engage companies on development issues.