



2008 Latin America Regional Meeting
Golden Tulip Paulista Plaza, São Paulo, Brazil
April 7 - 8, 2008

Day One
April 7, 2008

8:00 Registration and Coffee

9:00 Welcome and Opening

Speakers:

- Maria Cox, Organic Exchange
- Simon Ferrigno, Organic Exchange
- Jorge Yammine, YD Confecções e Coexis
- Maysa Motta Gadelha, Natural Fashion

9:30 Market and Overview of Organic Cotton

Panel will present an overview of the international and regional markets and fiber report highlights.

Speakers:

- Simon Ferrigno, Organic Exchange, Global Fiber Production
- Maria Cox, Organic Exchange, Global Organic Market
- Alfonso Lizárraga, Organic Exchange, Fiber Production in Latin America
- Doraliz Aranda, Organic Exchange, Regional Organic Market

10:30 Coffee Break and Opening of Marketplace

Location: Vianas and Atenas Rooms

10:30 Vision of the Farmers

This presentation will provide participants with perspectives from the farm and fiber production side, including issues of rural development and agricultural productivity and will include a summary of the farm meeting held in Ceara between April 2 and 4, 2008.

Speakers:

- Alfonso Lizárraga, Organic Exchange

Panel

- James Vreeland, Naturtex (Peru)
- Jair Pelegrin, Instituto Maytenus (Brazil)
- Olga Segovia, Aratex Orgánica (Paraguay)

Moderator: Doraliz Aranda

12:00 Certification and Integrity

This panel will discuss organic certification for the international and domestic markets.

Speakers:

- Alexandre Harkaly, Instituto Biodinâmico (Brazil)
- Daniel Schuppli, IMO Control (Brazil)

Moderator: Maria Cox

12:00 Lunch

Location: All Seasons restaurant



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14:30 Workshops - Session #1

Workshop #1: Organic 101

Location: Lisboa room

This workshop will introduce the concept of the organic sector and will include farm management to consumer benefits.

- Alfonso Lizárraga, Organic Exchange
- Doraliz Aranda, Organic Exchange

Workshop #2: Historic Futures: Track and Trace

Location: Madrid room

Interactive workshop on track and trace; also hear from organizations using this online service

- Simon Warrick, Historic Futures

Moderator: Maria Cox, Organic Exchange

Workshop #3: Sustainable Fashion: Natural Dyes and Sustainable Materials **Location:** Amsterdam

This workshop will look at natural dyes and sustainable materials.

- Eber Lopes Ferreira, Coexis

15:45 Coffee Break and Marketplace

Location: Vianas and Atenas rooms

16:30 Workshops - Session #2

Workshop #4: The Importance of Sustainable Pricing and Methodologies **Location:** Lisboa room

Workshop on issues of price and sustainable farm incomes; how the foundations for a sustainable organic textiles sector require that the whole system include a 'fair' distribution of profit, from the farm on up.

- Simon Ferrigno, Organic Exchange

Moderator: Eber Lopes Ferreira, Coexis

Workshop #5: Alliance Building: Strategies for Developing Regional Meetings **Location:** Madrid

Workshop attendees will discuss building regional production and market alliances involving public institutions, NGOs and buyers across the region in production and market.

- Doraliz Aranda, Organic Exchange
- Alfonso Lizárraga, Organic Exchange

Workshop #6: Organic Exchange Toolkit: 7 Success Factors for Businesses **Location:** Amsterdam

This workshop will guide you through the key steps in adopting an organic program.

- Maria Cox, Organic Exchange

17:45 Workshop Wrap Up

18:00 Closing of Day 1



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8:00 Registration and Coffee

9:00 Brazilian Market Overview

This panel will give us an overview of the nascent and innovative Brazilian organic textiles market.

Panel:

- Fernando Pimentel, ABIT
- Eber Lopes Ferreira, Coexis
- Maysa Motta Gadelha, Natural Fashion
- Nina Braga, Instituto e

Moderator: Maria Cox

10:15 Coffee Break and Marketplace

Location: Vianas and Atenas Rooms

10:45 Emerging Business Models in Latin America

This panel will present a range of dynamic and sustainable partnership models from Latin America.

Panel:

- Martin Brum - Feel Cotton (Argentina)
- Thomas Favennec – TUDO BEM? (France)
- Mariana Girroto - Justa Trama (Brazil)

Moderator: Doraliz Aranda

12:00 Sustainable Pricing and Business and Supply Chain Models

Different ways to bring value back to the farmers and ensuring a sustainable price.

Speaker:

- Simon Ferrigno, Organic Exchange

Panel:

- Jair Pelegrin, Instituto Maytenus (Brazil)
- Maria Celia Martins de Souza, Instituto de Economia Agrícola
- Raul Matin, JHC (Nicaragua)

Moderator: Ana Cândida ZanESCO, Ecotece (Brazil)

13:00 Lunch

Location: All Seasons restaurant

14:30 Telling the Story: Track & Trace and Consumer Education

These presenters will provide an overview of what the green consumer desires, look at consumer education, and introduce an innovative online traceability service.

Panel:

- Ana Cândida ZanESCO, Ecotece (Brazil)
- Simon Warrick, Historic Futures

Moderator: Maria Cox

15:45 Coffee Break and Marketplace Closing

Location: Vianas and Atenas rooms

16:15 The Synergy Between Organic and Fairtrade: Addressing Challenges and Creating Value

These presenters will discuss the synergy between organic and fairtrade, the challenges and benefits of double certification.

Panel:

- James Vreeland, Naturtex (Perú)
- Olga Segovia, Aratex Orgánica (Paraguay)
- Thomas Favennec, TUDO BEM? (France)
- François-Ghislain Morillion, VEJA (France)

Moderator: Doraliz Aranda

17:30 - Meeting Wrap-Up

18:00 Share conclusions and recommendations from the meeting and discussion of next steps for the region

- Alfonso Lizárraga, Organic Exchange
- Doraliz Aranda, Organic Exchange