

# LATIN AMERICA CemenTrade

27-28 October 2011  
Rio de Janeiro, Brazil  
Sheraton Barra Hotel & Suites

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## Day 1 - 27 Oct 2011, Thursday

- 08:00 Registration & Refreshment
- 09:00 Chairman's Welcome & Introduction
- 09:15 **OPENING KEYNOTE: TRANSFORMING RIO DE JANEIRO IN PREPARATION FOR WORLD CUP 2014 & OLYMPIC GAMES 2016**  
*Mr. Eduardo Paes  
Mayor of Rio de Janeiro*
- 09:45 **KEEPING YOUR EYES ON THE BALL : BRAZIL AND LATIN AMERICA CEMENT INDUSTRY UNSTOPPABLE?**  
*Mr. Robert Madeira  
Managing Director & Head of Research  
CW Group*
- 10:15 Discussion followed by Refreshment
- 10:45 **GLOBAL CEMENT MARKET OUTLOOK**  
*Mr. Robert Gardiner, Analyst  
Davy*
- 11:15 **MEETING CEMENT DEMAND IN PERU**
- 11:45 **LATIN AMERICA ECONOMIC OUTLOOK**  
*Mr. Beny Parnes, Director of Research & Asset Management  
Banco BBM SA*
- 12:15 Discussion followed by Lunch

- 13:45 **CEMENT MARKET OUTLOOK IN FLORIDA**
- 14:15 **CARBON MANAGEMENT IN THE CEMENT INDUSTRY**  
*Mr. Felipe Bittencourt, Director  
WayCarbon Brazil*
- 14:45 **ENERGY SAVINGS – A SOUTH AMERICAN PERSPECTIVE**  
*Mr. Piet Heersche, Project Director  
PEG SA*
- 15:15 Discussion followed by Networking Refreshment
- 15:45 **MEETING CEMENT DEMAND IN BOLIVIA**  
*Mr. Armando Gumucio Karstulovic  
General Manager  
SOBOCE*
- 16:15 **IMPLEMENTING A COST-EFFICIENT CEMENT PLANT IN LATIN AMERICA**  
*Mr. Pablo Suarez, General Manager  
IMSACOL - Ingenieria y Mantenimiento S.A.S*
- 16:45 **CEMENT MARKET OUTLOOK IN PARAGUAY**
- 17:15 Final Discussion & End of Day One

## Day 2 - 28 Oct 2011, Friday

- 08:00 Morning Networking Refreshment
- 09:00 Chairman's Introduction
- 09:10 **OPTIMIZATION OF CEMENT LOGISTICS & SUPPLY CHAIN STRATEGY IN BRAZIL**  
*Mr. Agostinho Bruno Zibetti, CEO  
Rodolatina Logística S.A.*
- 09:40 **SHIPPING TRENDS & FREIGHT RATES FORECAST**  
*Mr. Christian Silva, President  
TBS DO BRASIL*
- 10:10 **INVESTING IN CEMENT PROJECT IN JAMAICA**  
*Mr. Armand Nahmiache  
President & CEO  
Cemcorp Cement*
- 10:40 Discussion followed by Networking Refreshment
- 11:10 **FINANCING CEMENT PROJECT IN SOUTH AMERICA – WHAT DO FINANCIERS LOOK FOR?**  
*Mr. Ryan Nichols  
Managing Partner  
Excend Capital Group*
- 11:40 **OVERVIEW OF LATIN AMERICA CEMENT TRADE FROM A SUPPLIER'S PERSPECTIVE**  
*Mr. Ayman Ismail  
Head of Asec Trading  
ASEC Cement*
- 12:10 **UNDERSTANDING THE COMPLEXITIES OF TAX STRUCTURES AND IMPORT DUTIES IN BRAZIL**
- 12:40 Final Discussion followed by Closing Lunch
- 14:00 End of Conference