



Turkish Flour Industrialists' Federation Celebration of 10th Foundation Anniversary International Congress and Exhibition

**"Wheat, Flour and Bread:
Past, Present and Future"**

March 13-16, 2014, Titanic Deluxe
Belek, Antalya, Turkey





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SPEAKERS



Mehdi Eker

Minister, Republic of Turkey Ministry of Food, Agriculture and Livestock

M. Mehdi Eker, who started his career as a civil servant in the Ministry of Food, Agriculture and Livestock many years ago was found appropriate to be a Minister in the Ministry in which he worked with the desire and will to best do his business. Mr. Eker, who is adequately fulfilling this task assigned to him, will tell you the developments in terms of public...



Mesut Köse

General Director, TMO

Mesut Köse, who works as a General Director of Administrative Board and General Directorate (TMO) since 2008 after district governorship and deputy undersecretary, will provide you with the most current data on grain markets...



Faik Yavuz

TOBB, Executive Accountant Board Member

Faik Yavuz, who fulfills as a Chairman Board of Directors of Ankara Commodity Exchange as well as Executive Accountant Board Member of The Union of Chambers and Commodity Exchanges of Turkey which is the largest non-profit business organization, will assess the latest developments of sectors with the point of wide range of experience.



Erhan Özmen

Chairman of Turkish Flour Industrialists' Federation (TFIF)

You also benefit from the point of views and information of our President, who sets his heart on our flour and bread, stating that the flour used in the bread production is supported by very important nutritional value such as natural vitamins and minerals or enriched with bran and germ which are very rich in terms of fiber, vitamins and minerals and therefore, people get many nutritional values required for them to lead a healthy life...



SPEAKERS



Halil İbrahim Balcı
Chairman of Executive Board, Turkish
Bakers Federation

Halil İbrahim Balcı, who represents the bread industry in the best way with his interest and effort for industry and mentions the desires, wishes and problems of the industry on any platform, will generally assess the wheat, flour and bread industry with you with his solution-oriented and developmental approach...

developmental approach...



Gary Sharkey
Chairman of Executive Board, EFM

Gary Sharkey, Chairman of Executive Board of European Flour Millers Association (EFM) of which Turkey Flour Industrialists' Federation is a member, which is a roof in which national flour milling associations from 26 European countries are met and who mentions our problems on the platforms, will also be with you. What would you like to say if we take a look at the sector

from the viewpoint of Gary Sharkey who encourages and strengthens the sustainability of the bread production and knows the sector very closely?



Prof. Dr. Ayşe Baysal
President, Nutrition Education and
Research Foundation (BESVAK)

Ayşe Baysal, who emphasizes that the purpose of a diet is to lose weight healthy and to maintain the reached weight for lifelong and that the bread should take part in our lives for sustainability of the diet, defines the whole grain bread as both high fiber content and fullness. She will tell you all of these with the simplest form...

Wheat Session



Simon Arnold
Managing Director, Grain
Quadra Commodities SA Switzerland

Simon Arnold, who is involved in a company which is located on the top position in the ranking in Europe and in the World selling, exporting and shipping the wheat and feed, will tell you his experience and information...



SPEAKERS



Ass. Prof. Ahmet Uhri
Dokuz Eylül University, The Department
of Archeology, Archaeologist

Ahmet Uhri, who sets his heart on the archaeology and involved in many excavation works since 1994 and has 5 books, will shed light on the first ages of mankind and will share with us the discovery and processing phases of the bread which is our

basic nutrient...



Çağatay Maraş
Acting Director of Market Monitoring and
Evaluation Branch, Turkish Grain Board
(TMO)

Çağatay Maraş, who makes observations and studies on domestic market, foreign market and Soil Products Office with respect to cereal sector, will examine and share with you the wheat markets on the part of public...



Dr. Alain Butler
Consultant, BNP Paribas

Dr. Alain Butler, Consultant, BNP Paribas BNP Paribas is the world's largest bank and largest company with its assets exceeding \$ 3.1 trillion... One of the most important names behind this successes is; Alain Butler. Don't you want to take advantage of his invaluable advice and experiences on trade?



Dr. Dmitri Rylko
General Director, Institute for
Agricultural Market Studies (IKAR)

Dmitry Rylko, the general director of IKAR, who does worldwide researches on Russia and many other countries on the subject of agriculture, marketing, pricing and has unique knowledge on global and local agriculture sector and conducts researches on

this topic, will communicate his information and experiences to you...



SPEAKERS



Amy Reynolds
Senior Economist, International Grain Council (IGC)

Amy Reynolds, the senior economist of International Grain Council, is shaping the world grain markets with her production reports announced, forward-looking predictions and unbiased information. She will share the latest development in the wheat markets with you for the first time...

Flour Sesion



Prof. Dr. Kerem Alkin
Lecturer, Nişantaşı University

Prof. Dr. Kerem Alkin, who is involved in the studies and researches in the fields of International banking, finance, economics, will provide you with a different perspective with his market experience, industry knowledge and deep and innovative vision...



Melinda Farris
Executive Vice President, International Association of Operative Millers

Melinda Farris, who is also involved in the tasks such as communications directorate in Russian Chamber of Commerce, is responsible for policies and activities in his task carrying on in IOAM since 2007 and will examine the flour and flour industry sector with you in our congress...



Tolga Saltık
Vice Chairman of Executive Board, TFIF

Tolga Saltık, who is appointed to Vice Chairman of the Executive Board of Turkish Flour Industrialists' Federation, carries on his task with both actual involvement in flour industry and in the belief to giving direction and contributing the sector development. In our congress, we will assess the sector development and current trends with you...



SPEAKERS



Dr. Taylan Kıymaz
Department Head, Ministry of
Development

Dr. Taylan Kıymaz specializing in the fields such as especially economics, statistics and econometrics will contribute to creating our vision for the future by offering you the agricultural and food policies within the framework of development plans...



Prof. Dr. Hamit Köksel
Department of Food Engineering,
Hacettepe University

Prof. Dr. Hamit Köksel, who is engaged in researches on especially wheat of cereal products and unselfishly ensures participation in the studies and meetings in the fields such as wheat storage conditions, wheat and flour quality and supports us with his studies in Bread Commission, will

share his technical information and experience with you...



Sibel Güven
Food and Agricultural Policies Research
Institute Director, TEPAV

Sibel Güven, who is responsible for directing and coordinating impact analysis team of The Economic Policy Research Foundation of Turkey (TEPAV) and also is a team leader in many projects (EU-funded and other projects) in the fields of general equilibrium modeling and policy analysis,

impact analysis, cluster policy, and energy and environmental policies, will share her assessments with you...

Bread Session



Sylvia Escott-Stump
Director, Past President, Academy of
Nutrition and Dietetics

Julie Miller Jones, who is involved in expert group of "Grain Foods Foundation" and also is an academic member, argued that obesity is not caused by eating bread in USA and convinced many Americans in this regard. Now she is coming to share with you what she knows...



SPEAKERS



Prof. Dr. Gülden Köksal

Faculty of Health Sciences, Nutrition and Dietetics Department, Hacettepe University

Academic member Prof. Dr. Gülden Köksal, who expresses that the consumption of whole grains and whole wheat bread regularly in the daily diet may reduce the risk of occurrence of heart diseases, Type 2 diabetes, obesity and also chronic disease such as various cancer types, will share

her experience and knowledge with you...



Prof. Dr. Julie Miller Jones

Faculty Member, Department of Food Science and Nutrition, St. Catherine University

Julie Miller Jones, who is involved in expert group of "Grain Foods Foundation" and also is an academic member, argued that obesity is not caused by eating bread in USA and convinced many Americans in this regard. Now she is coming to share with you what she knows...



Selahattin Dönmez

Nutrition Specialist, "Fark Etmeden Diyet " Nutrition Education Consultancy

Selahattin Dönmez, who supports the nutrition recommendations on diversity and balance by starting out with the motto of "Diet Without Noticing", will tell us why balanced nutrition with not only animal food but also whole grains is healthier contrary to what was said and how to protect aga-

inst many different diseases from cancer to heart disease...



Dilara Koçak

Nutrition Specialist, Mezura " Nutrition Education Consultancy

Dilara Koçak, who states that it is important to adopt the feeding type including balanced and sufficient carbohydrate, adequate protein and fat as needed and argues that the breads made of whole meal in hygienic conditions are allowed for taking part in the food chain, will share her

studies with you in the bread session...



SPEAKERS



Doç. Dr. M. Sertaç Özer

Department of Food Engineering, Adana
Science and Technology University

Assoc. Dr. Sertaç Özer, who argues that the quality is not a static concept however but is a dynamic concept and therefore, the ability to challenge yourself should always be possessed in order to provide quality products and services and does not leave us alone with his contributions in our struggle on discrediting of bread, will be with us again with his knowledge and experience...



Dr. Bekir Keskinkılıç

Vice President, Public Health Institution
of Turkey

Dr. Bekir Keskinkılıç who represented our country in World Health Organization, Standing Committee of European Regions for a period and defines his duty, responsibility and field of interest as Public Health and serves as a Vice President of Public Health Institution of Turkey, will enlighten you by examining the health aspect of the bread...



Prof. Dr. Funda Elmacioğlu

Department Head, Nutrition and Dietetics
Department, Marmara University

Funda Elmacioğlu, who draws the attention in the recent days with her comment of "it is not Hypnosis, but Hypoglycemia" and argues and supports that it is important to be fed with each nutrient, will explain what do you wonder about in the bread session...



Elvan Odabaşı Kanar

Dietician, Formeo Nutrition Education
Consultancy

Elvan Odabaşı, who teaches us to "Weight-Loss as much as We Want" and expresses that it is necessary to be fed accurately and balancedly by consuming each food and also argues that removing the bread from the diet list leads to other diseases and it is essential to learn which bread will be preferred, will explain one by one things you know incorrectly about flour and bread and all your questions will be answered...



SPEAKERS



Prof. Dr. Murat Bař

Department Head, Faculty of Health Sciences,
Nutrition and Dietetics Department, Acibadem
University

The dietitian Prof. Dr. Murat Bař, who established the Acibadem University, Faculty of Health Sciences, Department of Nutrition and Dietetics in 2013 and continuous to serve as Acibadem University, Faculty of Health Sciences, Department Head of Nutrition and Dietetics,

will make the definition of balanced nutrition for you...



Elena Paravantes

President, American Overseas Dietetic
Association (AODA)

Elena Paravantes' area of expertise is Mediterranean Diets, who is engaged in counseling in nutrition and dietetic conversations and writes books on nutrition, and she will share the place and importance of the Bread in Mediterranean Diet which is

shown among healthy diets...





Trade Session / Bilateral Meetings

15 March 2014, Saturday, 14.30 - 16.00
Place: Meeting Hall

Bilateral Meetings will be held during the Trade Session.

Company or representative will have the opportunity to share their speeches and presentations with participants during trading session.



Exhibition Area - Bilateral Meetings, Translation Service

14 March 2014, Friday, 10:00 - 17:00
15 March 2014, Saturday, 09:00 - 16:00
Place: Exhibition Area

In addition to English - Turkish - Russian simultaneous translation service, English - Turkish - English consecutive translation will be provided during the congress. Those who would like to meet through an interpreter is required to make an appointment at the desk of "Bilateral Meetings, Translation Service" which placed at exhibition area.



Translation service will be available from beginning till to end of the programme on 14 and 15 March.



CONGRESS PROGRAMME

March 13, 2014, Thursday

- 14.00 Check in
15.00-18.00 Registration
17.30-19.30 Welcome Reception (Exhibition Area) Sponsored by My Silo
19.30-20:30 Dinner

March 14, 2014, Friday

- 08.30-10.00 Registration
10.00-11.30 Opening Ceremony and Speeches
Erhan Özmen, Chairman of Executive Board, Turkish Flour Industrialists' Federation
Okçul Barlık, President Uğur, Meko, Altınbilek ve BBKA Storex, Main Sponsor
Halil İbrahim Balcı, Chairman of Executive Board, Turkish Bakers Federation
Faik Yavuz, Executive Accountant Board Member, The Union of Chambers and Commodity Exchanges of Turkey (TOBB)
Mesut Köse, General Director, Administrative Board and General Directorate (TMO)
Gary Sharkey, Chairman of Executive Board, European Flour Millers Association (EFM)
M. Mehdi Eker, Minister, Republic of Turkey Ministry of Food, Agriculture and Livestock
11.30-11.45 Protocol Honored Ceremony-Sponsorship
11.45-12.30 Coffee Break and Expo Opening - Sponsored by INTERMIL
12.30-13.30 Lunch - Sponsored by KIZILER/CUKUROVA
13.30-15.00 **I. Session: "Past, Present and Future of Wheat"**
Moderator – **Simon Arnold**, Managing Director, Grain Quadra Commodities SA Switzerland
Video Presentation (The origins of the civilization: Göbekli Tepe and Domestication of Wheat)
Ass. Prof. Ahmet Uhri, Dokuz Eylül University, The Department of Archeology, Archaeologist "Wheat and Civilization"
Çağatay Maraş, Acting Director of Market Monitoring and Evaluation Branch, Turkish Grain Board (TMO) "Wheat Market Overview"
Dr. Alain Butler, Consultant, BNP Paribas "From Field to Fork - Agribusiness Restructuring - Why is agribusiness restructuring?"
Dmitri Rytko, General Director, Institute for Agricultural Market Studies (IKAR) "Russian and Black Sea Wheat and Grain Markets in 2013/13 and Prospects for 2014/15"
Amy Reynolds, Senior Economist, International Grain Council (IGC) "World Wheat and Flour Trade: Recent Trends and Prospects"
15.00-15.30 Question- Answer
15.30-16.00 Coffee Break - Sponsored by AGRON
16.00-17.30 **II. Session: "Flour Industry and Future Vision"**
Moderator: **Prof. Dr. Kerem Alkin**, Faculty Member, Nisantasi University
Dr. Taylan Kıymaz, Department Head, Ministry of Development "Overview to Food Security in line with Targets of the Tenth Development Plan"
Prof. Dr. Hamit Köksel, Department of Food Engineering, Hacettepe University "Flour Industry: A Different View"
Melinda Farris, Executive Vice President, International Association of Operative Millers (IAOM) "Training Tomorrow's Millers."



CONGRESS PROGRAMME

Sibel Güven, Food and Agricultural Policies Research Institute Director, The Economic Policy Research Foundation of Turkey TEPAV
"Vision for the Future of the Flour Industry in the Value Chain Approach"

Tolga Saltık, Vice Chairman of Executive Board, Turkish Flour Industrialists' Federation (TFIF) "The Next 25 Years in the Flour Industry"

17.30-18.00 Question- Answer

19.00 -20.00 Dinner

20.30-01.30 TFIF Celebration of 10th Foundation Anniversary - Sponsored by SANKO

March 15, 2014, Saturday

09.00-10.30 **III. Session: "Role of Bread in Balanced Nutrition"**

Opening Speech-**Prof. Dr. Ayşe Baysal**, President, Nutrition Education and Research Foundation (BESVAK)

I. Moderator – **Prof. Dr. Gülден Köksal**, Faculty of Health Sciences, Nutrition and Dietetics Department, Hacettepe University

Prof. Dr. Julie Miller Jones, Faculty Member, Department of Food Science and Nutrition, St. Catherine University "Wheat's Role in the Diet: Separating the Wheat from the Chaff"

Selahattin Dönmez, Nutrition Specialist, "Fark Etmeden Diyet "Nutrition Education Consultancy "Metabolic Disadvantages of Carbohydrate Restriction in Weight Loss Diet"

Sylvia Escott-Stump, Director, Past President, Academy of Nutrition and Dietetics "The Importance of Grains and Bread for the Disease Prevention"

Dilara Koçak, Nutrition Specialist, Mezura "There is No Life without Bread"

10.30-11.00 Question- Answer

11.00-11.30 Coffee Break - Sponsored by POLEN

11.30-13.00 **IV. Session: "Role of Bread in Balanced Nutrition"**

II. Moderator - **Assoc. Prof. Sertaç Özer**, Faculty Member, Department of Food Engineering, Adana Science and Technology University

Prof. Dr. Funda Elmacıoğlu, Department Head, Nutrition and Dietetics Department, Marmara University "First Mother's Milk, then Bread"

Dr. Bekir Keskinılıç, Vice President, Public Health Institution of Turkey " Role of Bread in Protection and Promotion of Public Health"

Elvan Odabaşı Kanar, Dietician, Formeo "Say No to Forbidden Bread in Unhealthy Diets"

Elena Paravantes, President, American Overseas Dietetic Association "The Role of Bread in The Mediterranean Diet"

Prof. Dr. Murat Baş, Department Head, Faculty of Health Sciences, Nutrition and Dietetics Department, Acıbadem University "Bread Consumption, Body Weight and Abdominal Fat Distribution: Is Bread Fattening?"

13.00-13.30 Question-Answer

13.30-14.30 Lunch

14.30-16.00 Bilateral Meetings and Trade Session

20.00 Gala Dinner - Sponsored by ALAPALA

March 16, 2014, Sunday

12.00 Departure



SOCIAL PROGRAMME

Opening Ceremony and Speeches

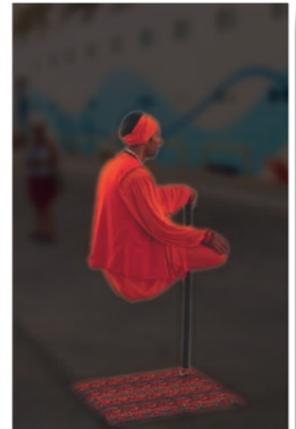
13 March 2014, Thursday - 17:30 - 19:30

Place: Exhibition Area - Pacific Foyer

The national and international leading companies of our sector will be in the exhibition area with their valuable participation and support. We would like to welcome you to our "WELCOME COCKTAIL" sponsored by MYSILO...



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SOCIAL PROGRAMME

Congress & Exhibition Opening Ceremony

14 March 2014, Friday -11.45 - 12.30

Place: Exhibition area & Pacific Foyer



Coffee Breaks & Exhibition Area Activities

This year the exhibition will surprise with amazing activities and events.





SOCIAL PROGRAMME

TFIF, Celebration of 10th Foundation Anniversary

14 March 2014, Friday - 20.30 - 01.30

Place: Eternity Disco

Executive Board of TFIF visited Anitkabir, monumental mausoleum of Kemal Ataturk, in Ankara, Turkey, on January 23, 2004 and gathered the first meeting on April 1, 2004, therefore, the congress and exhibition of the year 2014 will bring the celebration of 10th year anniversary and have a special importance. We would like to welcome you to our "10TH YEAR CELEBRATION" sponsored by SANKO...



Hülya Orhan, Singer





SOCIAL PROGRAMME

Gala Dinner

15 March 2014, Saturday - 20.00

Place: Pacific I-II Hall

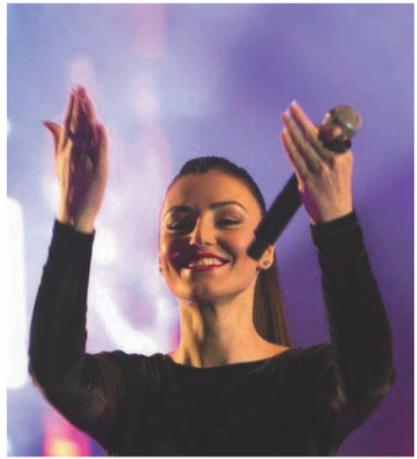
Let's consolidate new friendships and spend a memorable evening together at the close of Congress and Exhibition.

We would like to welcome you to our "GALA DINNER" sponsored by ALAPALA...



Gala Dinner Singer

Sevcan Orhan



Authentic Modern Dance Group



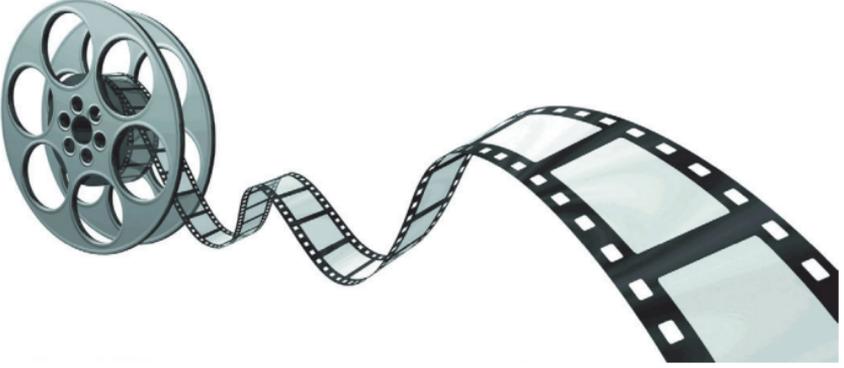


SOCIAL PROGRAMME

Video Presentation - Göbeklitepe

"The origins of the civilization: Göbekli Tepe and Domestication of Wheat"

14 March 2014, Friday - 13:30, Place: Meeting Hall



Exhibition - Göbeklitepe

13-14-15 March 2014

Place: Exhibition Area - Pacific Foyer



DOĞUŞ GRUBU





SOCIAL PROGRAMME

TFIF 10th Year Photo Exhibition

13- 14 -15 March 2014

Place: Exhibition Area - Pacific Foyer

Let's have a journey from past to future between 2004 and 2014 with the photos of Turkey Industrialists Federations' and its eight associations' events and activities.

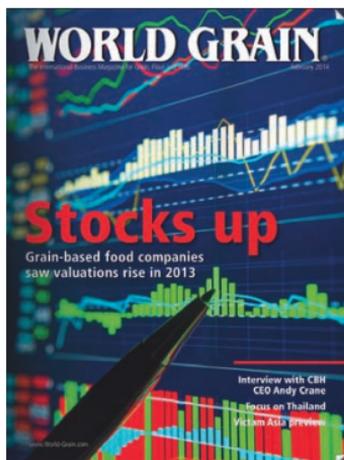
We would like to welcome you to our "TFIF 10th YEAR PHOTO EXHIBITION" sponsored by ALP REYAL TOURISM...

TOURISM & TRAVEL AGENCY

MEDIA SPONSOR

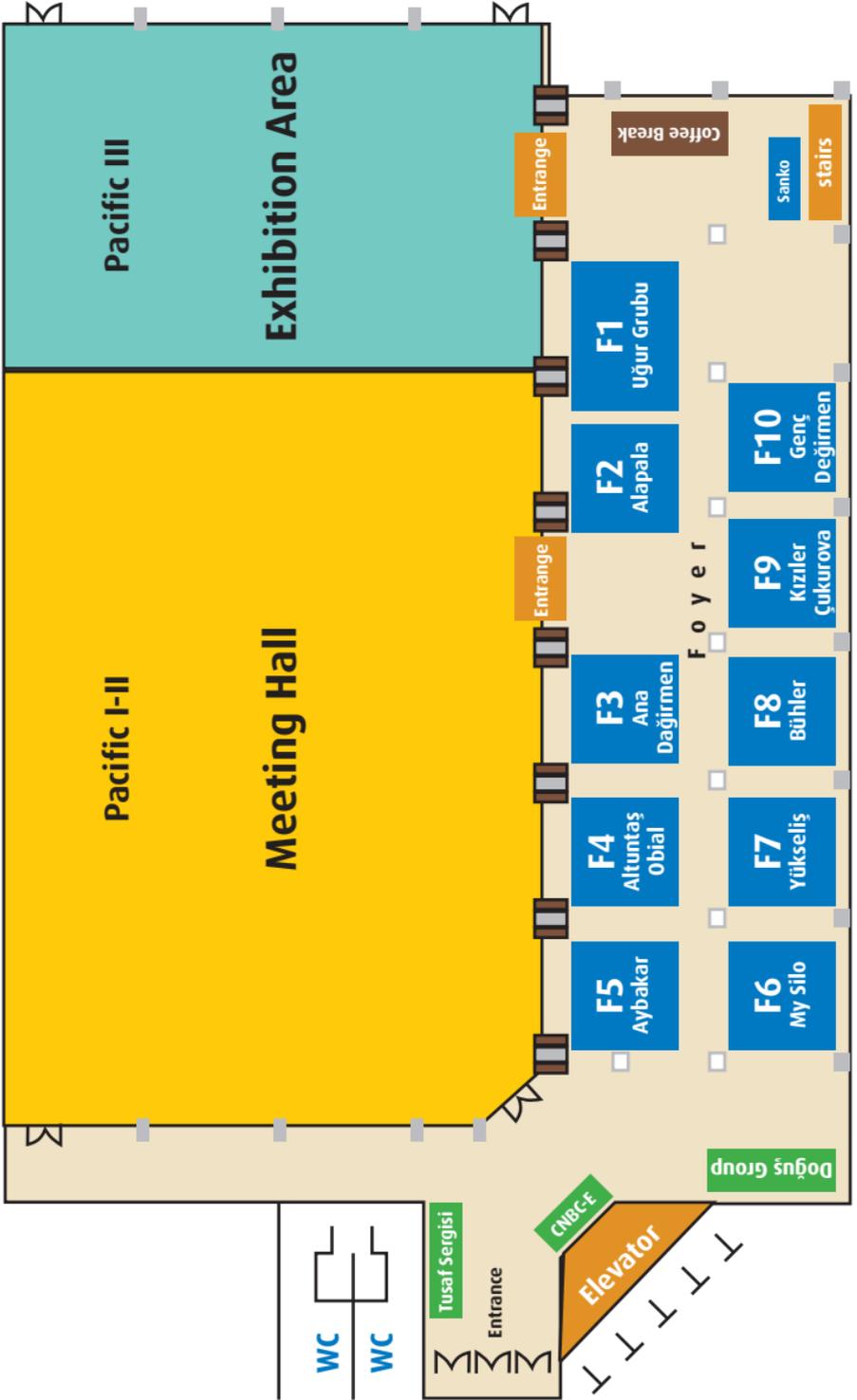


*"CNBC-e" and
"World Grain" will
be with us with their
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MEETING ROOM - BOOTHS ON FOYER



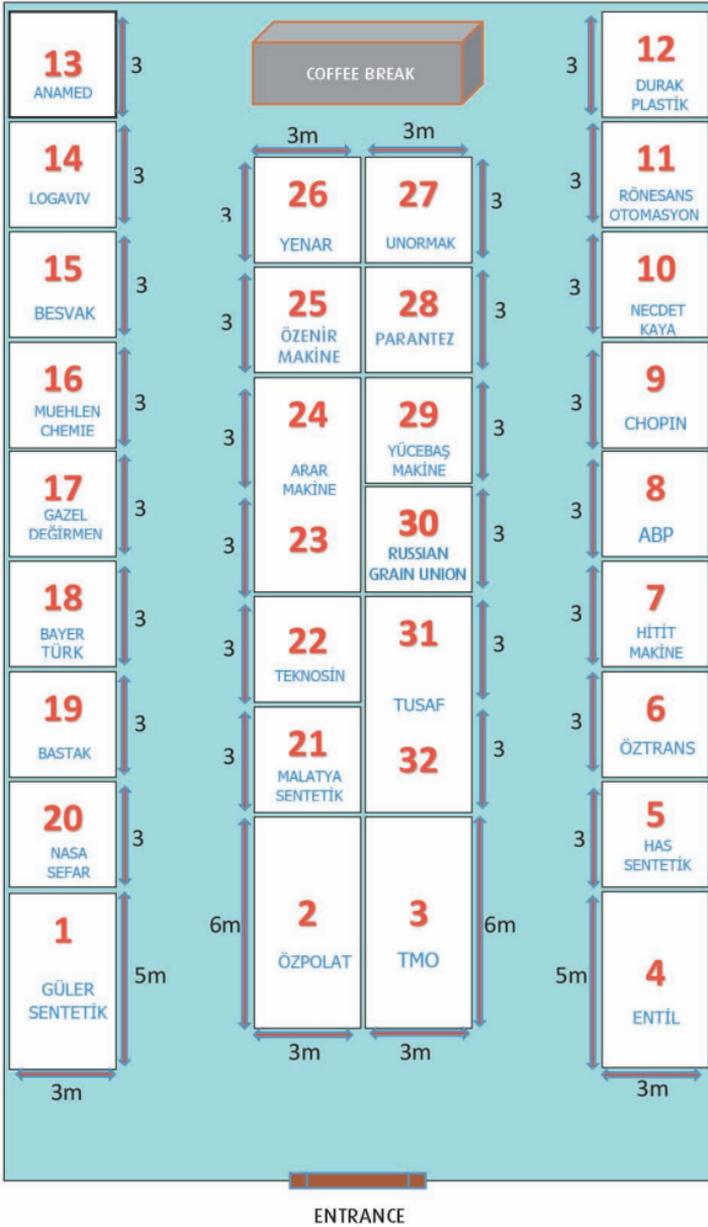
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"GOBEKLITEPE EXHIBITION"

TFIF 10th YEAR PHOTO EXHIBITION

DESK OF CNBCE



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10th Year photo Exhibition Sponsor



Exhibition Area - Foyer



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*Go hand in hand together
with to understanding the
past, valuing today, protecting
the future of our Wheat,
Flour and Bread...*

Turkish Flour
Industrialists' Federation



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Our Members

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South-Eastern Flour Industrialists' Association

Black Sea Flour Industrialists' Association

Marmara Region Flour Industrialists' Association

Central Anatolia Flour Industrialists' Association

Eastern Anatolia Flour Industrialists' Association

We are thankful to all our sponsors for their valuable contributions.
During congress, social activities will be held.

Congress Secretariat



Turkish Flour Industrialists' Federation

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Organisation Secretariat

Alp Reyhal

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**English - Turkish - Russian simultaneous translation and English - Turkish
consecutive translation will be provided during the congress.**