

# AGRICULTURAL FILM 2012

*International industry conference on greenhouse, tunnel, mulch  
and agricultural films and covers*



**6-8 November 2012**  
**Hotel Meliá Castilla, Madrid, Spain**

Images courtesy of: **Aspla S.A., Britton Unterland GmbH, Frilvam S.p.A., RKW SE**

**SPECIAL OFFER:** Save €100 if you register before 5th October 2012

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# AGRICULTURAL FILM 2012

6-8 November 2012, Hotel Meliá Castilla, Madrid, Spain

AMI is pleased to announce the programme for the 5th international conference on Agricultural Film, to be held from 6-8 November at the Hotel Meliá Castilla in Madrid, the dynamic and cosmopolitan capital of Spain. The conference starts with an evening welcome reception and registration followed by a 2-day programme of market and technical papers.

Over the past 60 years, agricultural output and productivity has significantly increased and plastic agricultural film for silage, mulch and greenhouse applications has made a substantial contribution to this development. The use of plastic films has been notable in the horticultural industry, as well as the beef and dairy sector, contributing to continuously increasing yields. Plastic films have also enabled the extension of cultivation in terms of the growing season and the location for a variety of plants through the use of protective mulch and greenhouse films.

For players in the market the business is a challenging one with many conflicting trends. On the one hand, population growth and rising per capita calorie intake demands greater food production; on the other, the amount of farmland and number of farms is declining. While plastic films can undoubtedly contribute to improved efficiency and output, growing concerns about film waste and disposal is leading to growing interest in the use of biodegradable materials.

Currently the overall impact of these various trends is a market which will present opportunities for film producers to develop better performing films in areas such as barrier performance, thermal, visual and photo-selective properties as well as to provide a solution in the issue of plastic waste through establishing more efficient recycling systems and/or developing degradable materials and additives.

**Agricultural Film 2012** brings together agricultural and horticultural cover specifiers, researchers, manufacturers and the supply chain to the industry. It provides a forum to network with professionals in this highly specialised business.

**The conference sessions will be simultaneously translated into Spanish**

**Todas las sesiones serán traducidas simultáneamente al español**

## EARLY BIRD REGISTRATION OFFER

Register before 5th October 2012 and pay €890 saving €100 on the full price of €990. There are additional discounts for group bookings. The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

## SPONSOR THIS EVENT

A variety of sponsorship opportunities are available at this conference to help to promote and enhance your company's products and services to this highly targeted international audience. Contact the conference hotline for further information.

## CONFERENCE HOTLINE

**Contact: Rocio Martinez, Conference Organiser**  
**Tel: +44 (0) 117 924 9442**  
**Fax: +44 (0) 117 311 1534**  
**Email: rmm@amiplastics.com**

See the latest programme and confirmed speakers at:  
[www.amiconferences.com](http://www.amiconferences.com)

## C O N F E R E N C E

### Tuesday 6th November 2012

17.00 Registration

18.00-19.30 Welcome Cocktail Reception sponsored by:  
There are no conference sessions on this day



### Wednesday 7th November 2012

08.00 Registration and welcome coffee

08.50 Opening announcements

### MARKET OVERVIEW

09.00 **Achieving growth in the challenging market**  
Ms. Karla Vittova, Research Analyst,  
AMI CONSULTING, United Kingdom

### KEYNOTE PRESENTATION

09.30 Protected agriculture and its development in China  
Mr. Fanxi Meng, Professor,  
CHINA AGRICULTURAL UNIVERSITY, China

### SESSION 1 - GREENHOUSE

10.00 **Characterisation of low density polyethylene films used as greenhouse covers**  
Dr. Abdel-Hamid Ismail Mourad, Associate Professor,  
UNITED ARAB EMIRATES UNIVERSITY, United Arab Emirates

10.30-11.00 Morning coffee sponsored by:



11.00 **5 layers coextrusion a way to improve the agricultural film performance**  
Mr. Gerard Pichon, R&D Manager,  
BARBIER GROUP, France

11.30 **Photosensitive barriers for managing insect vectors of virus diseases in protected environments**  
Prof. Alberto Fereres, Professor,  
SPANISH RESEARCH COUNCIL (CSIC), Spain

12.00 **Manipulating the greenhouse cover optical spectrum to repel insects without affecting bumblebee's activity**  
Dr. Meirav Fleischer, R&D,  
TOSAF COMPOUNDS, Israel

12.30-14.00 Lunch

14.00 **Agro-film with cooling effect, is it possible?**  
Mr. Ahed Watad, Head of Technology,  
A.A.POLITIV (1999) Ltd., Israel

14.30 **Increased efficiency through multi layer blown film technology for agricultural applications**  
Mr. Bernd Schroeter, Director Product Management,  
REIFENHÄUSER KIEFEL EXTRUSION GmbH, Germany

15.00 **Additives and pigments, effects and interactions in a polyethylene film for agriculture**  
Mr. Enrico Galfrè, Application Specialist,  
BASF SCHWEIZ AG, Switzerland

15.30-16.00 Afternoon tea sponsored by:



16.00 **Unexpected reactions/interactions of UV absorbers within greenhouse film stabilisation**  
Mrs. Hanna Schwartz, Development & Product Engineering,  
KAFRIT GROUP, Israel

16.30 **Innovative HALS technology: a step change in process and greenhouse film stabilisation**  
Mr. Javier Fernandez, Technical Marketing Manager,  
CLARIANT INTERNATIONAL Ltd., Switzerland



## SESSION 2 - RECYCLING

- 17.00 **European recovery systems for agricultural plastics**  
Mr. Jan Bauer, Head of Working Group Agricultural Plastics, EPRO (EUROPEAN ASSOCIATION OF PLASTICS RECYCLING AND RECOVERY ORGANISATIONS), Germany
- 17.30 **Washing line systems for agricultural film**  
Mr. Martin Ritzka, Area Sales Manager, HERBOLD MECKESHEIM GmbH, Germany
- 20.30 Conference Dinner

## Thursday 8th November 2012

- 08.30 Registration and welcome coffee  
09.00 Opening announcements

## SESSION 3 - HIGH PERFORMANCE FILMS

- 9.10 **Efficacy of herbicidal fumigation films in alternative fruit and vegetable production systems**  
Dr. Ralf Dujardin, Portfolio Manager and Global Project Leader Plasticulture, BAYER INNOVATION GmbH, Germany
- 9.40 **EFTE for agricultural applications**  
Mr. Luigi Pezzon, Export Manager, P.A.T.I. S.p.A., Italy
- 10.10 **Photosensitive films for the improvement of the performances in mulching and soil solarisation**  
Dr. Pasquale Mormile, Senior Researcher, ICIB-CNR, Italy

10.40-11.10 Morning coffee sponsored by:



## SESSION 4 - SILAGE

- 11.10 **Technology trends and requirements to modern extrusion machinery for silage stretch**  
Dr.-Ing. Ingo Rübhelke, Project Manager R&D, WINDMÖLLER & HÖLSCHER KG, Germany
- 11.40 **High barrier resin for all silage applications**  
Mr. Domenico De Angelis, Senior Manager, Marketing & Technical, NIPPON GOHSEI EUROPE GmbH, Germany

## SESSION 5 - MULCH

- 12.10 **Biodegradable mulch films: a state of the art after ten years in the field**  
Ms. Sara Guerrini, Agriculture Business Specialist, NOVAMONT S.p.A., Italy
- 12.40- 14.10 Lunch
- 14.10 **Are mulch biodegradable plastics ecotoxic?**  
Prof. Lluís Martín-Closas, Titular Professor, UNIVERSITY OF LLEIDA, Spain
- 14.40 **The benefits of biodegradable mulch films**  
Dr. Walter Hubert Lopez, Marketing Executive Biolice, LIMAGRAIN CÉRÉALES INGRÉDIENTS, France
- 15.10 **TIF, high fumigant barrier mulch film with EVOH**  
Mr. Edgard Chow, Technical Manager - Latin America, KURARAY AMERICA, INC., United States
- 15.40 Afternoon tea and conference ends

AMI reserves the right to alter the programme without notice.  
The latest programme including any new speakers or changes to schedules can be viewed on our website [www.amiconferences.com](http://www.amiconferences.com)

# Save €100

**Register before 5th October 2012  
and save €100**

## AGRICULTURAL FILM 2012: EXHIBITION SPACE

Make it easy for the delegates to find you at this busy event with your own table top exhibition space. Bring your own display stand, or just use the space to have literature and samples available and ensure that you make an impact. The table top exhibition will run throughout the conference in the spacious lobby next to the main meeting room.

**Registration includes 1 free delegate place!**

Space is limited so to avoid disappointment please register for this service as soon as possible.

## HOTEL ACCOMMODATION

Delegates are responsible for booking their own accommodation. AMI has negotiated a limited number of discounted rooms for attendees who make their reservations by 21st October 2012. Please contact the reservation department from the Hotel Meliá Castilla, Madrid to receive the special room rate of €140+8% Spanish VAT (breakfast included).

The hotel only accepts reservations on the official booking form which can be downloaded from our website: [www.amiconferences.com](http://www.amiconferences.com) (click on Agricultural Film 2012 followed by accommodation). Fill in the form and fax/email to the reservation department. **Fax: +34 91 567 51 66 Email: [reservas.grupos@hotelmeliacastilla.com](mailto:reservas.grupos@hotelmeliacastilla.com)**



Image courtesy of: **Ab Rani Plast Oy**

## FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

**1. Keep up with the latest industry trends**

**2. Review market developments**

**3. Assess the latest technology and materials**

**4. Discuss cost-effective production and new applications**

**5. Network with professionals from across the industry**

# REGISTRATION FORM

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 VAT No.: \_\_\_\_\_  
*(Must be completed by all EU Companies)*  
 Company activity: \_\_\_\_\_  
 Invoice address (if different from above): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## DELEGATE DETAILS

*(If more than one delegate please photocopy form)*

Title: \_\_\_\_\_ First name: \_\_\_\_\_  
 Surname: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Special dietary requirements: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT DETAILS

*All payments to be made in Euros*

The full delegate fee is €990 per delegate

**FEES PAID** - please tick box and write amount:

- |   |       |
|---|-------|
| <input type="checkbox"/> Early bird rate: €890<br><i>(Until 5th October 2012)</i>                 | _____ |
| <input type="checkbox"/> Delegate fee thereafter: €990  | _____ |
| <input type="checkbox"/> Table top exhibition: €1750<br><i>(Includes one free delegate place)</i> | _____ |
| <input type="checkbox"/> Conference dinner: €75   | _____ |
| <b>Total:</b>   | _____ |

## METHOD OF PAYMENT

On receipt of this registration form your credit card will be debited.  
 You will be sent an invoice in 5-10 working days.

- ☐ **Bank Transfer quoting:** 'Applied Market Information Ltd.  
 - Agricultural Film 2012' to: Commerzbank, Filiale Düsseldorf,  
 Breite Straße 25, 40213 Düsseldorf, Germany  
 Account number: **1024710** Bank No. **300 400 00**  
 IBAN: **DE93 3004 0000 0102 4710 00** SWIFT: **COBADEFFXXX**

- ☐ Visa / Mastercard / Eurocard / JCB

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Name of cardholder: \_\_\_\_\_

Expiry date: \_\_\_\_\_ 3- digit security code: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Card Billing address: \_\_\_\_\_  
 \_\_\_\_\_

Post / zip code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

# AGRICULTURAL FILM 2012 CONFERENCE INFORMATION

## Date and location

6-8 November 2012  
 Hotel Meliá Castilla  
 Calle Capitán Haya 43  
 28020 Madrid  
 Spain  
 Tel: +34 91 567 50 00  
 Fax: +34 91 561 50 51



## Registration fee

The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

- **Early bird registration:** Register before 5th October 2012 for only €890. Thereafter the cost is €990.
- **Group rates:** For companies wishing to register two or more delegates, group discounts are available. Please contact Rocio Martinez for more details.

## Agricultural Film 2012 table top exhibition

A limited number of table top exhibition spaces are available in the registration area and coffee lounge directly outside the conference room. The table top exhibition fee is only €1750 and includes **1 free delegate place**. Exhibitors may either use tables provided by the hotel (180 x 90 x 70 cm), or bring their own stand or display.

## Sponsor this event and promote your company

A variety of sponsorship opportunities are available at this event that can help to promote and enhance your company's products and services to this highly targeted international audience. For further information, please contact the Conference Organiser on: +44 (0) 117 924 9442.

## Social events

The social events organised for Agricultural Film 2012 will provide an ideal setting for delegates and speakers to mix business with pleasure.

### • Welcome cocktail reception

A welcoming cocktail reception will be held on the first evening. All delegates are invited to attend and it will offer an excellent opportunity to meet speakers and other colleagues. The welcome cocktail reception will run approximately from 18:00 to 19:30 and is included in the delegate fee.

### • Conference dinner

All delegates are warmly invited to attend the conference dinner, which will take place at a local restaurant on the evening of 7th November 2012. The additional cost is €75.

## Hotel accommodation

Delegates are responsible for booking their own accommodation. AMI has negotiated a limited number of discounted rooms for attendees who make their reservations by 21st October 2012. Please contact the reservation department from the Hotel Meliá Castilla, Madrid to receive the special room rate of €140 +8% Spanish VAT (breakfast included).

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**Email: [reservas.grupos@hotelmeliacastilla.com](mailto:reservas.grupos@hotelmeliacastilla.com)**

## Cancellations

Full refunds, less a cancellation charge of €200 will only be made on cancellations received prior to 5th October 2012. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time. Please note that refunds will not be given on table top bookings or dinner places.

## CONFERENCE HOTLINE

**ROCIO MARTINEZ, CONFERENCE ORGANISER**

Applied Market Information Ltd.  
 45-47 Stokes Croft, Bristol BS1 3QP, United Kingdom  
**Tel: +44 (0) 117 924 9442 Fax: +44 (0) 117 311 1534**  
**Email: [rmm@amiplastics.com](mailto:rmm@amiplastics.com)**

The latest programme, including any new speakers or changes to the schedule can be viewed on our website: **[www.amiconferences.com](http://www.amiconferences.com)**