

# AGRICULTURAL FILM 2008

*International business and technology conference  
for the agricultural and horticultural film industry*



**SPECIAL OFFER:** Save €100\* if you register before 18th January 2008

**18-20 February 2008**  
*Fira Palace Hotel, Barcelona, Spain*

Images courtesy of Cabot Corporation and Techmer

\* + 16% Spanish VAT

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Applied Market  
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# AGRICULTURAL FILM 2008

18-20 February 2008

Fira Palace Hotel, Barcelona, Spain

AMI's Agricultural Film 2008 Conference is the place to network with top professionals from the agricultural and horticultural film industry. There will be expert overviews of the markets in terms of polymer volumes and changes in technology and outlook in the growing industry.

This event provides a forum to debate greenhouse film developments including crop requirements and advances in film materials and manufacturing technology. The range of performance of greenhouse films is wide - in some regions they are used to protect from the cold, and in others for functions such as light filtering and wind shields in intense heat. Global warming has increased the needs for water conservation and crop protection. Advanced products include light filtering films geared for specific crops and metallocene polyethylenes which can be extruded at lower thickness. Plastics experts are working on new materials and these will be debated.

Mulch films have been the subject of a lot of research. Recycling agricultural film can be an issue as it is often dirty and contaminated with chemicals such as fertilisers and pesticides - the recovery issues will be examined. Biodegradable plastics have been trialled extensively across the globe - it is much simpler to plough in mulch materials than recover them. However, they also need to match the functional requirements of the growers in terms of tear strength, permeability and crop protection, and the lifespan must be long enough for the requirements of the application. Compostability also varies. Papers on this subject include studies from growers, material suppliers and film manufacturers.

Other applications such as silage films require long-term durability, UV and microbe resistant materials. New masterbatches have been formulated to provide these functions.

This is a rapidly changing area and it is important for members of the supply chain to work together with end users, to develop products that meet the needs of the world agricultural and horticultural growers. **Agricultural Film 2008** provides a unique opportunity to network with the wide range of professionals who work in the Agricultural Film industry.

## **EARLY BIRD REGISTRATION OFFER**

Register before 18th January 2008 and pay €800\* saving €100\* on the full price of €900\*. 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 VENUE**

Barcelona is a vibrant, cultural city located on the Mediterranean sea. The restaurants and street cafes, combined with the old quarters harbouring many historic buildings, make this city an appealing destination. Much of the city's architecture has been strongly influenced by the artist Gaudi, including sights such as the Sagrada Familia cathedral (still being built) and the Parc Guell. Other places of interest include the sea front and La Rambla. Tourist buses run between major sites including the famous Barcelona football grounds.

## **CONFERENCE HOTLINE**

Call **Jenny Skinner, Conference Organiser**  
on **+44(0)117 924 9442**  
or fax on **+44(0)117 311 1534**  
email: **js@amiplastics.com**  
for further information about this event

SEE THE LATEST PROGRAMME AND CONFIRMED SPEAKERS AT  
[WWW.AMICONFERENCES.COM](http://WWW.AMICONFERENCES.COM)

\* **+16% Spanish VAT**

# C O N F E R E N C E

## Monday 18th February 2008

17.00 Registration  
18.00-19.30 Welcome cocktail reception

There are no conference sessions on this day

## Tuesday 19th February 2008

08.00 Registration and welcome coffee  
09.00 Opening announcements

## MARKET OVERVIEW

- 09.10 **Agricultural film markets, trends and business development**  
Mr. Andrew Reynolds, Research Director  
AMI CONSULTING, United Kingdom
- 09.40 **Fundamental changes in the agricultural market structure and its influence on plastic consumption**  
Mr. Jürgen Kloeking, Managing Director  
BSK PLAST PACK & AGRARSERVICE UND TRADE GmbH,  
Germany

## SESSION 1: GREENHOUSE & TUNNEL FILM

- 10.10 **Requirements for greenhouse coverings - latest research and developments**  
Dr. Silke Hemming, Teamleader Greenhouse Technology  
WAGENINGEN UNIVERSITY AND RESEARCH CENTER,  
Netherlands
- 10.40-11.10 Morning coffee
- 11.10 **Agricultural films: a solution for every climate**  
Dr. Enrique Espi, Responsible R&D Ag Films  
REPSOL YPF, Spain
- 11.40 **Heat / wavelength management technology for greenhouse**  
Mr. Ebrahim Mor, V.P. Technology,  
TECHMER PM, United States
- 12.10 **Downgauging opportunities with new generation metallocene polyethylene in agricultural films**  
Dr. Pascal Charlier, PE Film Technical Support  
TOTAL PETROCHEMICALS RESEARCH FELUY, Belgium
- 12.40-14.10 Lunch  
Sponsored by: 
- 14.10 **A new durable film for greenhouses**  
Mrs. Fabienne Bizeray, New Business Development  
Manager, ROHM & HAAS FRANCE SAS, France
- 14.40 **Understanding local needs with global experience in agricultural films**  
Mr. Victor Pacheco, Marketing Manager Agriculture Europe  
CIBA, Switzerland
- 15.10 -15.40 Afternoon tea
- 15.40 **Unique design concepts for large size equipment for agricultural films**  
Mr. Rick Keller, Vice President - Blown Film  
DAVIS STANDARD, LLC, United States

# PROGRAMME

16.10 **Use of fluorescence pigments in roofing materials for greenhouse applications**

Dr. J. Carlos Caro, Project Manager  
GRAFE COLOR BATCH GmbH, Germany

16.40 **Quality management and exploitation of agricultural plastic wastes at European level through labelling**

Dr. Demetres Briassoulis, Professor  
AGRICULTURAL UNIVERSITY OF ATHENS, Greece

20.00 Conference dinner, sponsored by:



## Wednesday 20th February 2008

08.00 Registration and welcome coffee  
09.00 Opening announcements

## SESSION 2: SILAGE & MULCH FILM

09.10 **Polythene stretch film: requirements for effective preservation of baled silage**

Mr. Dermot Forristal, Senior Researcher  
TEAGASC (The Irish agriculture and food authority), Ireland

09.40 **Black and white masterbatches for silage and mulch film**

Mrs. Moira Taylor, Technical Project Manager  
CABOT CORPORATION, United States

10.10 **Biodegradable plastic mulches in vegetable growing: trials, performances and limits**

Mrs. Patricia Erard, Engineer, CTIFL, France

10.40-11.10 Morning coffee

11.10 **Solutions in bio-degradable films for horticulture**

Mr. Geert Klerkx, Export Manager  
OERLEMANS PLASTICS B.V., Netherlands

11.40 **Development and production of compostable PLA-blends for film applications**

Ms. Sandra Pazes, Sales Manager Spain, Portugal,  
South America, FKUR KUNSTSTOFF GmbH, Germany

12.10-13.40 Lunch

13.40 **Field performance of biodegradable mulch films for horticultural crop production**

Dr. Lluís Martín-Closas, Professor, Dept. Horticulture, Botany  
and Gardening, UNIVERSITY OF LLEIDA, Spain

14.10 **TiO<sub>2</sub> masterbatches for film applications**

Dr. Tino Kuhn, Manager Plastics  
KRONOS INTERNATIONAL INC., Germany

14.40 Afternoon tea and Conference ends

**Save €100!\***

Register before 18th January  
2008 and save €100\*

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



Image courtesy of Techmer

## 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 simply use the space to have literature and samples available to ensure that you make an impact. The table top exhibition will run throughout the conference in the spacious lobby area to the main meeting room.

**Please note that this service is only available to companies registering at least one delegate to attend the conference.**

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 room rate of €159 + 7% Spanish VAT for a single room and €174 + 7% Spanish VAT for a double room (breakfast included) at the Fira Palace Hotel in Barcelona. To reserve a room please use the official hotel booking form (available on the conference web site at [www.amiconferences.com](http://www.amiconferences.com)) and state that you are attending AMI's Agricultural Film 2008 conference.

Fax: +34 934 255 047 or email: [groups@fira-palace.com](mailto:groups@fira-palace.com)

Address: Fira Palace Hotel, Av.Rius i Taulet, 1-3, 08004 Barcelona, Spain

## Agricultural Film 2008

### 5 GOOD REASONS WHY YOU SHOULD ATTEND:

Keep up with the latest industry trends

Assess the latest technology and find out what it can offer you

Hear about the latest research in materials and applications

Review field trials of new film products

Network with world experts and the agricultural film community

# REGISTRATION FORM

Company:

Address:

Country:

Tel: Fax:

e-mail 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:

## PAYMENT DETAILS:

All payments to be made in Euros

The full delegate fee is €900 + 16%\* per delegate

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

Delegate Fee @ €800 + 16%\* = €928  
(Before 18th January 2008)

Delegate fee @ €900 thereafter + 16%\* = €1044

Table Top exhibition @ €1500 + 16%\* = €1740  
(Includes one delegate place)

Conference Dinner (per person) @ €65 + 16%\*  
= €75.40

\* Spanish VAT

Total:

## METHOD OF PAYMENT:

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

- Cheque (made payable to 'Applied Market Information Ltd.'  
drawn on a Eurozone Bank)
- Bank Transfer quoting : Applied Market Information Ltd  
-Agricultural Film 2008 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 - **COBADEFF**
- Visa / Mastercard / Eurocard / JCB  
(Please note all card payments will be processed in £ Sterling)

My card number is:

Name of cardholder:

Expiry date: 3 Digit security code:

Cardholder's signature:

Signature: Date:

AGRICULTURAL FILM 2008



## CONFERENCE INFORMATION

### Date and location

18-20 February 2008  
Fira Palace Hotel,  
Barcelona,  
Spain

### Address

Av.Rius i Taulat, 1-3  
08004 Barcelona, Spain  
Tel: +34 934 262 223  
Fax: +34 934 255 047

### Registration Fee

The registration fee is €900\* per person and includes attendance at all conference sessions, the Welcome Cocktail Reception, and also lunch and refreshment breaks on both days, and a set of Conference Proceedings.

• **Early bird registration:** Register before 18th January 2008 for only €800\*. Thereafter the cost is €900\*.

• **Group rates:** For companies wishing to register two or more delegates, group discounts are available. Please contact Ms. Jenny Skinner for more details.

### Agricultural Film 2008

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 €1500\* and includes **1 free delegate place**. Exhibitors may either use tables provided by the Hotel (152 x 76cm), 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 +44 117 924 9442

### Social events

The social events organised for **Agricultural Film 2008** provide an ideal setting for delegates and speakers to mix business with pleasure.

#### • Cocktail Reception

A welcoming cocktail reception will be held on 18th February 2008. All delegates are invited to attend and it will offer an excellent opportunity to meet speakers and other colleagues. The cocktail reception will run from approximately 18:00 to 19:30 and is included in the delegate fee.

#### • Conference Dinner

The conference dinner will take place on the evening of 19th February 2008. The additional cost for the dinner is €65\*.

### Cancellations

Full refunds will only be made on cancellations received prior to 18th January 2008, and will be subject to a cancellation charge of €200. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time.

### Hotel accommodation

AMI has negotiated a room rate of €159 + 7% Spanish VAT for a single room and €174 + 7% Spanish VAT for a double room (breakfast included) at the Fira Palace Hotel in Barcelona.

**The hotel only accepts reservation on the official booking form which can be downloaded from our website: [www.amiconferences.com](http://www.amiconferences.com) (click on Agricultural Film 2008 followed by accommodation). Fill in the form and fax/email to the reservation department:**

**Fax: +34 934 255 047 or email: [groups@fira-palace.com](mailto:groups@fira-palace.com)**

**\* + 16% Spanish VAT**

### CONFERENCE HOTLINE

JENNY SKINNER, 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**

**e-mail: [js@amiplastics.com](mailto:js@amiplastics.com)**

The latest programme, including any new speakers or changes to the schedule can be viewed on our website: <http://www.amiplastics.com>

**Fax back to: +44 (0)117 311 1534**