



# Global Leadership Conference Kyoto 2018



Highlights from  
IEC Kyoto 2018



#IECKyoto18





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## About IEC Kyoto 2018

The 2018 IEC Global Leadership Conference was held in Kyoto, Japan from the 9<sup>th</sup> to 13<sup>th</sup> September attracting a record high attendance of over 500 delegates, representing 38 countries.

Across the four days, expert speakers provided their insights on industry issues, ranging from egg marketing to feed, as well as future industry development and sustainable practices.

Held this year in the ancient capital city of Kyoto by special invitation of the Japanese Poultry Industry, the IEC Global Leadership Conference is seen as the leading event in the global egg industry calendar, providing the opportunity for top industry figures to come together and learn from one another, helping to shape a progressive and dynamic future.



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# IEC Global Leadership Conference Kyoto 2018



Special thanks go to the Japanese Poultry Industry for their exceptional contribution in hosting the conference. Through their kind support and guidance with the programme and through Japanese industry sponsorship, they ensured the IEC 2018 Kyoto Global Leadership Conference was hugely successful and memorable.





Mr Nishikawa



Mr Kouzuki

### **IEC Kyoto - Special Welcome Addresses**

On the Monday morning conference opening, the IEC was honoured to receive inaugural addresses from Mr Saito, Minister of Agriculture, Forestry and Fisheries and Mr Nishikawa, Former Minister of Agriculture, Forestry and Fisheries. The personal address of Mr Saito being kindly delivered by Mr Kouzuki, Parliamentary Vice-Minister for Agriculture.

Mr Nishikawa commented he was deeply moved and happy to be holding the conference in Japan with the high attendance of many people from home and abroad, providing the opportunity to discuss the various issues surrounding the egg industry and the policies of poultry farming in Japan.

On behalf of the Japanese execution committee Mr Akita also welcomed IEC delegates attending the conference. In his speech Mr Akita stated his pride in welcoming the IEC and the Global Leadership Conference to Japan and is proud to be part of such a progressive industry.



Mr Akita

# Annual Egg Industry Awards

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Photos](#)

Winners of two of the IEC's prestigious global industry awards were announced during the annual Gala Banquet

## Denis Wellstead International Egg Person of the Year Award 2018

Aled Griffiths OBE was announced as the 2018 recipient of the Denis Wellstead International Egg Person of the Year Award.

Aled has had a career that spans an incredible eight decades, having reared his first day old chicks at the tender age of ten. Starting as a tenant farmer, Aled went on to establish his own company in the late 1960s. Over the years, Oaklands Farm Eggs Ltd has grown into a successful family business which now ranks among Europe's elite. Producing nearly 500 million eggs a year, the business has been driven by Aled's ethos to reach new levels of excellence for products, welfare and food safety.



## Clive Frampton Egg Products Company of the Year 2018

The winner of 2018's prestigious international award was able to satisfy the judging panels exacting criteria across the board. Fulfilling the requirements to meet the highest standards for quality, innovation, marketing, technology, product assortment, sustainability and special performance. The winning nomination from Kewpie Group excelled in every area. President Masato Osaki was in attendance to receive the award.

Established in 1919, Kewpie has gone on to become one of the most iconic food brands in Japan. This has been achieved by consistently delivering 'good products with good ingredients' and working diligently to also develop food cultures and promote good health.





# Insightful and thought provoking conference presentations were received from the two groups of IEC Young Egg Leaders



‘Zero Waste Farm’ was the theme of the Young Egg Leaders **2018 - 2019** Group presentation, which took place as part of the conference programme’s *Sustainability Showcase*. The Group explained the 21<sup>st</sup> century demand for businesses to move towards zero waste practices, the concept being to maximise recycling and minimise waste. The Group highlighted business areas where egg producers can implement on farm sustainable practices, all of which could lead to zero waste farms.



During the closing afternoon ‘*Something to Think About*’ session, it seemed only fitting to invite the soon-to-graduate group of **2017-2018** Young Egg Leaders to the stage. The Group presented their leaving messages and parting insights in the aptly titled presentation ‘What Does Our Future Look Like?’



[The presentations in both PDF and video format are available to members via the IEC website](#)



# Networking Moments



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# International Reviews



Haruhito Fujii, Japan



Han Zhaopeng, China



Hari Mulpuri, India



Mohsin Khawaja, Pakistan



Tim Yoo,  
South Korea



Rowan McMonnies,  
Australia



Michael Guthrie,  
New Zealand



Roger Pelissero,  
Canada



Steve George,  
USA



Arturo Calderon,  
Mexico

On Tuesday morning of the conference, delegates learned more about the latest challenges and opportunities, as representatives from around the world discussed the current market trends and conditions within their respective countries.

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Lia Margarita,  
Colombia



Maxime Chaumet,  
France



Ben Dellaert,  
Netherlands



Mark Williams,  
UK



Jorgen Larsen,  
Denmark



Maxim Bozhko,  
Kazakhstan



# Launch of the egg industry's commitment to UN sustainability goals

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## The Egg Industry Announces Commitment to United Nations Sustainable Development Goals

Whilst in the home of the Kyoto Protocol, Tim Lambert, World Egg Organisation (WEO) Chairman set out the global egg industry's pledge to work in partnership with the United Nations, to fulfil its Sustainable Development Goals (SDGs).

Of the UN 17 goals to transform our world, the World Egg Organisation has identified six primary objectives where the egg industry is already making a significant impact through a range of dedicated sustainability initiatives working for the greater good of the global community.

The UN SDGs represent a shared vision to eradicate poverty and social inequality, and to tackle climate change by 2030. A social contract between the world's leaders, the successful delivery of this ambitious blueprint is dependent on engagement and participation from international industry. The WEO has outlined key areas where it is delivering positive outcomes in line with the UN targets.

[Click here to find out more about the pledge and existing areas where the egg industry is making a positive impact](#)





# 2018 Golden Egg Award

Special thanks go to everyone that participated in Tuesday's Showcase for Marketing Eggsellence, imparting their experience and campaigns to raise egg consumption. The session provided a wonderful platform to share best practices, with delegates enjoying four compelling presentations.

**This year the judging committee were thrilled to present the award to our host nation – for the outstanding and ambitious Two Eggs Project.** This campaign cleverly communicated that 'eggs are great' by utilising the double meaning of the strapline 'Tamago' (egg) 'Niko-niko' (happy smile – and also meaning – two pieces).

Between March and May 2018 the Project hosted 47 events all over Japan, gaining participation from 200 companies, 1,127 members of staff and engaging with 56,100 visitors. A truly eye-catching element of the campaign featured a yellow-clad bicycle relay team made up of 460 riders – sharing egg's happy smile throughout their journey!

The Two Eggs Project had the objective of sharing a 'happy smile' with three distinct groups. Firstly, by sharing the benefits of eggs as part of developing a healthier diet with consumers. Secondly, creating an achievement to be proud of for egg producers. And finally, increasing the economic scale of the industry throughout Japan.

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# IEC Committee Updates

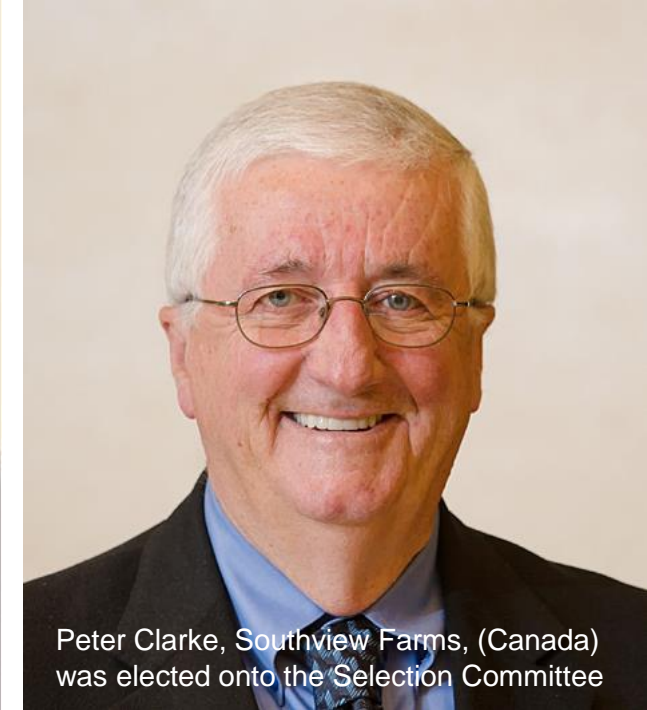
During the IEC Kyoto Conference new roles and appointments to the IEC were announced.



Greg Hinton, Rose Acre (USA) was elected to the position of Office Holder



Ross Dean, Center Fresh (USA) was elected on the IEC Executive Board



Peter Clarke, Southview Farms, (Canada) was elected onto the Selection Committee



Lisa Henning-Beohm  
Young Egg Leaders Ambassador



Ron Gooi  
Asia Ambassador



Special thanks were given to Sergio Chavez during the IEC Kyoto Conference for having given his time and commitment whilst serving as Chair of Economics from 2012 to 2016



**Conference presentations are available to view and download from the IEC website**

The IEC Kyoto speaker programme provided a mix of updates key to the egg industry in addition to inspirational presentations, aimed to provide delegates something to think about and stimulate a dynamic industry.



Yuji Nakahara, DSM



Masato Osaki,  
Kewpie Group



Franz Hofer,  
Ovotherm



Nan-Dirk Mulder, Rabobank



Yasuo Akagi, Egg  
Producers Japan



Paul Bredwell, US Poultry  
& Egg Association



Christine Schafer,  
GDI Institute



Rudolf Preisinger,  
EW Group GmbH





# Memories from IEC Kyoto

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IEC Global Leadership  
Conference Copenhagen  
22<sup>nd</sup> to 26<sup>th</sup> September 2019

IEC Business Conference Monte Carlo  
7<sup>th</sup> to 9<sup>th</sup> April 2019

Registration opens 10<sup>th</sup> December 2018  
#IECMonteCarlo19