

# AGRICULTURAL FILM 2011

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

Images courtesy of: AB Rani Plast Oy, Bpi, visqueen, Hyplast NV

**7-9 November 2011**

*Fira Palace Hotel, Barcelona, Spain*

\* 18% Spanish VAT

**SPECIAL OFFER:** Save €100\* if you register before 7th October 2011

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# AGRICULTURAL FILM 2011

7-9 November 2011, Fira Palace Hotel, Barcelona, Spain

AMI is pleased to announce the programme for the 4th international conference on Agricultural Film, to be held from 7-9 November at the Fira Palace Hotel in the wonderful city of Barcelona, Spain. The conference starts with an evening welcome reception and registration followed by a 2-day programme of market and technical papers.

The global population is expanding rapidly and this is putting a strain on food and water supplies. Agricultural and horticultural films can improve production rates and reduce water loss dramatically, leading to much more sustainable growth. These plastics are found in greenhouse, tunnel, floating covers, mulch, silage and fumigation applications worldwide. These structures can assist in climate control for optimum horticultural conditions, in either hot or cold regions. Photosensitive films can inhibit pest growth and selectively enhance specific plant cultivation. The markets are growing in North Africa and South America, and areas where labour is cheaper. The film specification should be discussed by the grower and the film supplier at the outset, to select the best plastic compounds for each situation. For example, an increase in pesticide use can affect the film lifespan and performance unless it is properly specified.

Recycling of agricultural waste is increasing, and the use of compostable, biodegradable plastics in mulch films is cutting recovery costs in some areas.

**Agricultural Film 2011** 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.

## EARLY BIRD REGISTRATION OFFER

Register before 7th October 2011 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 VENUE

Barcelona is a beautiful city located on the Mediterranean sea with a history of art and culture. There are many restaurants and street cafes, with the old quarters and historic church buildings. The artist Gaudi had a strong influence here – the sights include his Sagrada Familia Cathedral and Parc Guell. Other places of interest are the sea front and Las Ramblas. Tourist buses run between major sites including the famous Barcelona football grounds.

\* +18% Spanish VAT

## CONFERENCE HOTLINE

Contact: Jenny Skinner, Conference Organiser  
Tel: +44(0)117 924 9442  
Fax: +44(0)117 311 1534  
E-mail: js@amiplastics.com

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

## Monday 7th November 2011

17.00 Registration  
18.00-19.30 Welcome Cocktail Reception  
There are no conference sessions on this day

## Tuesday 8th November 2011

08.00 Registration and welcome coffee  
09.00 Opening announcements

## MARKET OVERVIEW

- 09.10 **A review of the European agricultural film market**  
Ms. Karla Vittova, Research Analyst,  
AMI CONSULTING, United Kingdom
- 09.40 **Greenhouse film market trends**  
Mr. Pedro Rodriguez, Production Engineer,  
INVERSIONES PLÁSTICAS TPM AGRICOLA, Spain

## SESSION 1 – BIODEGRADABLE FILM

- 10.10 **Bioplastics & agrotexiles – performance meets nature**  
Mr. Ward Verlinde, R&D Manager,  
BEAULIEU INTERNATIONAL GROUP, Belgium
- 10.40-11.10 Morning coffee sponsored by: 
- 11.10 **Biodegradable mulch and silage film**  
Mr. John Leung, General Manager,  
XINFU PHARMACEUTICAL Co. Ltd., China
- 11.40 **Biodegradation of bio based biodegradable plastics for mulching**  
Dr. Lluís Martín-Closas, Professor Horticulture,  
UNIVERSITY OF LLEIDA, Spain

12.10-13.40 Lunch sponsored by:



## SESSION 2 – PRODUCTION

- 13.40 **5 & 7 layer equipment for agricultural film**  
Mr. Ricky L. Keller, Vice President – Blown Film,  
DAVIS STANDARD LLC, United States
- 14.10 **Trends and innovations in agricultural films**  
Mr. Sam Iuliano, Director – Technical Sales,  
EXTRUSION DIES INDUSTRIES, LLC, United States
- 14.40 **Highest flexibility for agriculture blown film lines**  
Mr. Bernd Schroeter, Director Product Management,  
REIFENHÄUSER KIEFEL EXTRUSION GmbH, Germany

15.10-15.40 Afternoon tea sponsored by:



## SESSION 3 – MASTERBATCHES

- 15.40 **Assessment of UV light performance of greenhouse films under different agro-chemical treatments**  
Mr. Ivan Vulic, Application/Sales Development Manager,  
CYTEC INDUSTRIES B.V., Netherlands
- 16.10 **Know-how on the field: new developments in masterbatches for agricultural applications**  
Mrs. Maria Soledad Bermúdez Uyarrá, Technical Assistance  
and Development Department,  
REPSOL QUÍMICA, Spain

16.40 **Migration of antifog additives in LDPE films: a comparative study**  
Mrs. Hanna Schwartz, Agrifilms Products Technologist, KAFRIT GROUP, Israel

20.00 Conference Dinner

**Wednesday 9th November 2011**

08.30 Registration and welcome coffee

09.00 Opening announcements

**SESSION 4 – SUSTAINABILITY**

09.10 **How to minimise the impact of agricultural films on the environment?**

Mr. Gerard Pichon, R&D Manager, BARBIER GROUP, France

09.40 **PE agricultural field: evergreen sustainability**

Dr. Michele Ficili, Technical Service & Application Development, POLIMERI EUROPA, Italy

10.10 **Agricultural film recycling in Europe today**

Mr. Ton Emans, Vice President EuPR (European Plastics Recyclers), EuPR (EUROPEAN PLASTICS RECYCLERS), Belgium

10.40-11.10 Morning coffee sponsored by:



**SESSION 5 – SILAGE**

11.10 **Impermeable stretch silage film technology**

Mr. Edgard Chow, Technical Manager – Latin America, KURARAY AMERICA, INC., United States

11.40 **Special EVOH-based films improve quality and sanity of farm corn silage**

Prof. Giorgio Borreani, Associate Professor, UNIVERSITY OF TURIN, Italy

12.10-13.40 Lunch sponsored by:



13.40 **Grain storage in plastic bags**

Ing. Agr. Alberto Stavisky, President and Mr. Fabio Pagani, CAPP - COMITÉ ARGENTINO DE PLÁSTICOS PARA LA PRODUCCIÓN AGROPECUARIA, Argentina

**SESSION 6 – PEST CONTROL**

14.10 **Thermal solarisation film**

Eng. Ahed Watad, Head of Technology, A.A. POLITIV (1999) Ltd., Israel

14.40 **Riot, rot and rodent**

Mr. Bruno Jalenques, MD, C-TECH EUROPE, France

15.10 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)

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**AGRICULTURAL FILM 2011: 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 room rate of €125 + 8% Spanish VAT for a single room and €135 + 8% Spanish VAT for a double room (breakfast included) at the Fira Palace Hotel in Barcelona (bookings at these rates must be made before 10th October). 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) in the Accommodation section of the Agricultural Film pages).

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



Image courtesy of: **Hyplast NV**

**FIVE GOOD REASONS WHY YOU SHOULD ATTEND:**

**1. Keep up with the latest 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**

