



CIFAR Conference XXX

## **The Agri-Food Enterprise in China and its Growing Impact on California's Economy**

UC Davis Conference Center

November 28, 2011

- 8:00 **Campus Welcome**  
**Building Bridges for WIN-WIN China-California Partnerships.**  
Linda P. Katehi, Chancellor, University of California, Davis, USA  
Neal Van Alfen, Dean, College of Agricultural and Environmental Sciences,  
UC Davis, USA
- 8:30 **Plenary Session** (moderator, Sharon Shoemaker)  
**Setting the Stage.** Sharon P. Shoemaker, Executive Director, CIFAR,  
UC Davis, USA
- 8:45 **Feeding a Growing Population.** Annie Wu Suk-ching, Vice Chairman of Beijing  
Air Catering Co. Ltd., Beijing, CHINA; Standing Member, Chinese People's Political  
Consultative Conference; Board Member, World Trade Centers Association
- 9:15 **Agriculture Reform: The Integrated Rural-Urbanization Projects in China.**  
Edward Zhu, CEO, Chic Group Global Co. Ltd., Shanghai, CHINA
- 9:45 **Case Study: Zhengda's Agriculture Technology Ecology Park in Cixi, China.**  
Sarasin Viraphol, Executive Vice President, Charoen Pokphand Group,  
Bangkok, THAILAND
- 10:15 **Break, Exhibits, Meetings**
- 10:45 **Plenary Session continues** (moderator, Sharon Shoemaker)  
**COFCO's New Nutrition and Health Research Institute and its Partnership  
with UC Davis.** Zhongli Pan, Research Engineer, Processed Foods Research Unit,  
Western Regional Research Center, USDA, Agricultural Research Service, Albany,  
CA, USA; Adjunct Professor, Biological and Agricultural Engineering, UC Davis,  
USA; and Xiaoming Hao, Director, Food for Nutrition and Health Research  
Institute, COFCO, Beijing, CHINA

11:15 **Taking California Businesses to China.** Lilly Cheng, Managing Director, Confucius Institute, San Diego State University; Chair, Asia Desk, San Diego World Trade Center, San Diego, CA, USA

11:35 **Getting the “MOST” from US – China Collaborations.** Howard Zhang, Director, USDA-ARS Western Regional Research Center, Albany, CA, USA

Noon ***Lunch, Exhibits, Meetings***

13:15 **Enabling the Exchange: Examples from Industry**

*(moderators: Marta Jacobs and Sam Cunningham)*

**Part 1: Chic Group: A Case Study.** *(moderator: Marta Jacobs)*

- Edward Zhu, CEO, CHIC Group Global Co. Ltd., Shanghai, CHINA
- Stephen Schafer, Vice President, International and Business Development, Chic Group Global Co. Ltd., Shanghai, CHINA
- Larry Glashoff, Senior Agricultural Consultant, Chic Group Global Co. Chic Group Global Co. Ltd., Chongqing, CHINA and grower, Suisun Valley, CA, USA

14:00 **Part 2: The Impact on California Companies doing Business in China.**

*(moderator: Sam Cunningham)*

- Hebert Stone, past-President of IFT; Founder of Tragon Corporation, Redwood Shores, CA
- Ed Yates, President, California League of Food Processors, Sacramento, CA
- Guangwei Huang, Principal Scientist, Almond Board of California, Modesto, CA
- Tom Church, Chairman of the Board, Church Brothers, LLC, Salinas, CA
- Margaret Wong, President and CEO, McWong Environmental and Energy Group, Sacramento, CA

15:25 ***Break, Exhibits, Meetings***

15:45 **Enabling the Exchange – Examples from Academia**

*(moderator: Bill Lacy)*

**Part 1: Collaborating with China in Education.** Bill Lacy, Vice Provost, University Outreach and International Programs, UC Davis, USA

15:55 **Part 2: Examples.**

**Food Science Education in China.** Ruijin Yang , State Key Laboratory of Food Science and Technology; Deputy Dean, School of Food Science and Technology, Jiangnan University, Wuxi, CHINA

**Institute of Biotechnology at Fuzhou University (IBFU), a Global Research Network.** Li Ni, Professor and Deputy Dean, College of Bioscience & Biotechnology, Fuzhou University; Director, Institute of Food Science and Technology, Fuzhou University, CHINA

**Boots on the Ground in China.** Shu Geng, Dean, School of Environment and Energy, Shenzhen Graduate School, Peking University, Shenzhen, CHINA; Professor emeritus, Plant Sciences, UC Davis, USA

16:40

**Synthesis**

**Where is it Going: Doing Business in China and its Implications for California's Economy.**

Steve Currall, Dean, Graduate School of Management, UC Davis, USA

17:00

***Adjourn to Reception and Exhibits***

**Exhibits**

Almond Board of California, Modesto, CA

California Institute of Food and Agricultural Research (CIFAR), UC Davis

CIFAR Members Table

Global HealthShare®, UC Davis, CA

National Peanut Board, Atlanta, CA

Public Intellectual Property Resource for Agriculture, UC Davis

Robert Mondavi Institute of Wine and Food Science, UC Davis.

SonomaCeuticals, Santa Rosa, CA

UC Davis Child Family Institute for Innovation and Entrepreneurship

**Posters**

**Processing Rice Proteins to Reduce Plasma Cholesterol.** Huijuan Zhang, Hui Zhang, Glenn Bartley, Cheryl Mitchell, and Wallace Yokoyama, USDA-ARS Western Regional Research Center, Albany, CA USA

**Infrared Heating for Food and Agricultural Processing.** Zhongli Pan and Griffiths Atungulu, Biological and Agricultural Engineering, UC Davis, USA

**Effect of UV-B Light on Soluble Phenolics Content of Various Fresh-cut Vegetables.**

Roberto de Jesus Avena-Bustillos, Biological and Agricultural Engineering, UC Davis, Wen-Xian Du, Western Regional Research Center, ARS/USDA, Albany CA, Andrew P. Breksa III, Western Regional Research Center, ARS/USDA, Albany CA, Tara H. McHugh, Western Regional Research Center, ARS/USDA, Albany CA USA

**Contact S. Shoemaker if you are interested in exhibiting, presenting a poster, or scheduling a meeting**  
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