Wednesday 16th – Friday 18th May 2018

Millennium Hilton, Bangkok

STRATEGY
Gain business-critical information

KNOWLEDGE
Hear from sector influencers

NETWORKING
Share ideas and build relationships

www.feedadditives-global.com

#FeedAdd18
LETTER FROM THE EDITOR

Feed Additives Asia 2018 will bring together high-level stakeholders involved in the specialty feed ingredients value chain from across the Asian region, to share ideas and build relationships.

This event will deliver business-critical information about local markets, novel ideas, innovations and solutions for the feed additives industry in Asia.

Attendees will hear opinions from industry influencers about the current landscape and the future of the industry, and enjoy ample opportunity to network with new and existing business partners over two and a half days.

The key themes Feed Additives Asia 2018 will cover include:

• **Feed additives usage** in all of the major Asian markets
• **How shifts in consumer demand and awareness** will affect the industry’s development
• **New technologies** that will change feed production and agriculture as a whole
• The reliance of the region on AGPs; which natural growth promoters are *proven and cost-effective*
• **Looking to the future**: what we might see emerging over the coming years in the value chain

I will be delivering the inaugural presentation, discussing some of the stories that have been impacting speciality feed ingredients markets from the past year and I hope to meet you there.

Kind regards,

Simon Duke, Editor-in-Chief, Feedinfo News Service

BENEFITS OF ATTENDING:

• Hear from **top speakers who don’t speak anywhere else**, sharing insight and new ideas for your business
• Save time and money by **meeting hundreds of industry professionals** in one place
• Meet senior decision makers you can’t normally access walking around expos
• The event size and conference format makes it **easy to discover and meet new companies** and potential business partners
• The Feed Additives app helps connect attendees to **set up meetings before the event**, maximising return on investment from the conference
• Engage with fellow attendees who have travelled to the event to network and **learn from key industry thought leaders**
• **Gain copies of presentations** to take back to the office

WHO SHOULD ATTEND

The event has been designed to meet the needs of the feed additives, premix and compound feed sectors, as well as those from integrators, universities, associations and independent specialists. Attendees include:

• Senior Leadership Teams: CEOs, COOs, Managing Directors, Presidents, General Managers, Board Members
• Research and Development (R&D) Teams
• Commercial Teams
• Marketing Teams
• Nutritionists
• Distributors
• Academics
• Business Development Teams
• Regulatory and Regulatory Affairs Teams
• Technical Teams
• Product Teams
• Supply Chain Teams
• Process Technology Teams
• Operations Teams
• Global Planning Teams
• Purchasing Teams

ABOUT FEEDINFO NEWS SERVICE

Feedinfo News Service is the world’s leading provider of business and financial information for global corporations serving the agribusiness, feed additives and biotechnology sectors, with special insight into the animal nutrition and animal health industries.

Recognized for its accuracy, integrity and independence, Feedinfo News Service provides in-depth analysis, breaking news, benchmark pricing data and extended coverage of the fundamentals which affect the global animal nutrition and health sectors. The experienced and highly trained news editors bring together a unique combination of comprehensive market knowledge and an extensive network of industry contacts.

www.feedadditives-global.com  #FeedAdd18
"...extremely well organized, a great opportunity to network. A good opportunity to think about the challenges of our industry and the expectations of our customers in the future"  
Ewenn Helary, Global Strategic Marketing Director, Additives, Cargill Animal Nutrition
AGENDA
DAY ONE: MARKET INSIGHT
Wednesday 16th May 2018

08:20 Registration Opens

09:15 Chair’s Opening Remarks
Gordon Butland, Director, G&S Agriconsultants Co

09:30 What’s been on Feedinfo’s Radar in the Past 12 Months
Stories impacting specialty feed ingredients markets from the past year
Simon Duke, Editor-in-Chief, Feedinfo News Service

09:55 Trends in the Asian Feed and Feed Additives Industries
Reviewing how the market is changing, feed additive usage across the region M&A activity and future industry trends
Dirk Jan Kennes, Global Sector Strategist Farm Input, Rabobank

10:25 Session Questions and Discussion

THE VALUE CHAIN

10:35 Meat: Consumer Preferences
The actions retailers, restaurants and farmers are taking to meet consumer needs and expectations for the future
Gordon Butland, Director, G&S Agriconsultants Co

11:05 Questions and Discussion
11:15 Networking Tea and Coffee

11:45 Changes to Farm Management in Asia
Current and expected advances in farm management and how feed additives can support farmers and provide solutions
Katinka de Balogh, Senior Animal Production and Health Officer, Food and Agriculture Organization of the United Nations (FAO)

12:00 Opinions from CP Foods: Improving Sustainability throughout the Value Chain
Jeeranee Janrungautai, Policy and Strategy, CSR & Sustainable Development, Charoen Pokphand Foods

12:30 Session Questions and Discussion

MARKET INFORMATION

12:40 Feedinfo’s View on the Outlook for Different Feed Additives Markets: Amino Acids and Vitamins
Current states of the amino acids and vitamins market and the trends for the future
Martijn de Cocq, Lead Analyst, Feedinfo News Service

13:05 Questions and Discussion
13:15 Networking Lunch

14:25 Reviewing the Feed Raw Materials Markets
Examining the current markets and future trends for grains and other feed ingredients
Teruya Kobayashi, Marubeni

14:50 Questions and Discussion

ASIAN MARKETS SESSION: CURRENT SITUATION AND FUTURE PROSPECTS

15:00 Feed Additives and Feed Markets in China
Growth of feed markets, opportunities in different regions and how markets are changing in China
Guang-Hai Qi, Professor & Director General of the Feed Research Institute, Chinese Academy of Agricultural Sciences

15:35 Networking Tea and Coffee

16:05 Feed Additives and Feed Markets in India
Growth of feed markets, opportunities in different regions and how markets are changing in India
B. Soundararajan, Chairman, Compound Livestock Feed Manufacturers Association (CLFMA) of India

16:40 Feed Additives and Feed Markets in South East Asia
Growth of feed markets, opportunities in different regions and how markets are changing in South East Asia
Arno Willemsink, Global Purchaser, De Heus

17:15 Session Panel Discussion
17:30 Chair’s Closing Remarks
17:45 Networking Event

“...the place to be to meet the top managers of the industry”
Gildas Joalland, Strategy Director, Phileo Lesaffre Animal Care

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### AGENDA  DAY TWO: INNOVATION

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration Opens</td>
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<tr>
<td>09:00</td>
<td><strong>Chair’s Opening Remarks</strong></td>
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<td></td>
<td>Santiago Ramirez, Principal Nutrition Consultant, FCR Consulting</td>
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<td>09:10</td>
<td><strong>Keynote Panel Discussion – Feed Additives in Asia: 2050</strong></td>
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<td></td>
<td>Join key leaders from the industry to discuss what we might see emerging over the</td>
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<td>next 30 years as part of the specialty feed ingredients value chain.</td>
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<td></td>
<td>Kevin Liu, Vice President – Technical Services &amp; Business Development Asia Pacific,</td>
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<td>Adisseo, Robert Redman, General Manager, DSM</td>
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<td></td>
<td>Haiko Zuidhoff, Managing Director Asia, Trouw Nutrition</td>
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<tr>
<td>09:50</td>
<td><strong>Overcoming Global Challenges</strong></td>
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<td><strong>Feed Additives, Factory Farming and the Environment</strong></td>
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<td>Overcoming sustainability challenges, reducing emissions and pollution what feed</td>
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<td>additives can do to help</td>
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<td></td>
<td>Muhammad Saeed, Director, Agriculture Department, Asian Productivity Organization</td>
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<td>10:15</td>
<td><strong>Food Safety in Asia</strong></td>
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<td>Management systems in food and feed safety, concerns from consumers and lessons</td>
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<td>learnt from recent scandals</td>
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<td>Masami Takeuchi, Food Safety Officer, Food and Agriculture Organization of the</td>
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<td>United Nations (FAO)</td>
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<td>10:40</td>
<td><strong>Session Questions and Discussion</strong></td>
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<td>10:50</td>
<td>Networking Tea and Coffee</td>
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<td>11:20</td>
<td><strong>Feed Hygiene and Preservation in Asia</strong></td>
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<td>Innovative solutions for feed hygiene and preservation and mycotoxin deactivator</td>
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<td>demand in Asia</td>
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<td>Justin Tan, Regional Sales &amp; Marketing Director, BIOMIN</td>
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<td>11:50</td>
<td><strong>Questions and Discussion</strong></td>
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<td>12:00</td>
<td><strong>Viewpoints Session: Innovative Use of Technology throughout the Value Chain</strong></td>
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<td>Reviewing the current and future use of blockchain, Big Data, IoT, AgDrones and</td>
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<td>smart farming</td>
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<td>Gibran Huzaifah Amsi El Forizy, Co-Founder and CEO, eFishery</td>
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<td>Teerakiat Kerdcharoen, Scientist, Mahidol University</td>
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<td>12:45</td>
<td>Networking Lunch</td>
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<td>13:10</td>
<td><strong>Lunchtime Briefing: Breaking into Asian Markets</strong></td>
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<td>Lead by Michael Boddington from Asian Agribusiness Consulting</td>
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<td>14:00</td>
<td>**Panel Discussion: Antibiotic Usage in Asia- How Reliant is the Sector on AGPs</td>
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<td>and are there any Effective Replacements?</td>
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<td>Budi Tangendjaja, Professor, Indonesian Agency for Agricultural Research and</td>
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<td>Development and Head of Expert Committee, Association of Indonesian Veterinary</td>
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<td>Kyung-Woo Lee, Assistant Professor, Department of Animal Science and Technology,</td>
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<td>Konkuk University</td>
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<td>Jean-Christophe Bocquet, Asia Technical and Nutrition Centre Manager, Neovia Asia</td>
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<td>Swensen Huang, Technical Manager, Nutriad</td>
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<td>14:40</td>
<td><strong>Case Study: Reducing Antibiotic Usage in Europe</strong></td>
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<td>How antibiotic reduction was implemented in Europe and the role feed additives</td>
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<td>have played in the process</td>
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<td>Gerard Van Eijden, Former Chairman, Dutch Pig Veterinarians, The Royal Dutch</td>
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<td>Veterinary Association (KNMvD)</td>
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<td>15:05</td>
<td><strong>Questions and Discussion</strong></td>
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<td>**Utilising Alternative Sources of Proteins and what we will be Using in the Near</td>
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<td>Which proteins we will be using in the future and which feed additives will be</td>
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<td>needed to support these</td>
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<td>Rommel Sulabo, Head of the Animal Nutrition Division, University of the</td>
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<td>Philippines Los Banos</td>
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<td>15:40</td>
<td><strong>Questions and Discussion</strong></td>
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<td>15:50</td>
<td>Networking Tea and Coffee</td>
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<td>16:10</td>
<td><strong>Supporting the Livestock of the Future</strong></td>
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<td>Advances in genetics for poultry and pig species and what the pigs and poultry of</td>
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<td>the future will need</td>
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<td>Somchit Sooncharernying, Poultry Nutritionist, Aviagen</td>
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<td>Glen Illing, CEO, Roslin Technologies Limited and Partner &amp; Director, JBI Equity</td>
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<td>Chris Opschoor, Manager, Feed Group, Topigs Norsvin</td>
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<td>Sakchai Topanurak, Professor, Department of Animal Husbandry, Chulalongkorn</td>
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<td></td>
<td>University</td>
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<td>17:15</td>
<td><strong>Bird Flu: An Increasing Threat for Asia’s Poultry Industry</strong></td>
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<td>What organisations are doing to reduce the risks and can feed additives help?</td>
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<td>Ricky Thaper, Member of Executive Body, Poultry Federation of India</td>
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<td>17:40</td>
<td><strong>Questions and Discussion</strong></td>
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<td>17:50</td>
<td>Chairs Closing Remarks</td>
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<td>18:00</td>
<td>Networking Event</td>
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**“The networking was great, I was able to make a lot of new connections in the industry”**

Dari Brown, Senior Director Technical Solutions, Purina Animal Nutrition
AGENDA

DELEGATES CHOOSE ONE OF THREE HALF-DAY TECHNICAL SEMINARS

SEMINAR 1  FEED ADDITIVES AND GUT HEALTH

08:50  Chair’s Opening Remarks
La Van Kinh, Professor and Director General, The Institute of Animal Science for Southern Vietnam and Vice President, Vietnam Feed Association

09:00  Advances in Swine Gut Health
Sung Woo Kim, Professor of Nutrition, Department of Animal Science, North Carolina State University

09:40  Advances in Poultry Gut Health
Yuwares Ruangpanit, Professor, Faculty of Agriculture at Kamphaeng Saen, Kasetsart University

10:20  Developing Strategies to Evaluate how Additives Impact Gut Health
Santiago Ramirez, Principal Nutrition Consultant, FCR Consulting

11:00  Networking Tea and Coffee

11:30  Utilising Eubiotics to Evaluate how Additives Impact Gut Health
Milan Hruby, Senior Technical Service Manager, DuPont

12:05  Advances in Developing Heat-Stable Enzymes
Stuart Court, Global Director of Technical Service, Novus International

12:40  Feed Formulation to Ensure Optimum Gut Health
Budi Tangendjaja, Professor, Indonesian Agency for Agricultural Research and Development and Head of Expert Committee, Association of Indonesian Veterinary Medicine

13:15  Chair’s Closing Remarks and End of Seminar

SEMINAR 2  FEED ADDITIVES IN AQUACULTURE

08:50  Chair’s Opening Remarks
Roshada Hashim, Professor, Fish Nutrition and Feeding Management, Faculty of Science and Technology, Universiti Sains Islam Malaysia

09:00  Advancements in the Use of Feed Additives in Aquaculture
Soraphat Panakorn, Technical Service Manager Aquaculture, Novozymes and Vice President, TABA (Thailand Aquaculture Business Association)

09:40  Creating the Optimum Feed: Quality vs Cost
Dong Qiufen, Technical & Marketing General Manager, Guangzhou Nutriera Biotechnology Co., Ltd.

10:20  Utilising Aquaculture Additives Usage with Different Feed Raw Materials
Erwin Suwendi, Head of Nutrition and QC, Aquaculture Division, JAPFA Group

11:00  Networking Tea and Coffee

11:30  Can Feed Additives Contribute to Overcoming Challenges in the Asian Fish Industry
Roshada Hashim, Professor, Fish Nutrition and Feeding Management, Faculty of Science and Technology, Universiti Sains Islam Malaysia

12:05  Can Feed Additives Contribute to Overcoming Challenges in the Asian Shrimp Industry
Chalor Limsuwan, Aquaculture Business Research Centre (ABRC), Faculty of Fisheries, Kasetsart University

12:40  Innovation in Shrimp Nutrition
Satit Panich, Managing Director, Marine Leader

13:15  Chair’s Closing Remarks and End of Seminar

SEMINAR 3  SPECIALTY FEED INGREDIENTS REGULATION AND PRODUCT REGISTRATION

08:50  Chair’s Opening Remarks
Joerg Seifert, Secretary General, EU Association of Speciality Feed Ingredients and their Mixtures (FEFANA)

09:00  Feed and Feed Additive Safety Inspection in Asian Markets

09:40  Reviewing Product Regulation and Legislation in Europe
Joerg Seifert, Secretary General, EU Association of Speciality Feed Ingredients and their Mixtures (FEFANA)

10:20  Understanding the Product Approval Process in China
Raymond Ng, Independent Consultant, Chinese Regulation

11:00  Networking Tea and Coffee

11:30  The Landscape of Regulation in Indonesia
Dr. Iswahyudi, Civil Servant Investigator and Amiddanal Khusna, Feed Quality Inspector, Provincial Livestock Office of East Java – Indonesia

12:10  Examining the Legislation from other Asian Regions
Hui Sian Yong, Senior Regulatory Affairs & Quality Assurance Manager, Kemin

12:50  Regulation Surgery
Put your product registration queries to our experts

13:15  Chair’s Closing Remarks and End of Seminar
Sponsorship of Feed Additives provides your business with unrivalled exposure to the global feed industry.

Our Partners benefit from exposure to over 20,000 industry professionals through Feedinfo News Services active user-base of subscribers, and access to hundreds of senior decision-makers and influencers in-person at our conferences.

By aligning your firm with the key topics we have identified through extensive research, you can position your business at the forefront of the industry.

Our knowledge-driven conferences engage attendees and get them thinking about the future of their company – making Feed Additives the perfect place to connect with them.

Join Feed Additives Asia 2018 as a Partner
For more information about promoting your business at our events in 2018, please contact Ben Cronin for more information
T: +44 (0)20 7202 0911 E: ben.cronin@agribriefing.com
BOOK YOUR PLACE TODAY  
16th – 18th May 2018  
Millennium Hilton, Bangkok

BOOKING RATES

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<tr>
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<th>2 Day Conference</th>
<th>2 Day Conference &amp; Half-Day Seminar</th>
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<tr>
<td>Early Bird Rate</td>
<td>$1199</td>
<td>$1599</td>
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<tr>
<td>Available until</td>
<td>Friday 9th March 2018</td>
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<tr>
<td>Standard Rate</td>
<td>$1399</td>
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WHAT’S INCLUDED IN THE TICKET PRICE:

- All networking including:
  - 2 evening networking events hosted by Feed Additives
  - Networking lunch on both days of the 2 Day Conference
  - Coffee and refreshment networking breaks
- Over 12 hours of the latest knowledge from industry leading experts – 2 Day Conference
- Over 16 hours of the latest knowledge from industry leading experts – 2 Day Conference & Half-Day Seminar
- Exclusive access to our Feed Additives event app
- Digital copies of presentations – where speaker has given permission

HOW TO REGISTER:

Book online and receive instant confirmation at www.feedadditives-global.com/join-us

Complete booking form below and then either:

- Scan and send via email to Alex Esson at alex.esson@agribriefing.com
- Return by post to:
  Alex Esson,
  Feed Additives
  5th Floor, Dean Bradley House
  52 Horseferry Road
  London, England
  SW1P 2AF

BOOKING FORM (please complete one form per delegate)

2 Day Conference
2 Day Conference & Half-day Seminar

Delegate Details
First name
Last name
Job title
Email Address

Company
Company name
Address Line 1
Address Line 2
Town/City
Postcode
Country
Contact number

Contact Details (if different from above)
First name
Last name
Job title
Email Address

Promotional Code:

Please review our terms and conditions, which can be found at www.feedadditives-global.com/terms-conditions and sign here to agree.