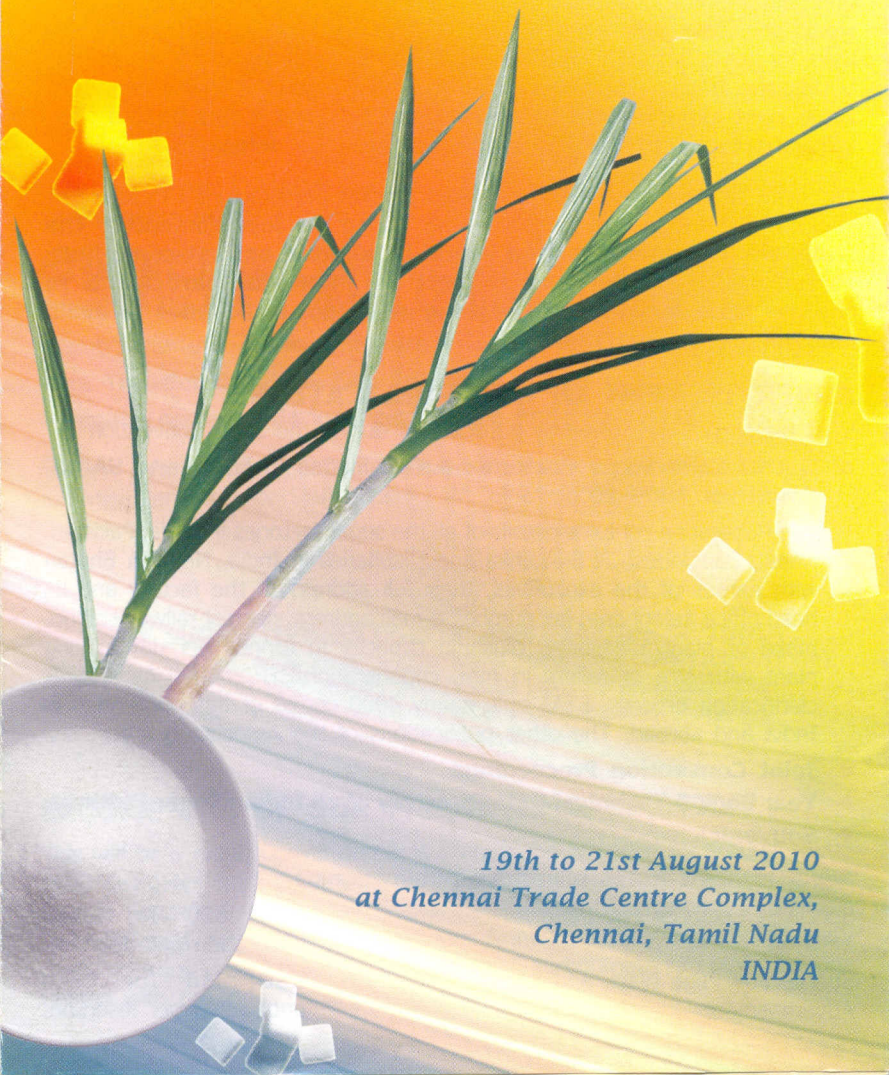




# 9<sup>th</sup> Joint Convention

of  
The Sugar Technologists' Association of India  
and  
The South Indian Sugarcane &  
Sugar Technologists' Association



*19th to 21st August 2010  
at Chennai Trade Centre Complex,  
Chennai, Tamil Nadu  
INDIA*

# WELCOME TO CHENNAI

The STAI & SISSTA are holding the 9th Joint Convention from 19th - 21st of August 2010 alongwith Sugar Expo 2010 at Chennai, Tamil Nadu. The Joint Convention is likely to be attended by around 1500 - 1600 delegates from India & abroad.

**Chennai** - Popularly regarded as the "Gateway to the South". It is the gracious capital city of Tamil Nadu, the fourth largest metropolis in India. Located on a 17km stretch of the Coramandel coast, the city is trisected by the waterways of Cooum and Adyar and the Buckingham Canal. Chennai presents culture that is distinctly different from that of northern India. Music, dance and all other art forms of the South are cherished and nurtured in this city which, though industrialized, continues to be traditional and conventional in many ways.

## CURRENT GLOBAL SUGAR SCENARIO

The global sugar prices more than doubled in 2009 due to alarming shortfall in world's two largest sugar producing countries against ever rising demand for the commodity. This came on top of the considerable reduction in sugar inventories across the globe following last year's unprecedented fall in global sugar production.

Attracted by the healthy sugarcane prices last year, the cane producers have started planting more crops in the hope of cashing in on the bull run. According to initial reports the sugarcane area under cultivation in India is set to increase in 2010-11. The Brazilian Sugarcane Industry is forecasting that sugarcane output may rise 10% this season to more than 580 MT. The combined sugar output by the two giants sugar producing countries may put the brakes on the spiraling sugar prices in 2010-11.

Like any other commodity, sugar industry is too cyclical. To mitigate sole dependence on seasonal sugarcane supply and to be self reliant, STAI has been advocating adopting alternate technologies to produce sugar through raw & refined processes, generate additional revenues through use of viable & efficient technologies for production of ethanol & other bio-fuels. We hope that the above issues would be dwelled during the Convention.

The STAI & SISSTA will be happy to extend a warm welcome to participants across all sectors of industry both from India and abroad to join the convention and share knowledge on various current topics of concern to the world sugar industry. The Joint Convention will unquestionably be a major event and business platform for all professionals involved in the sugar industry and provide unrivalled overview of all new happenings in the sugar sector. It shall provide opportunity to update on trends, products, technical developments and research. Besides, the convention also promises to offer a platform for networking, exploring business opportunities and tie-ups.

During the convention the recent research trends in sugar alcohol, power will be presented by various scientists, technologists, agronomists. The plenary session will be held on 20th August in which presentation will be made by experts on the following:-

### 1. Cane

- a. Issues of increasing farmers productivity through intercropping.
- b. Mechanization of cane harvesting.

### 2. Processing

- a. Process technology change.

### **3. Engineering / Power / Boiler**

- a. Automation in sugar industry with data acquisition.

### **4. By-products**

- a. Ethanol from cellulose.

### **5. Miscellaneous**

- a. IT intervention in cane management systems.
- b. Reports - Evaluation on the working of FFC Technology under STAI R & D initiative.

A new session on factory management will be started from this convention. Joint convention will also offer wide range of paper on subtropical and tropical India and experience of sugar, ethanol, cogen will be shared among delegates.

## **S.N. GUNDURAO & S.V. PARTHASARTHI MEMORIAL LECTURE SERIES**

The S.N. Gundurao Memorial Lecture Series & S.V. Parthasarathi Memorial Lecture Series shall be delivered by eminent speakers this year.

## **CALL OF PAPERS**

Good quality research papers from the members in the categories of Agriculture, Manufacturing, Engineering and Co-products are invited. Keeping in view the significance of the event and the limited number of technical papers to be accepted & presented during the Joint Convention, we request the authors to write quality papers, giving their latest innovations, enclosing the precise data with the achievements of their research work and its usefulness for the sugar industry. **The last date for acceptance of the paper is 30th June 2010.**

The author should also give certificate that "the paper/poster submitted are original and have not been communicated for publication elsewhere". **The author should give abstracts in around 150–200 words followed with keywords. The length of paper should be 1500 to 3000 words excluding abstracts.** Papers can be submitted on the following address:-

**The Sugar Technologists' Association of India, C-Block, 2nd Floor, Ansal Plaza, August Kranti Marg, New Delhi-110049 (India).**

## **REGISTRATION/DELEGATION FEE**

The conference registration/delegation fee for overseas delegate is USD 250 each (Early Bird) if paid by 30th June 2010. From 1st July 2010, the Standard Registration fee of USD 300/delegate shall be applicable. The Registration Form alongwith Bank transfer details are attached herewith.

## **EXHIBIT AT SUGAR EXPO 2010**

In conjunction with the Convention, **Sugar Expo 2010** is being organized from 19th - 21st Aug. `10 at Chennai Trade Centre Complex, Chennai. The exhibit area will be prime networking space for nearly fifteen hundred attendees during the luncheons, dinner & other Convention programmes.

## Facilities at Sugar Expo '10 :

- Exhibition in A. C. Hall.
- Dates : 19th - 21st August 2010.
- Unit Stall Size : 3m x 3 m (9 mts).
- Cost of the stall : USD 2,000 per stall. These Stalls will be allotted on first-come-first-served basis.
- The stalls shall include fascia walls, fascia board, exhibitors name on fascia board.
- One table, two chairs, carpet, one power point, socket & waste paper basket.

**Participants** - The exhibition will have participation from the entire gamut of organizations and associations dealing with the sugar sector. The exhibitors would showcase their latest hi tech innovations/technologies developed by them for use in factory/fields & this would benefit sugarcane growers, industrial businesses, trading companies, logistics and a variety of service providers. **From past experience it has been observed that it has been a win-win situation both for the exhibitors and the delegates.**

We invite all sugar machinery and allied product manufacturers to take part in Sugar Expo and also sponsor events during the Joint Convention. **The stalls are in limited nos. and would be allotted on first-come-first-served basis, therefore, we request the interested participants to confirm their booking by remitting stall cost in advance to avoid last minute disappointment.**

## ADVERTISEMENT IN OUR PUBLICATIONS

STAI brings out the following publications during the Joint Convention :

- **List of Cane Sugar Factories & Distilleries in India and SAARC Countries 2009-10**

The Publication contains details of all the sugar factories in India, Pakistan, Nepal, Bangladesh & Sri Lanka and Distilleries in India, Nepal & Bhutan with names of the executives, their full address of the factory and its head office, telephone, fax number, e-mail address, nearest railway station, make of plant/machinery, crushing capacity in tonnes per day, milling plant with size of rollers in mm, cogeneration/ETP/Ethanol capacity & clarification process. STAI sells nearly 4000 copies of this publication in India and abroad. The other publications of the Association are :

- **Joint Convention Proceedings**
- **Year Book & Technical Data Directory of all Indian Sugar Factories**
- **Souvenir**

### Advertisement Rates for above publications :

Special 4 Coloured Full Page Advertisement	-	USD 600 for each publication per insertion.
Special Full Page Black and White Advertisement	-	USD 450 for each publication per insertion.

## MECHANICAL DETAILS

Page size : 24 cms x 18 cms

Printing area : 20.5 cms x 15 cms

All the payments to the above be sent via mail transfer in favour of "**The Sugar Technologists' Association of India**", payable at New Delhi. Please ensure that the matter for advertisement is sent to this office by 15th June 2010 positively to enable us to book your advertisement at a vantage position.

## HOTEL ACCOMMODATION

Sl. No.	Hotel	Room Tariff	
		Single	Double
1.	Le Royal Meridien	USD 150	USD 175

The above rates are inclusive of breakfast, however, the taxes as applicable will be additional. The check-in and check-out time for the above hotel is 1200 hrs (1200 noon). Please confirm your room booking by 31st of July 2010 positively. Room booking cannot be guaranteed thereafter and shall be subject to availability. Please note that the rooms shall be allotted on first-come-first-served basis. **All the above payments should be remitted through Wire Transfer as per details given at Annexure-II. Cancellation policy of the hotel will apply.**

## PAYMENT AND FLIGHT DETAILS - REGISTRATION / DELEGATE FEE / HOTEL ACCOMMODATION ETC.

**Flight Schedule – See Annexure - I**

**Wire Transfer Details – See Annexure - II**

**Delegate/Accommodation Form – See Annexure - III**

For any information regarding Registration, Research Papers, Sponsorship, Advertisement and for Stall Booking etc. please contact :



### THE SUGAR TECHNOLOGISTS' ASSOCIATION OF INDIA

C-Block, 2nd Floor, Ansal Plaza, August Kranti Marg, New Delhi-110049 (India)

Tel. No. 0091-11-26263695 / 26263850, Fax : 0091-11-26263694

E-mail : [thesugar\\_del@airtelmail.in](mailto:thesugar_del@airtelmail.in) / [office@staionline.org](mailto:office@staionline.org)

Website : [www.staionline.org](http://www.staionline.org)

## BECOME ONE OF OUR PRESTIGIOUS SPONSOR

This will be a mega Convention & is likely to be attended by around 1500–1600 delegates from India and abroad. The delegates to Convention will include Sugar mill owners, Sr. Executives, Middle Management Executives from different sugar mills, researchers from institutes, sugar machinery manufacturers, sugar engineers, technologists, agronomists and other persons related with the industry. The Convention offers :

- **A highly visible presence at the largest gathering of sugar industry personnel in India at one platform;**
- **Opportunities to Market your products and services to customer from all over the world.**

## **SPONSORSHIP PACKAGES**

### **PLATINUM SPONSORSHIP - 16000 USD**

The Platinum Sponsorship Package includes the following :

- Complimentary registration of 5 delegates to the Joint Convention
- Display of company banner during the dinner
- Display of company name & logo in the main hall of the Convention
- Display of company name & logo on STAI web portals
- Display of company name & logo on the programme of the Joint Convention
- Have a prominent reserved seating in the main hall of Convention
- 20 minutes time slot during the technology provider session for presentation of their product
- Free printing of 4 coloured Full Page advertisement in **Proceedings** and **Souvenir** of 9th Joint Annual Convention
- Complimentary distribution of brochure/leaflets in delegation kit.

### **DIAMOND SPONSORSHIP - 12000 USD**

The Diamond Sponsorship Package includes the following :

- Complimentary registration of 4 delegates to the Joint Convention
- Display of company name & logo in the main hall of Joint Convention
- Display of company name & logo on STAI web portals
- Display of company name & logo on the programme of the Joint Convention
- Have a prominent reserved seating in the main hall of Convention
- 15 minutes time slot during the technology provider session for presentation of their products
- Free printing of 4 coloured Full Page advertisement in **Souvenir**
- Complimentary distribution of brochure/leaflets in delegation kit.

### **GOLD SPONSORSHIP - 7000 USD**

The Gold Sponsorship Package includes the following :

- Complimentary registration of 3 delegates to the Joint Convention
- Display of company name & logo in the main hall
- Display of company name & logo on STAI web portals

- Display of company name & logo on the programme of the Joint Convention
- Have a prominent reserved seating in the main hall of Convention
- 10 minutes time slot during the technology provider session for presentation of their products
- Free printing of special black & white Full Page advertisement in Souvenir
- Complimentary distribution of company's brochure/leaflet in delegation kit.

The organizations interested in sponsoring any of the above packages can send the sponsorship amount through DD in favour of **The Sugar Technologists' Association of India**, payable at **New Delhi**. The members/sponsors requiring any further information/clarification can contact the STAI Secretariat.

## GENERAL INFORMATION – CHENNAI

Area	: 174 Km <sup>2</sup> (1,180 km <sup>2</sup> )
Temperature	: Summer : Max. 37 <sup>o</sup> C Min. 21.10 <sup>o</sup> C Winter : Max 32 <sup>o</sup> C Min. 19.81 <sup>o</sup> C
STD Code	: 044
State	: Tamil Nadu

### Accessibility

Chennai is linked by Indian Airlines Boeing flights, Kingfisher, Jet Airways, Spice Jet, Deccan has a daily flights from Mumbai & Delhi.

Airport to Hotel Le Royal Meridien - 10 kms

Hotel Le Royal Meridien to Chennai Convention Centre (Venue) - 4 kms.

## CHENNAI TOURIST ATTRACTIONS

Please take some time off to visit in and around Chennai, the cultural heritage of enchanting Tamil Nadu.

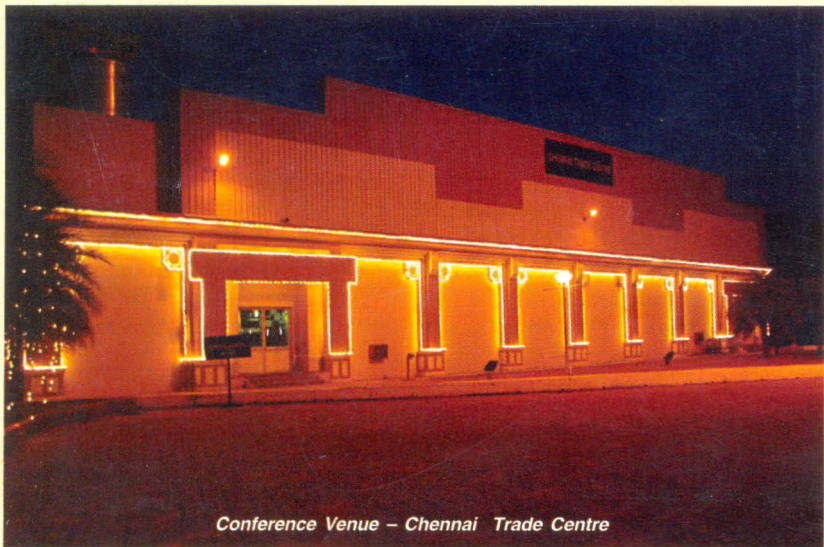
TOUR	DESCRIPTION OF TOUR
<b>POST CONVENTION TOUR</b>	<b>Pondicherry-</b> Sri Aurobindo Ashram, Auroville, Pondicherry Beach, Museum, Melmaruvathur <b>Mamallapuram</b> - Kancheepuram, Mamallapuram, Crocodile Bank, Muttukadu Boat House and VGP Golden Beach.
<b>CITY TOUR</b>	Fort St. George, Government Museum, Valluvar Kottam, Snake Park, Kapaleeswarar Temple & Marina Beach. (Govt. Museum will be closed on Fridays and Birla Planetorium will be covered on that day.) (Snake Park will be closed on Tuesdays).

## CONFERENCE VENUE CHENNAI CONVENTION CENTRE & TRADE CENTRE

The Chennai Trade Centre is set up at a prime location in the Chennai metro at Nandambakkam, adjacent to St. Thomas Mount in an area of over 25 acres of land with exhibition halls and support services.

### Access

10 kms from International Airport; 15 kms. from Chennai Central Railway Station.



Conference Venue – Chennai Trade Centre

### SIGHT SEEING TOUR FOR SPOUSE

Spouse Tour for Half Day Sightseeing from Chennai Trade Centre

Option 1	Option 2
Kapaleeswar Temple (Shiva temple) St Thomas Cathedral Church Marine Drive Fort St. George	Chennai Bronze Museum High Court (Drive past) T. Nagar for local shopping

*Note : Delegates desiring to have Post Convention Tour or City Tour may contact our official travel agent for details as per address given below :*

### OFFICIAL CONFERENCE MANAGER-CUM-TRAVEL AGENT

Mr. Biswas Joshi (Mobile No. : 09871794731)

### M/s. Summit Alpcord Network

Events & Conferences Management Company Pvt. Ltd.

A-422/423, Somdutt Chamber-I, Bhikaji Cama Place, New Delhi - 110 066

Tel. No. : 0091-11-26165026, 41658517, Fax : 0091-11-26165024

E-mail : summit@alpcord.net | summitalpcord@airtelmail.in



## THE SUGAR TECHNOLOGISTS' ASSOCIATION OF INDIA

### 9th Joint Convention of STAI & SISSTA

19th – 21st August, 2010 at Chennai Trade Centre Complex, Chennai, Tamil Nadu

## FLIGHT INFORMATION

### DELHI TO CHENNAI

Sl. No.	Carrier	Flight	Departure	Arrival	Operational Days
1.	Indian Airlines	IC 439	0625	0910	Daily
2.	Jet airways	9W2251	0640	0915	Daily
3.	King Fisher	IT 232	0850	1130	Daily
4.	Jet airways	9W2253	1025	1300	Daily
5.	Indian Airlines	IC 429	1030	1315	Daily
6.	Indian Airlines	IC 801	1645	1925	Daily
7.	Jet airways	9W 832	1705	1945	Daily
8.	Jet light	S2 251	1915	2155	Daily
9.	Jet airways	9W2252	1930	2205	Daily
10.	Indian Airlines	IC 540	2000	2235	Daily
11.	King Fisher	IT 234	2110	2350	Daily

### CHENNAI TO DELHI

1.	Jet light	S2 252	0625	0900	Daily
2.	Indian Airlines	IC 440	0640	0910	Daily
3.	Jet airways	9W2327	0645	0930	Daily
4.	Indian Airlines	IC 430	1010	1300	Daily
5.	Jet airways	9W2254	1340	1615	Daily
6.	Jet airways	9W 830	1705	1935	Daily
7.	King Fisher	IT 233	1755	2035	Daily
8.	Indian Airlines	IC 539	1810	2100	Daily
9.	Indian Airlines	IC 802	2010	2305	Daily
10.	Jet airways	9W 824	2025	2315	Daily

### MUMBAI TO CHENNAI

1.	King Fisher	IT3181	0625	0825	Daily
2.	Jet airways	9W 463	0645	0835	Daily
3.	Indian Airlines	IC 972	0705	0905	Daily
4.	Indian Airlines	IC 994	0820	1025	Daily
5.	Jet airways	9W2012	0900	1045	Daily
6.	Indian Airlines	IC 671	0940	1120	Daily
7.	King Fisher	IT3183	1905	2055	Daily
8.	Indian Airlines	IC 173	2030	2230	Daily
9.	Jet airways	9W 469	2145	2325	Daily

## CHENNAI TO MUMBAI

Sl. No.	Carrier	Flight	Departure	Arrival	Operational Days
1.	Indian Airlines	IC 971	0700	0850	Daily
2.	Jet airways	9W2301	0715	0845	Daily
3.	King Fisher	IT3182	0905	1100	Daily
4.	Jet airways	9W 464	0915	1110	Daily
5.	Indian Airlines	IC 174	1745	1940	Daily
6.	Jet airways	9W2119	1750	1935	Daily
7.	Jet airways	9W 470	1910	2105	Daily
8.	King Fisher	IT3184	2055	2300	Daily
9.	Indian Airlines	IC 571	2135	2335	Daily

## HYDERABAD TO CHENNAI

1.	Jet airways	9W2747	0620	0750	Daily
2.	Indian Airlines	IC 936	0840	0940	Daily
3.	Jet airways	9W2752	1720	1855	Daily
4.	Jet airways	9W2749	1855	2030	Daily
5.	King Fisher	IT2479	2020	2135	Daily

## CHENNAI TO HYDERABAD

1.	Indian Airlines	IC 935	0620	0735	Daily
2.	Jet airways	9W2748	0820	0955	Daily
4.	Indian Airlines	IC 945	1615	1715	Daily
5.	King Fisher	IT2478	1820	1950	Daily
6.	King Fisher	IT3803	1930	2050	Daily

## BANGALORE TO CHENNAI

1.	King Fisher	IT2461	0600	0700	Daily
2.	King Fisher	IT2401	0710	0805	Daily
3.	Indian Airlines	IC 509	0830	0930	Daily
4.	Jet airways	9W 803	1025	1115	Daily
5.	Jet airways	9W2352	1610	1650	Daily
6.	Indian Airlines	IC 911	1635	1735	Daily
7.	Jet airways	9W2728	1730	1830	Daily
8.	Jet airways	9W 486	1925	2010	Daily
9.	King Fisher	IT2444	2000	2100	Daily

## CHENNAI TO BANGALORE

1.	Jet airways	9W2359	0600	0645	Daily
2.	King Fisher	IT2741	0540	0650	Daily
3.	Indian Airlines	IC 909	0820	0900	Daily
4.	Jet airways	9W2351	0955	1050	Daily
5.	Jet airways	9W2353	1735	1820	Daily
6.	Jet airways	9W2355	2100	2140	Daily

## KOLKATA TO CHENNAI

1.	Indian Airlines	IC 765	1830	2045	Daily
----	-----------------	--------	------	------	-------

## CHENNAI TO KOLKATA

1.	Indian Airlines	IC 766	1650	1915	Daily
----	-----------------	--------	------	------	-------

## MAIL TRANSFER DETAILS

Please find given below details for mail transfer of money. All payments should be in US Dollars only. Mail transfer could be sent either by American Express Bank Ltd. or through ABN AMRO BANK LTD. to our bank account with The Jammu and Kashmir Bank Ltd.

### CREDIT IN US DOLLARS

#### CREDIT

The Jammu and Kashmir Bank Ltd., Mumbai, India  
Swift Code : JAKAINBB

Account No. : 00197723 with :  
American Express Bank Ltd., New York, USA  
ABA No. 0159, Chips UID No. CH177282  
Swift Code : AEIBUS33

#### OR

Account No. : 574-0-601675-41 with :  
ABN Amro Bank Ltd.,  
335 Madison Avenue, New York, NY10017, USA.  
Swift Code : ABNAUS33

For further credit to our **Current Account No. 0408010100000112** of THE SUGAR TECHNOLOGISTS' ASSOCIATION OF INDIA, with The Jammu and Kashmir Bank Ltd., Ansal Plaza, New Delhi, India.

# DELEGATE/HOTEL REGISTRATION FORM

Early Bird Upto  
30th June '10

Standard  
Registration  
from 1st July '10  
onwards

Delegation Fee	– USD 250	USD 300
Accompanying Person Fee (Spouse) 150	–	USD 100USD

Preferred Badge Name of Member : \_\_\_\_\_

Accompanying Member's Name : \_\_\_\_\_

1. Name : \_\_\_\_\_

Mr/Ms. etc.

First Name

Surname

2. Organization : \_\_\_\_\_

3. Postal Address : \_\_\_\_\_

4. Tel. No. : \_\_\_\_\_ Fax No. \_\_\_\_\_

5. E-mail No. : \_\_\_\_\_

6. Mobile No. : \_\_\_\_\_

7. Passport No. / Validity : \_\_\_\_\_

8. Arrival Date : \_\_\_\_\_

9. Departure Date : \_\_\_\_\_

10. Arriving by (Flight No.) : \_\_\_\_\_

11. Arriving by (Train No.) : \_\_\_\_\_

12. Meal Preference Veg.  Non-Veg.

13. Hotel Accommodation – Le Royal Meridien, Chennai, Tamil Nadu, India.

**Single Occupancy – USD 150**

**Double Occupancy – USD 175/-**

**The above room tariff is inclusive of breakfast & exclusive of applicable taxes.**

In case a delegate desires to book air / train tickets & requires transfer arrangements at Chennai, our official travel agent will be pleased to assist you. Check-in and check-out time of Le Royal Meridien is 1200 hrs (1200 noon). **Please confirm your room booking by 31st of July 2010 positively** as thereafter room booking cannot be guaranteed and shall be subject to availability.

**Date :**

**SIGNATURE**

All the above payments, delegate registration fee, accompanying person fee and one day room tariff for hotel accommodation (to confirm booking) should be made by Demand Draft in the name of **The Sugar Technologists' Association of India**, payable at New Delhi on our mailing address as given on the brochure or can be sent through wire transfer as per details given at Annexure-II.

**Note : Cancellation policy of the hotel will apply and delegation fee once paid is non-refundable.**