
S&P Global

Commodity Insights

14th Annual

Geneva Sugar Conference

InterContinental Hotel, Geneva | April 23-24, 2025

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Geneva Sugar Conference 2025

Europe's key sugar event serving as the exclusive gathering point for Europe's foremost sugar producers, traders, and buyers.

The global sugar market is navigating a dynamic landscape, characterized by a delicate balance between supply and demand. Europe, as both a major consumer and producer of sugar, faces its own set of opportunities and challenges. While sugar prices in the European Union have fallen over the past year, this creates an evolving outlook for the sector as it heads into the 2025-26 season. The sugar industry is actively adapting to the impacts of climate change, global trade developments and geopolitical factors which are offering both challenges and potential opportunities for innovation in supply chain management and market positioning.



Network with 350+ global sugar professionals



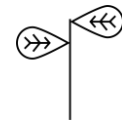
Hear updates from sugar industry leaders



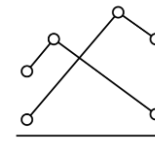
Gain insights into the key drivers and topics affecting the sugar markets today



Review 2025 sugar markets, cultivation prospects and key developments



Producers / Refiners



Service Providers



Finance & Analysts



End Buyers



Government & Industry Associations

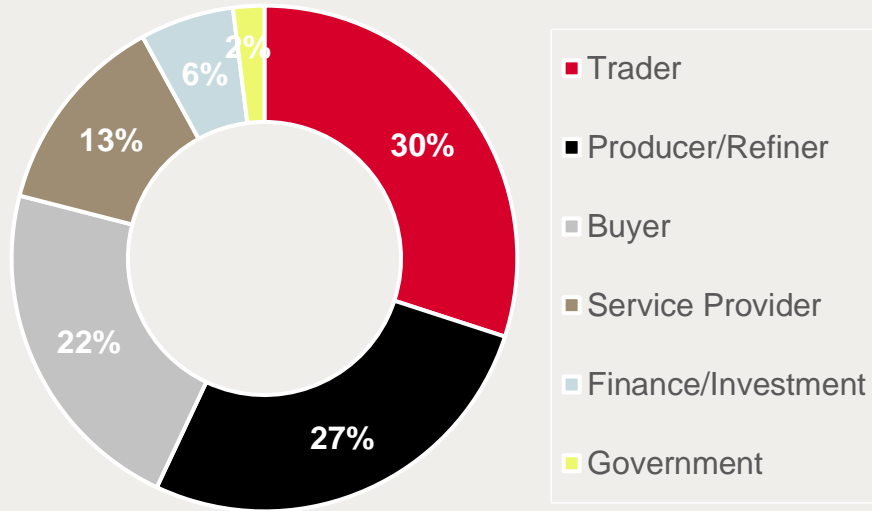


Traders & Brokers

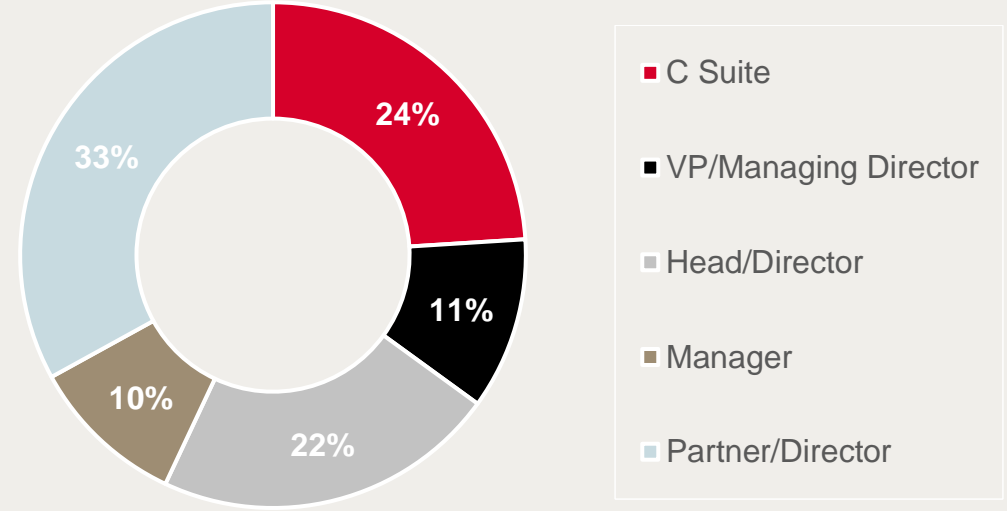
Key Themes for the market:

- Expert insights into price drivers, market fluctuations and the outlook for European sugar
- Global trade dynamics and sugar market policy impacts
- Strategies for decarbonization and sustainable European sugar production
- The impact of weather events on sugar market volatility
- Evolving demand trends from European sugar buyers
- White premium market opportunities and competitiveness
- Alternative solutions to neonics for beet growers

Geneva Sugar 2025 is the meeting place for Producers, Traders and Buyers



350+ decision makers from leading companies will attend Geneva Sugar Conference 2025



An international event with delegates attending from 37 countries:

Top countries in attendance:

- | | | |
|----------------|----------------|--------------|
| 1. UK | 4. Germany | 7. Italy |
| 2. Switzerland | 5. Netherlands | 8. Belgium |
| 3. France | 6. Spain | 9. Lithuania |

Top Sugar players attended Geneva Sugar, including:

- | | | |
|-----------------------|------------------|--------------------|
| Südzucker | Swiss Sugar | Nordic Sugar |
| Tereos Internacional | Studen Global | Cosun Beet Company |
| Nordzucker | Roquette | Lotus Bakeries |
| Louis Dreyfus Company | RAR - Refinarias | Lindt & Sprungli |
| Wilmar Sugar | Pfeifer & Langen | Iscal Sugar |
| Tate and Lyle Sugars | Barilla | Ferrero Trading |
| British Sugar | Cristalco | Agrana |

Geneva Sugar Conference 2025 Partnership Opportunities

Foundational Partner

Be seen as an industry leader and make an impact with the highest levels of access, visibility, and top-tier branding. Play a leadership role within the GCM community through premier engagement, contribution, and a leadership role.

Exclusive Brand Partner of One Event Moment:

- Cocktail Reception
- Breakfast Briefing
- Lunch and Learn
- Networking Break

Access and Engagement:

- Thought Leadership Speaking Opportunity
- Exhibition Booth or Private Meeting Room
- Strategic Digital Media
- Pre-Event Digital Interview

Brand Awareness, Logo on:

- Website
- Conference Ads
- Email Campaigns
- Social Media

Strategic Partner

Elevate your presence through active engagement and access to a diverse array of opportunities to connect to the GCM community. Enjoy the flexibility to choose from the “A La Carte Menu” (additional cost applies) of event features, aligning with your partner objectives to maximize both personal and organizational impact.

Access and Engagement:

- Thought Leadership Speaking Opportunity or Genius Exchange Participation
- Strategic Digital Media
- Pre-Event Digital Interview

Brand Awareness:

- Website
- Conference Ads
- Email Campaigns
- Social Media

Supporting Partner

Boost brand visibility by placing your logo on all event collateral, linking your brand with GCM, which is swiftly emerging as the foremost event for those on the frontline of carbon markets.

Brand Awareness:

- Website
- Conference Ads
- Email Campaigns
- Social Media

Geneva Sugar Conference 2025 Partnership Opportunities (can be added to any package for an additional price)



Registration

Branded self-service registration kiosks serving as the initial touchpoint for all delegates

Lanyards

Constant visibility with logo-adorned event lanyards worn by all attendees

Exhibition booth

Become the central hub for attendee interaction facilitating meaningful connections



Branded Bar

Transform the bustling bar into a branded hotspot, fostering a positive brand association

Event App

Prominent logo across all pages across the app – notifications can be sent out on your behalf – prompted to visit certain areas of their page

Wi-Fi Partner

Customize the network name and password, directing traffic to your company website



Water bottles sponsor

Place your logo on water bottles distributed throughout networking sessions and on-stage, ensuring constant brand visibility

Branded Charging Station

Enhance your brand visibility with a dedicated Branded Charging Station, a focal point for attendees to charge their phones and laptops, ensuring high-value exposure and direct engagement opportunities