



1-3 December 2020

All times are based on Singapore, Hong Kong Time zones (UTC + 8 hours)

PRESS RELEASE – 4 December 2020

“THAILAND WINS 6TH BEST RICE TITLE, WHILE MARKET ACHIEVEMENT AWARD GOES TO MR. TRUONG THANH PHONG (PRESIDENT OF VIETNAM FOOD ASSOCIATION FROM 1997 TO 2014)

“Thailand wins 6th “The Rice Trader World’s Best Rice” title in 2020, while “The Rice Trader - Lifetime Achievement Award” Goes to Vietnam Food Association’s longest serving former President, Mr. Truong Thanh Phong

The 12th The Rice Trader – **World Rice Conference 2020**, the first online event in the series, continued the tradition of bringing a who’s who attendance from the global rice industry. Led by Diamond Sponsors – **Olam International** as headline sponsors, and with Buhler Group, Farm Angel, and ElectrifyZ lending their support to the world’s most established rice trade gathering. The event climaxed late Thursday evening (Singapore time) with the announcement of the much-anticipated TRT World’s Best Rice 2020 award, as well as the annual recognition for TRT Lifetime Achievement 2020 award.



Conference Chairman, **Jeremy Zwinger**, President, and CEO of the leading rice market news and analysis company, *The Rice Trader*, delivered the awards. It was a fierce competition that saw the top-three rice samples come from Cambodia (Jasmine), Vietnam (Fragrant), and Thailand (Hom Mali). The top-two were narrowed further to Vietnam and Thailand, it was Thailand (picture

showing Thailand Rice Exporters Association group on the conference zoom session upon receiving the news) emerging victorious with what is now Thailand’s 6th **World’s Best Rice** award in 12 years of competitions. Chef Paul Schroeder, who led the judging panel describe it as “close, with Cambodia’s rice looking good and the best polished, Vietnam was impressive (and last year’s winner), but with Thailand sweeping up the award for its combination of aroma, texture, and flavor playing up Thailand’s winning submission”.

THE RICE TRADER 2020 Virtual Conference
www.trtworldrice.com

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The conference awards ceremony is also known for recognizing personalities from the global rice industry who have contributed significantly to the industry. This year's recipient of the **Lifetime Achievement Award** was none other than Mr. Truong Thanh Phong (pictured receiving a congratulatory bouquet from The Rice Trader, represented by Business Development Director - Ms. Huong Phan, at the conference satellite event in Ho Chi Minh City, S.R. Vietnam). **Mr. Phong** has worked in the agricultural field since 1976 until 1989, when he moved to work in the food sector. He became the President of the Vietnam Food Association and served from 1997 to 2014, making him the longest serving President in VFA's history. He was also the former General

Director of Vietnam Southern Food Corporation (Vinafood 2) from 2003 to 2014, which showed him overseeing Vietnam's rise in prominence in exports, as well as in his personal efforts and contributions to the rice industry of Vietnam.

The 12th The Rice Trader World Rice Conference is the world's leading forum for rice industry professionals, and emphasizes the global rice trade, with a strong reputation in bringing leaders from the rice industry and the various elements that deliver rice, from farm to fork. This year's event has beaten the global pandemic and highlighted an audience representing over 250 delegates from more than 25 countries. The event featured sponsors who made immeasurable contributions that allowed the development of the online format under which the event was able to transpire. We would like to thank our Diamond Sponsor: **Olam**, Gold Sponsors: Buhler, Farm Angel, and ElectrifyZ, Bronze Sponsor: Filhet-Allard Maritime. In addition to the impressive list of corporate sponsors from Cotecna, MSC (Mediterranean Shipping Company), Absortech, Induss, Satake, Intertek, Clariant, VINAFOOD 2, KIGIMEX, Shree Agro, Cambodian Rice Federations, Myanmar Rice Federation, Thai Rice Exporters Association, Studio Tecnico Appiani, and Seasons Overseas Pte Ltd, This was a lifetime experience delivered to our global rice community with all of the sponsors help and support.

2020 Virtual Conference
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For more information, please contact:

Mrs. Huong Phan huong.phan@thericetrader.com

Mrs. Peggy Hutsell Peggy.Hutsell@thericetrader.com