

The Second Greater Mekong Subregion Agriculture Ministers' Meeting (GMS AMM-2) Side Events Program Overview

6–8 September 2017
Apsara Palace, Siem Reap, Cambodia

Several side events will be held during the 2nd Greater Mekong Subregion Agriculture Ministers Meeting (AMM-2) on 6-8 September 2017 at the Apsara Palace Resort and Conference Center in Siem Reap, Cambodia. The side events are aimed at: (i) validating policy recommendations on promoting food safety, and sustainable and inclusive value chains with participating stakeholders and the wider international business community (ii) creating awareness for the diverse agro-tourism-environment products and locations available in the GMS, (iii) connecting these products and services to market networks and developing potential business partnerships, (iv) exchanging best practices on the agro-tourism-environment nexus and exploring areas for collaboration among key stakeholders from these industries.

The five main activities are:

- (i) Policy Forum. A policy forum on '*Developing Safe, Sustainable and Inclusive Agro-Based Value Chains in the GMS*' will bring together government, the private sector, civil society, and research networks from the GMS and beyond to address key challenges, explore opportunities, and discuss practical recommendations for establishing the subregion as a recognized supplier of high quality agrifood products to domestic and global markets. For the AMM-2, we will introduce in this forum the inextricable link of the agriculture, food, tourism, and environment sectors. Innovations in the connectivity of these sectors will be discussed by industry experts.
- (ii) GMS Market Place. Building on the momentum of the GMS Pavilion at THAIFEX 2017 that initiated the "*Discover GMS: Asia's Natural Hub*" awareness raising motto, the GMS Market Place provides another opportunity to showcase select safe and environment-friendly agro-food products, including geographical indications products and innovative models and evidence-based insights for sustainable and safe small-scale agriculture in the GMS. Exhibitors from both the public and private sectors, civil society, and selected event sponsors will be provided exhibit spaces at the GMS Market Place for their products. *GMS Choice Awards* will be presented on the last day of the exhibit.
- (iii) Market Matching and Hosted Buyers Program. Private business matching sessions will be held for two days to connect invited buyers with the GMS exhibitors. The buyers will pre-register and choose their allotted schedule time throughout the two days (6-7 September).
- (iv) Agro-tourism Tour Packages. Special tour packages featuring the subregion's rich heritage and unique safe agricultural practices and locations will be available in the GMS Market Place as part of the products and services being offered to potential business partners.
- (v) Public-Private Dialogue. Capping these events will be a closed-door public-private dialogue comprising key officials from the six GMS Ministries of Agriculture and regional managers and CEOs of multinational/regional agribusinesses operating in the GMS. The main topic would be on raising the bar of food safety at international standards in GMS safe and environment-friendly agriculture product value chains. The idea is to come up with practical measures that the both sectors can work on in the short term so as to jumpstart the implementation of the GMS Strategy and Action Plan 2018–2022 for Promoting Safe and Environment-friendly Agro-based Value Chains in the GMS.

AMM-2 Side Events Program Overview

Date	Time	Activity
Day 1: 6 September 2017 Wednesday	9:00 – 17:30	Policy Forum “Towards Developing Safe, Sustainable and Inclusive Agro-based Value Chains in the GMS” <i>*complete program below</i>
	8:30 – 18:30	GMS Market Place GMS Products, Agro-food Tourism Tour Packages, Geographical Indications (GI), Country Exhibits, and Knowledge Sharing on Innovative and Sustainable Projects
	9:30 – 16:30	Market Matching and Hosted Buyers Program Four Private Business Matching Sessions 9:30–10:30, 11:30–12:30, 13:30–14:30, 15:00–16:00 appointment schedules
Day 2: 7 September 2017 Thursday	8:30 – 18:30	GMS Market Place GMS Products, Agro-food Tourism Tour Packages, Geographical Indications (GI), Country Exhibits, and Knowledge Sharing on Innovative and Sustainable Projects
	9:30 – 16:30	Market Matching and Hosted Buyers Program Four Private Business Matching Sessions 9:30–10:30, 11:30–12:30, 13:30–14:30, 15:00–16:00 appointment schedules
	15:15 – 16:00	Networking and Coffee Break
	16:00 – 17:30	Public-Private Policy Dialogue (By Invitation) <i>*complete program below</i>
Day 3: 8 September 2017 Friday	9:00 – 17:30	GMS Market Place GMS Products, Agro-food Tourism Tour Packages, Geographical Indications (GI), Country Exhibits, and Knowledge Sharing on Innovative and Sustainable Agriculture Practices
	14:00 – 16:00	Field Visit/Study Tour and Agro-Food Tour Packages Hosted by the Cambodia Ministry of Agriculture and Forestry and ADB Venue: Siem Reap and surrounding areas
	19:15 – 19:45	GMS Choice Awards Awarding Ceremony at the Gala Dinner hosted by the Government of Cambodia

AMM-2 SIDE EVENTS

A SIEM RIEP POLICY FORUM

“TOWARDS DEVELOPING SAFE, SUSTAINABLE AND INCLUSIVE AGRO-BASED VALUE CHAINS IN THE GMS”

The Second GMS Agriculture Ministers' Meeting
6–7 September 2017
Meeting Venue: Apsara Palace, Siem Reap, Cambodia

Provisional Program

The **Policy Forum and Public-Private Dialogue** elevates the discussion on food safety, quality assurance, and inclusive and sustainable agro-based value chains in the GMS. This is a follow up event in response to the region-wide call to action for safe and environment-friendly agriculture products, initiated during the multi-sector “Policy Forum: Unified Regional Approaches to Food Safety and Market Access” and the ADB Special Session on “Public-Private Partnerships on Food Safety Systems” at the World Food Safety Conference on 31 May and 1 June in Bangkok, Thailand. This Siem Reap event will clarify issues and present practical recommendations to move this agenda forward. The roundtable will serve as the first concrete step toward the implementation of the GMS Strategy and Siem Reap Action Plan for 2018–2022.

What's in store: The discussion will commence with description of trends in consumption and consumer preferences in GMS and neighboring countries. This will be followed by scoping of opportunities in relation to: (i) allied sectors, such as food, tourism, logistics, and environment; (ii) innovations in the production of safe, high quality food in an inclusive and sustainable manner; (iii) innovations that can reduce losses and waste in supply; (iv) food safety and quality assurance- quick win-win solutions; and (v) public-private collaboration.

Takeaways: Concrete actions to facilitate the implementation of the GMS Strategy and Siem Reap Action Plan, such as:

- collectively agreed upon policy, investment, and/or institutional measures for action immediate by the public and private sector. These can be recommended for the consideration of the GMS Working Group on Agriculture and the GMS Agriculture Ministers; and
- groundwork for multi-stakeholder and/or multi-sector networks (e.g., GMS research & development and innovation agencies established, social entrepreneurs for food safety & quality assurance

Day 1: 6 September 2017 (Wednesday)

Schedule	Description	Resource Persons
8.30 – 9:00	Registration	
9.00 – 9:15	Welcome Remarks	H.E. Mr. Ven Sakhon Minister Ministry of Agriculture, Forestry and Fisheries Cambodia (TBC)
	Opening Remarks	Mr. Samiuela T. Tukuafu Country Director Cambodia Resident Mission Asian Development Bank
9:15 – 10:35	PLENARY SESSION 1 What do consumers think?	Moderator: Dr. Lourdes Adriano Core Agriculture Support Program
9.15 – 9:30	Setting the Context: Brief Overview of the GMS Strategy for Promoting Safe and Environment-Friendly Agro-based Value Chains and Siem Reap Action Plan (2018- 2022)	Speaker: Mr. Pavit Ramachandran Asian Development Bank
9:30 – 9:40	What buyers want—Lessons from the GMS@Thaifex	Speaker: Ms. Vichelle Roaring- Arunsuwannakorn CASP
9:40 – 9:55	Impressions From the Ground—Consumers from Lao PDR, Myanmar, Thailand, and Viet Nam	Speaker: Ms. Isabelle Vagneron and Mr. Renaud Guillonnet, GRET/CIRAD
9:55 – 10:10	Trends in Consumer Demand and Sustainability and the Future of Food Consumption	Speaker: Representative from Mintel (TBC)
10:10 – 10:35	Open Forum and Wrap up	
10:35 – 10:50	Coffee break	
10:50 – 12:30	PLENARY SESSION 2 Food Value Chains: State of Play, Challenges, and Opportunities	Moderator: Mr. Takeshi Ueda ADB
10:50 – 11:20	Case Studies on Food Safety and Quality Assurance on: <ul style="list-style-type: none"> • Low-input rice • Livestock • Fruits and vegetables 	Speakers: Mr. Tom Weaver CASP Mr. Rene Van Rensen Fresh Studio

11:20 – 11:50	Discussion				Discussants: Mr. Bruce Blakeman Cargill (TBC) Dr. Paul Teng Nanyang Technological University (NTU); Professor and Adjunct Senior Fellow, RSIS/NTS, NTU; and Senior Fellow on Food Security, SEARCA (TBC) Dr. Poonpipope Kasemsap Kasetsart University Innovation Lab
11:50 – 12:30	Open forum and wrap up				
12:30 – 12:40	Closing				
12:50 – 14:00	Lunch				
13:30 – 14:00	Registration				
14:00 – 15:30	PLENARY SESSION 3 3 in 1: Opportunities in Food-Tourism- Environment in the GMS				Moderator: Mr. Steven Schipani ADB (TBC)
14:00 – 14:15	An Overview: Untapped Potential: Experiences in Food, Agro- and Ecotourism in the GMS				Speaker: Mr. Jens Thraenhart Mekong Tourism Coordinating Office
14:15 – 14:30	Geographical Indications and Agro-Food Tourism in the GMS				Speaker: Mr. Stephane Passeri Food and Agriculture Organization of the United Nations
14:30 – 14:45	The Success of the Sampran Model: Integrating Smallholder Supply and Community-Centred Agro- and Ecotourism				Speaker: Mr. Arrut Navarraj Sampran Riverside
14:45 – 15:30	Open forum and wrap up				
15:30 – 15:45	Coffee break				
15:45 – 17:30	PARALLEL SESSION 4A Promoting Inclusive Sustainable Public-Private Partnership in the GMS Agrifood Supply	Moderator: Ms Ms. Michiko Katagami ADB	PARALLEL SESSION 4B Opportunities for Moving the Food Safety++ Agenda Forward	Moderator: Ms. Nicola Bonney Food Industry Asia	
15:45 – 16:00	Inclusively Sustainable approaches: Experiences in	Speaker: Mr. Tony McDonald NIRAS, WGA-S	Reliable and Inclusive Assurances: Participatory	Speaker: Mr. Chris May Bioglobal Consultancy Ltd.	

	the Field and Policy Directions		Guarantee System and the Importance of Community Participation to Safety Assured Smallholder Supply	
16:00 – 16:15	Who Should Do What?: The Role of the Private Sector in Developing Robust Safety and Quality Assurance Systems in the GMS	Speaker: Mr. Bruce Blakeman Cargill	Track and Trace: Facilitating Safe Cross-Border Food Trade	Speaker: Mr. Patrik Jonasson GS1 Global Office
16:15 – 16:30	Joining Forces Toward a GMS for SEAP: Views from the Government	Dr. Prum Somany, Department of International Cooperation, Ministry of Agriculture, Forestry and Fisheries Cambodia	Role of the Private Sector and Opportunities for Harmonizing the Food Safety Regulatory Framework	Speaker: Mr. Ng Kim Keat Chairman of Science and Technical Committee, Food Industry Asia
16:30 – 17:15/ 16:30-16:45	Open Forum and Wrap up		Selecting the Right Technical and Technological Solutions for Water and Food Safety in the GMS	Speaker: Dr. Paul Young Waters Corporation
17:15– 17:25/ 16:45-17:25	Closing		Open Forum and Wrap up	
17:25 – 17:30			Closing	

Day 2: 7 September 2017 (Thursday)

Schedule	Description	Resource Person
15:00 – 15:15	Registration	
15:15 – 16:00	Networking and Coffee Break	
15:15 – 16:00	30-Minute Closed-Door Meeting High level government officials and selected private sector representatives involved in sourcing and marketing commodities in the GMS	TBC
16:00 – 17:30	Public-Private Policy Dialogue (By Invitation) Government and private sector representatives will share their vision and strategy, and highlight areas of collaboration and ways of promoting effective partnerships on food safety, and developing sustainable and inclusive agrifood value chains. The objective of this dialogue is to generate tangible support/commitment to Promoting Safe and Environment-Friendly Agro-based Value Chains in the GMS Strategy and Action Plan 2018–2022 on and country priorities on these areas. An issues paper on food safety will serve as a background document for the discussion.	Moderator: Martine Lemoine ADB (TBC)
15:30 – 15:40	Opening Remarks	
15:40 – 16:50	Statements	Speakers Government sector representatives Private sector representatives: ASEAN Food and Beverage Association, Cargill, Federation of Industry Asia, Fonterra, GS1, Myanmar Agro-Based Food Processors and Exporters Association, Nestle, Starbucks, Waters Corporation
16:50 – 17:20	Open forum	
17:20 – 17:30	Summary and conclusions	