



Making Markets Work for Small Farmers:
Understanding Marketing and Market Intermediation
First Regional Forum Workshop

June 7-11, 2008
 58 Tay Ho Road, Tay Ho District, Hanoi, Vietnam
 Telephone No: 84 - 4 - 7198680

SCHEDULE OF ACTIVITIES

Day 0, Saturday, June 7, 2008		
		Arrival of Participants Hotel Billeting / Early Registration
Day 1, Sunday, June 8, 2008		
08:00	08:30	Registration
08:30	08:40	Declaration of the Opening of the Regional Training cum Policy forum Recognition of Participants and Guests MR. MANH HUNG VNFI Director, International Cooperation Dept.
08:40	09:30	Opening Ceremony Ecumenical Blessing Welcome Messages: MR. LE HOANG MINH VNFI First Vice Chairperson DR. BUI QUANG TOAN VietDHRRA Chairperson Opening Remarks: DATUK MARIMUTHU NADASON AsiaDHRRA Chairperson Keynote Message DR. FILEMON A. URIARTE JR. ASEAN Foundation Executive Director Introduction of participants
09:30	9:45	Program Orientation: MS. MARLENE RAMIREZ AsiaDHRRA, Secretary General <ul style="list-style-type: none"> • Overview of the Training Workshop • Objectives Workshop Administration Announcements

09:45	10:15	Session 1a: The Market Situation and the Challenges for Small Farmers (Emerging Markets, Market Drivers) MR. DAVID HITCHCOCK - Senior Farming System Development/ Agribusiness & Infrastructure Officer. Regional Office for Asia and the Pacific. Bangkok, Thailand.
10:15	10:30	Coffee/Tea Break and Photo Session
10:30	11:00	Session 1b: Agri-marketing in Asia: Agri-business perspective MR. SENEN BACANI , President, Ultrex Management & Investment Corporation
11:00	11:15	Open Forum
11:15	11:45	Session 2: Understanding Agricultural Chains Towards Enhanced Market Access (for small producers) DR. NERLIE MANALILI , Regional Adviser for Asia on Market Access, Vredeseilanden, Blijde Inkomststraat 50, 3000 Leuven, Belgium, Chairperson, European Research Area (ERA) Agricultural Research for Development (ARD)
11:45	12:00	Open Forum
12:00	14:00	Lunch Break
14:01	15:00	Session 3: In-country Presentation: Value Chain Studies-LSFM Project CEDAC PhilDHRRA VNFU
15:00	15:15	Open Forum
15:15	15:30	Coffee/Tea Break
15:30	16:00	Session 4: Market Positioning/ Marketing strategies DR. WEN-CHI HUANG , Associate Professor and Chair Department of Agribusiness Management and Department of Tropical Agricultural International Cooperation, Graduate Institute of Wildlife Conservation National Pingtung University of Science and Technology (NPUST), Taiwan.
16:00	16:15	Open forum
16:15	16:45	Processing
16:45	17:00	Synthesis: Day 1
17:00	18:00	Formal LSFM Project Launching
18:30	21:00	Welcome Dinner Sponsored by the Viet Nam Farmers Union (VNFU)

Day 2, Monday, June 9, 2008		
08:30	09:00	Review of the Previous Day's Sessions and Activities
09:00	09:20	Case Presentation: Philippines MR. RENE GUARIN , Executive Officer, Upland Marketing Foundation, Inc.
09:20	09:35	Open Forum
09:35	09:55	Case presentation: Korea MR. CHANG HYO KIM , Chairperson Red Kiwi cooperation in Cheju Island, Korea
09:55	10:10	Open Forum
10:10	10:30	Coffee/Tea Break
10:30	10:55	Case presentation: Vietnam MR. GREG AUBERRY , Country Representative Catholic Relief Services (CRS) – Vietnam
10:55	11:10	Open forum
11:10	11:30	Synthesis: Emerging Marketing intermediation models MR. FLORANTE VILLAS , LSFM Regional Project Coordinator , AsiaDHRRA
11:30	12:00	Open Forum
12:00	13:30	Lunch
13:30	14:30	Session 4: Policy Framework and Opportunities to make markets work for small farmers <ul style="list-style-type: none"> • Ministry of Agriculture and Rural Development (MARD), Vietnam • Association of Southeast Asian Nations (ASEAN) • Food and Agriculture Organization (FAO)
14:30	15:00	Open Forum
15:00	15:15	Coffee/Tea Break
15:15	16:15	Workshop 1: <ul style="list-style-type: none"> • Defining effective intermediation model at country level in response to marketing challenges • Policy Support towards creating favourable agri-marketing

		environment for small-farmers <ul style="list-style-type: none"> Action Points
16:15	17:45	Dialogue with ASEAN, FAO, MARD and DONORS <ol style="list-style-type: none"> Presentation of Workshop output Responses from agencies Open forum
17:45	18:00	Synthesis
18:00	18:15	Administrative Matters / Preparation for field Visit
18:15	21:00	Solidarity Night Solidarity Dinner is sponsored by the Catholic Relief Services-Vietnam
Day 3, Tuesday, June 10, 2008		
07:00	15:00	Field Visit (including travel)
15:00	16:00	Processing of Field visit/ Training
16:00	16:30	Evaluation
16:30	17:00	Closing Program <ul style="list-style-type: none"> reflections and messages from partners, from Project Advisory Committee reflections and message from sponsors and AsiaDHRRA
17:00		Guided City Tour / Free Night
Day 4, Wednesday, June 11, 2008		
		Departure of Regional Forum Workshop Participants

Facilitator

MR. JERRY PACTURAN

Executive Director

Philippines Development Assistance Program (PDAP)