

Pacific Basin Food and Agriculture Conference



Supported by the Pacific Basin Economic Council (PBEC)
and the APEC Business Advisory Council

ASIAN INSTITUTE OF MANAGEMENT (AIM) – MANILA, PHILIPPINES

PBEC Poultry Value Chain Project

March 9-10, 1999

APEC Food & Agriculture Strategy Conference

March 11-12, 1999

Conference Objectives

- ☆ Obtain input and contributions from a broad range of enterprises interested in regional food production, trade, and consumption.
- ☆ Develop coordinated regional private sector strategies in support of an APEC Food System.
- ☆ Establish a communication network to keep all informed of the activities of regional agricultural businesses and business organizations regarding APEC.
- ☆ Promote cooperation, alignment and coordination among regional agricultural businesses and business organizations on key food and agricultural issues.

Conference Structure

- ☆ PBEC Poultry Value Chain Project, March 9-10 (PBEC)
- ☆ APEC Food and Agriculture Strategy Conference, March 11-12 (open)
- ☆ Roundtable workshop format
- ☆ Topics introduced by issue papers; moderated with the goal of developing strategies to fulfill the vision of an open and efficient food system.
- ☆ Participants will be charged a fee to cover costs.

Key Themes

Food supply is a critical issue heightened by the region's current economic difficulties. The food sector plays an important part in the performance of all economies; yet it is subject to the greatest distortions and trade barriers. Businesses, communities, and governments all stand to gain from working together towards improvements in the regional food system that result in a safer, more secure food supply.

The Pacific Basin Economic Council (PBEC) and APEC Business Advisory Council (ABAC) believe it is imperative for the health and welfare of millions of people that APEC members work to improve the rules and practices that distort the production of and trade in food. By focusing on capacity building measures to accompany the promotion and liberalization of food trade, APEC can assure that all sectors of society reap the social and economic benefits of a more open, efficient food system.

The development of a regional food system must be integrated into APEC's work program to achieve free and open trade and investment across all sectors. In support of APEC efforts, the regional agricultural private sector must develop a complementary and aligned work program that focuses on the areas of food trade, technology transfer, and rural infrastructure development. As an initial step in developing that work program, PBEC and ABAC will host this regional conference to develop agricultural strategies to support APEC efforts.

Pacific Basin Food and Agriculture Conference

PROPOSED AGENDA



A Conference of the Pacific Basin Economic Council ■ Working Committee on Food Products

Session I

TUESDAY, MARCH 9, 1999

1730 – 1930 Registration & Reception, AIM
PBEC Food Products Committee

WEDNESDAY, MARCH 10, 1999

0830 – 0915 Opening Meeting of the PBEC Food
Products Committee

0915 – 1015 Presentation of Value Chain for Poultry
Study Results and Recommendations

1030 – 1200 Discussion of Value Chain for Poultry
Study Results and Recommendations,
Finalization of Report

1230 - 1330 Lunch with Guest Speaker,
Topic: *"Trends in Poultry Production"*

1330 – 1730 Development of Action Plan (May 1999 –
May 2000) for Implementation of PBEC
Poultry Recommendations

Session II

1800 – 1830 Registration for APEC Strategy Workshop

1830 – 1930 President's Reception at AIM
Welcome Address, Felipe Alfonso, AIM

1945 Dinner with Guest Speaker,
Topic: *"More Food for More
People: Building a Foundation Through the
APEC Food System"*

THURSDAY, MARCH 11, 1999

0730 – 0830 Breakfast with AIM students and faculty

THURSDAY, MARCH 11, 1999 (Continued)

0830 – 1000 Opening Meeting: APEC Strategy Conference

1030 – 1200 Breakout Sessions
Strategy for Building the APEC Food System

Suggested Topics for Sessions:

Process of Trade and Investment Liberalization
Rural Development

New Technologies and Technology Transfer
Food Security

Food Safety and SPS Issues

1200 – 1330 Lunch

1330 – 1530 Breakout Sessions (Continued) –
Development of Recommendations and
Implementation Plan

1600 – 1700 Panel Discussion on APEC Food System,
AIM Faculty and Community Invited
(panelists from private sector)

1930 Dinner (open)

FRIDAY, MARCH 12, 1999

0830 - 1230 Breakout Sessions (Continued)

1230 – 1330 Lunch

1330 – 1500 Full Group Meeting
Presentation and Discussion of Breakout
Session Results

1530 – 1700 Full Group Meeting
Discussion of Recommendations and
Implementation Plan

Conference Registration

- SESSION I US\$100 Poultry Value Chain Project**
 SESSION II US\$250 APEC Strategy Development Conference

Mr. Mrs. Ms. Dr.

Credit Card (see below)

NAME _____

Check made payable to

NAME TO APPEAR ON BADGE _____

PBEC Foundation, Inc.

TITLE _____

ORG _____

ADDR _____

CITY _____ STATE _____

POSTAL CODE _____ COUNTRY _____

TEL _____ FAX _____

EMAIL _____

MAIL OR FAX THIS FORM TO:

PBEC Food & Agriculture Conference
 MARVEE CELI or KRISTINE BACOSA
 c/o ASIAN INSTITUTE OF MANAGEMENT
 123 PASEO DE ROXAS
 MCPO BOX 2095
 MAKATI CITY, PHILIPPINES
 FAX (632) 817-2852
 TEL/FAX (632) 817-2852

Hotel Reservation & Airport Transfer

Please indicate choice of accomodation. Reservations will be held using credit card information below..

- AIM Center for Continuing Executive Education (ACCEED) Conference Center**
 Executive Suite (US\$120 per night)
 Executive Room (US\$65 per night)
 * Official Conference Center Hotel. ACCEED rates are subject to a 10% service charge.

- Shangri-La Hotel Makati**
 Deluxe (US\$170.00 per night)
 Executive (US\$220.50 per night)
 Premier Executive (US\$252.00 per night)
 Horizon Deluxe (US\$262.50 per night)
 Horizon Suite (US\$273.00 per night)
 Deluxe Suite (US\$304.50 per night)
 Horizon Deluxe Suite (US\$346.50 per night)
 * Shangri-La room rates are subject to 20.05% tax.

CANCELLATION POLICY

All cancellations must be received in writing. Cancellations received before February 23 may receive a full refund. Cancellations less than two weeks prior will be charged for one nights stay.

- I require round-trip transfer (airport/hotel/airport) at the PBEC rate of US\$25.**
 (At Ninoy Aquino International Airport arrival gate please proceed to AVIS counter.)

FLIGHT INFORMATION

Arrival Date: _____ Airline: _____ Flight Number: _____

Departure Date: _____ Airline: _____ Flight Number: _____

Credit Card Information

Please check one.

- Conference Fees
 & Hotel Reservation
 Conference Fee Only
 Hotel Reservation Only

Total amount to be charged: US\$ _____

Visa MasterCard American Express

CARD NO. _____ EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____