

# **APEC and Biotech: Communication and Cooperation**



**Pacific Basin Economic Council**

**An International Conference on Best Practices  
in Agricultural Biotechnology**

MEXICO CITY  
FEBRUARY 23, 2002  
CAMINO REAL HOTEL

## **PRELIMINARY CONFERENCE PROGRAM**

CONFERENCE WILL BE HELD IN SPANISH AND ENGLISH

### **Conference Objectives**

- Provide unique private sector input to the APEC and other regional processes.
- Promote cooperation among regional agricultural businesses on biotechnology and other agricultural issues.
- Establish and maintain a communication network to keep all interested parties informed of biotechnology issues and activities.

### **Conference Structure**

- One-day conference with panels, keynote presentation, and networking opportunities.
- Moderated with the goal of sharing regional experiences with biotechnology.

### **Conference Deliverable**

- A publication of "case-studies of agriculture technology successes" will be produced and distributed to members and non-members to educate consumers.

**APEC AND BIOTECH: COMMUNICATION AND COOPERATION  
A CONFERENCE OF THE PACIFIC BASIN ECONOMIC COUNCIL  
February 23, 2002 in MEXICO CITY, MEXICO**

Dear Friends and Colleagues:

In October 2001, APEC Leaders recognized the benefits of biotechnology in improving productivity, increasing nutrition, and reducing the environmental impact of agricultural production. In one of the strongest statements to date, Leaders reaffirmed the importance of the safe introduction and use of biotechnology products based on sound science, welcomed a policy-level dialogue on agricultural biotechnology and called for more capacity building activities.

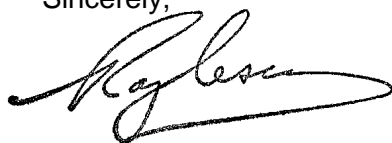
PBEC, as a strong supporter of increased cooperation in the Pacific Basin, supports the Leader's statement and continues to lead the regional business discussion of biotechnology. In order to provide input from businesses in the Asia-Pacific region, to increase public understanding, and to support the APEC Biotechnology Policy Dialogue established by APEC Leaders in Shanghai, the Pacific Basin Economic Council (PBEC) has organized this conference to examine:

- The facts and current state of scientific and economic analyses of biotechnology;
- APEC's role in biotechnology;
- Best practices in communicating with the public; and
- How to improve public/private partnership.

This is a unique opportunity for business and government leaders to share their experiences as we work to achieve an APEC Open Food System. To that end, this conference will take place the day prior to the APEC Biotechnology Policy Dialogue. We hope that this synergy will be of value to business and government alike.

I hope you will be able to join us for this timely and informative event.

Sincerely,



Ray Cesca  
Chairman, PBEC International Working Committee on Food Products

**The Pacific Basin Economic Council: A Force for Regional Change**

The Pacific Basin Economic Council is an association of senior business leaders from throughout the Pacific Basin Region dedicated to expanding trade and investment through fostering open markets. Founded in 1967, PBEC serves as the key organization through which regional executives create business relationships, encourage increased trade and investment, support open markets to lower trade barriers, and address emerging issues likely to shape the Pacific and global economies.

PBEC's mission is to achieve a business environment in the region that ensures open trade and investment and encourages competitiveness based on the capabilities of individual companies; provide information, networking fora, and services to members that increase their business opportunities; and support cooperative business efforts to address the economic well-being of citizens in the Pacific region.

**0800** Registration

**0900** Opening remarks, Senior Official, PBEC Mexico

**0915 - 1030 Session 1**

**Biotechnology in the Pacific Basin: applications and opportunities**

This session highlights beneficial applications and future opportunities in agricultural biotechnology.

- Jose Luis SOLLIERO, AgroBio México
- Alvaro GAITAN, Head of the Department, Cenicafe (Colombia)
- Jane EARLEY, Representative, Corn, Soy and Cotton Growers

**1030 – 1045 Contact Break**

**1045 – 1230 Session 2**

**Biotechnology Policy in APEC**

This session considers the existing and emerging role of APEC in bringing the benefits of biotechnology to the people of the APEC region and beyond.

- David HEGWOOD, Special Advisor to the Secretary, USDA (US)
- Other Participating Government Representatives

**1230–1430 Luncheon Address**

Keynote Speaker: Dr. Victor M. **Villalobos**, Secretary of Agriculture and Stockbreeding, SAGARPA, Mexico\*

**1430– 1600 Session 3**

**Realizing the benefits: business, academia and governments**

*This session will discuss the various roles that can and do influence the development, trade and delivery of benefits of biotechnology for both developed and developing countries.*

- Randy HAUTEA, Director of the SEAsiaCenter, ISAAA (Philippines)
- Company Representative \*
- Gustavo Buitrago, Instituto de Biotecnología de la Universidad Nacional (Colombia)

**1600-1730 Session 4**

**Information outreach and building trust for users and consumers**

This session will explore the various best practices used by industry in the region to help communicate with users of biotechnology and their downstream consumer base.

- Quentin B. KUBICEK, Biotechnology Manager, DuPont Agriculture and Nutrition
- Mari Stull, International Council of Grocery Manufacturers Associations

**1730 Closing Session:** Dialogue and wrap up followed by a *cocktail reception* in honor of the APEC Biotechnology Dialogue.

# REGISTRATION FORM

**APEC AND BIOTECH: Communication and Cooperation  
A Conference of the Pacific Basin Economic Council (PBEC)  
February 23, 2002  
Mexico City, Mexico**

**For more information, please contact:**

Suzanne Foti  
PBEC Working Committee on Food Products  
Tel: (202) 293-5730 x 17  
Fax: (202) 289-1940  
Email: sfoti@pbecus.org

**Or visit the Pacific Basin Economic Council Website:**

<http://www.pbec.org/>

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SIGNATURE \_\_\_\_\_

If not paying by credit card, please make checks payable to PBEC US in U.S. funds.

**Conference Fee:  
US\$75**

*Send registration form and  
payment by February 19, 2002  
to:*

**Program Assistant  
PBEC  
Biotech Conference  
1819 L Street, NW  
2<sup>nd</sup> Floor  
Washington, DC 20036  
USA  
Fax: (202) 289-1940**

*Conference registration  
fee covers all group  
meals, coffee breaks, a  
cocktail reception and  
all conference and post-  
conference documents.  
The fee does not include  
participant's travel or  
hotel expenses. Hotel  
reservations are the  
responsibility of the  
conference participant,  
and should be made  
through the hotel.*

## HOTEL INFORMATION

*The conference will take place at the Camino Real Hotel, in Mexico City. Close to legendary Chapultepec Park and its extraordinary museums, between the financial district, the fashionable Polanco neighborhood and the trendy Zona Rosa, and within a short distance from the historic Center, the main embassies and places of interest. The hotel is only 25 minutes from the Benito Juarez international airport. Housed within the hotel's bold architecture are 714 rooms and suites, swimming pool, tennis courts, a complete health club and eight of the Capital's finest restaurants. The Camino Real hotels are affiliated with the Hilton Hotels Worldwide. Their website is:  
[http://www.caminoreal.com/mexico/default\\_i.html](http://www.caminoreal.com/mexico/default_i.html).*

*For this conference, we have obtained group rates from February 23-24, 2002 for \$135US/ night for a deluxe room, excluding VAT and lodging taxes. Please reference "Pacific Basin Economic Council" to obtain the group rate. The hotel can be reached at:*

*By Telephone: 011-525-5263-8888*

*By Fax: 011-525-531-0839*

*By e-Mail: [reservaciones@crmexico.com.mx](mailto:reservaciones@crmexico.com.mx)*