

# Value Chain for Poultry Best Practices Conference



**Pacific Basin Economic Council**

**Application of Best Practices from the PBEC Value Chain for Poultry Study:  
An Assessment and Future Considerations**

MAY 1, 2002  
ASIAN INSTITUTE OF MANAGEMENT  
PBEC-PHILIPPINES, HOST

## PRELIMINARY CONFERENCE PROGRAM

### **Conference Objectives**

- Based on the PBEC poultry value chain study, to update participants at different stages of the poultry production/value chain on ways to promote greater productivity, efficiency and supply of poultry products in the region.
- Identify new tools and techniques, particularly in the areas of: • Food Safety • Trade • Feed Production • Poultry Processing • Financing
- To develop partnerships and business relationships between participants especially to build the APEC Food System.

### **Conference Structure**

Expert panels, keynote presentation, and networking opportunities.  
Moderated with the goal of effective communication and information sharing.

### **Conference Deliverable**

A report to PBEC, APEC, ADB and other interested parties on the effectiveness and future activities necessary to facilitate continued liberalization of poultry trade.

Dear Friends and Colleagues:

Food supply is a critical issue for the Asia-Pacific region. The food sector plays an important part in the performance of all economies; yet it is subject to the greatest distortions and trade barriers. Animal health remains a concern in the region. 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.

In 1999, The Pacific Basin Economic Council (PBEC) adopted its first sectoral best practices report, The Value Chain For Poultry. Regional conferences, most recently in Bogota, Colombia, have brought these practices to the regional poultry industry. These efforts have led to specific and measurable increases in poultry production and availability in the region on both a micro- and macro-level. This PBEC conference will continue this effective sectoral best practices approach to the creation of an APEC food system and will address the new challenges in the poultry industry.

I hope you will join us in May when food sector companies, including those who contributed to the PBEC Study, will share insights regarding best practices in the Value Chain for Poultry, as detailed in the PBEC Study. We will revisit the previous best practices, evaluate our performance, and move forward in identifying new challenges to the trade and the tools to address them. We will hear from leading experts in the areas of trade, animal health, food safety, production, processing, and finance. Through panels, keynote presentations and discussion time, PBEC hopes to continue to assist in freeing the poultry trade through concrete, business-to-business measures that will benefit all in the region as we move forward towards an APEC Food System.

Please 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.

**May 1, 2002**

- 0815 – 0900 Registration and informal breakfast, AIM
- 0900 – 0915 Welcome by the PBEC Philippines DG
- Review of Value Chain for Poultry Study Results and Recommendations  
Ray Cesca, Chair, PBEC Food Products Working Committee
- 0915-1015 **SESSION I: Production and Processing**  
Mr. Ramon S. Ang, President, San Miguel Food Group,  
Philippines\*  
Mr. Thomas Polhill, Country Manager, Cargill Philippines Inc.\*
- 1015 – 1030 Break
- 1030 – 1130 **SESSION II: Food Safety and Trade**  
Pakdee Potsiri, Director General, Ministry of Public Health, Thailand and  
previous Codex Commission Chairman \*  
Dr. Vesna Blazin, National Veterinary Auditor, Tegel Foods Ltd., New  
Zealand\*  
Dr. Teruhide Fujita, Coordinator, OIE\*
- 1130-1230 **SESSION III: Transportation and Logistics**  
Dhanin Chearavanont, Chairman, Charoen Pokphand Group\*  
Benjamin B. Cecilio, Assistant General Manager for Operations, Philippine  
Ports Authority\*  
Bill Hudson, President and CEO, International Association of Refrigerated  
Warehouses\*
- 1230 – 1400 **Lunch Keynote: Secretary Leonardo Q. Montemayor, Philippines Agriculture  
Minister\***
- 1400 – 1530 **SESSION IV: Financing Opportunities and Considerations**  
Mr. Margarito B. Teves, President, Land Bank of the Philippines\*  
Mr. Toshihiko Tsuruoka, Governor, Agriculture, Forestry and Fisheries Finance  
Corporation (Japan)\*  
Mr. Bradford R. Philips, Director, Agriculture, Natural Resources and Social  
Sectors Division, Asian Development Bank\*
- 1530 – 1600 Break
- 1630-1800 **SESSION VII: The Philippines Poultry Sector: Comparisons to 1999**  
Mr. Rogelio M. Sarmiento, Chairman, Sarmiento Management Corporation\*  
Dr. Thomas I. Wahl, Washington State University\*
- 1800 – 1830 **Reception**
- 1830 – 2000 Dinner and Discussion led by Ray Cesca, PBEC Food Committee Chair

# ***Pacific Basin Economic Council (PBEC)*** ***Value Chain for Poultry Best Practices Conference***

Supported by the Pacific Basin Economic Council (PBEC) Working Committee on Food Products

## ***Registration and Accommodation Information***

### Conference Registration

Session I: Poultry Value Chain Project

US\$50 Philippine Pesos: \$2,500.00

Mr.    Mrs.    Ms.    Dr.

NAME \_\_\_\_\_

NAME TO APPEAR ON BADGE \_\_\_\_\_

TITLE \_\_\_\_\_

ORG \_\_\_\_\_

ADDR \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### Hotel Reservation & Airport Transfer

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

**Asian Institute of Management Conference Center**

Executive Suite (US\$96 per night)

Executive Room (US\$48 per night)

\* Official Conference Hotel.

**Shangri-La Hotel Makati**

Superior (US\$132.55 per night)

Deluxe (US\$156.65 per night)

**I require round-trip transfer (airport/hotel/airport) at the PBEC rate of US\$28.**

(At Ninoy Aquino International Airport arrival gate please proceed to AVIS counter.)

### FLIGHT INFORMATION

Arrival Date: \_\_\_\_\_

Airline: \_\_\_\_\_

Flight Number: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Airline: \_\_\_\_\_

Flight Number: \_\_\_\_\_

**MAIL OR FAX THIS FORM TO:**

GRACE RAMOY/ MARVEE CELI  
PBEC Food & Agriculture Conference  
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

### Credit Card Information

**Total amount to be charged: US\$** \_\_\_\_\_

Visa       MasterCard       American Express

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### CANCELLATION POLICY

All cancellations must be received in writing. Cancellations less than two weeks prior will be charged for one night's stay.