



INFORMATION NOTE

International Symposium on Marketing and Finance of the Organic Supply Chain

Seoul, Republic of Korea 23-26 September 2012

INTRODUCTION

The FAO Regional Office for Asia and the Pacific has been implementing various activities to link small farmers in the Asia and Pacific region with premium markets. One premium market that continues to grow in Asia and the world is the market for organic produce. As a result, the number of producers that is interested in organic production is growing too. But there are a good number of challenges, not only in production but also in finance and marketing of the production.

In this context, FAO is organizing an International Symposium on Organic Supply Chain in Collaboration with APRACA, AFMA and NACF of Korea.

The "International Symposium on Marketing and Finance of the Organic Supply Chain" will be a forum for exchange of experiences of organic practitioners, marketers and financiers from around the region and a medium to learn what the best practices are, what works and what does not work in terms of marketing and financing organic production.

Topics will include contract farming, certification systems, participatory guarantee systems, farmers' markets and other forms of direct marketing, export of organic produce, transition schemes, financing organic vis-à-vis non-organic, financing transition, educating the bankers, role of governments.

The Symposium aims to bring out and document the best of the regional experiences into the publication of the proceedings of the symposium.

HOST INSTITUTIONS

- ❖ Food and Agriculture Organization of the United Nations (UN-FAO),
- ❖ National Agricultural Cooperative Federation (NACF) of Korea
- ❖ Asia - Pacific Rural and Agricultural Credit Association (APRACA) and
- ❖ Agricultural and Food Marketing Association for Asia and the Pacific (AFMA).

VENUE OF THE SYMPOSIUM

National Agricultural Cooperative Federation (NACF), Seoul, Republic of Korea

LANGUAGE

English is the official language throughout the symposium

REGISTRATION

The customary registration fee of USD200 per participant

Early bird (until 31 July 2012) is USD100 per participant.

PAYMENT: Please transfer the fee to the following account number and attach the receipt with your registration form

A/C Name: Asia-Pacific Rural and Agricultural Credit Association (APRACA)

A/C No: 003-2-00041-7-840

Bank: The Siam Commercial Bank, Bang Lumpu Branch, Phra Sumain Road, Chana Songkram, Phra Nakorn, Bangkok 10200, Thailand

SWIFT: SICO TH BK

HOTEL AND ACCOMMODATION

Special rate USD140/room/night at Vabien Suites II Service Residence, 25-10 Uijuro 1-ga, Jungpogu, Seoul, Korea 100-141, Tel: (82) 2 207 6 9000.

VISAS

Delegates are expected to obtain their own visas to Republic of Korea in their respective countries or in the nearest Korean Embassy or Consulate prior to their travel, if so required. The host shall send the appropriate invitation letters for visa purposes.

MEDICAL AND TRAVEL INSURANCE

All delegates are advised to arrange for their own medical and travel insurance coverage, prior to their trip to Republic of Korea.

TENTATIVE PROGRAM

The Symposium consists of 1 day field trip and 3 days conference as follows;

Sunday, 23rd September - FIELD TRIP		
am-pm	Hanaro Market in Yangjae-dong, Seoul	by NACF
	Organic farm product, marketing and processing	
	Complex of Hansalim Cooperative Federation situated, Asan City, Chungnam Province	
Monday, 24th September - MARKETING		
am	Opening NACF,FAO,APRACA,AFMA	Australia's Organic Market Report 2012- update and regulatory trends: investment opportunities and challenges
	Coffee break	
	Key Note: Dr. Andrew Monk, Biological Farmers of Australia Ltd., (Owner of Australian Certified Organic)	
	Key Note: Dr. Sung-Hoon Kim, Professor, Chung-Ang University, Korea (Former Minister of Agriculture and Forestry, Korea)	
	Session 1: Marketing Sector	
pm	Lunch	
	Session 2: Marketing Sector	
Tuesday, 25th September - MARKETING and FINANCE		
am	Session 3: Marketing Sector	
	Session 4: Finance Sector	
	Lunch	
pm	Session 5: Finance Sector	
Wednesday, 26th September - FINANCE		
am	Session 6: Finance Sector	
	Wrap up and closing	
	Lunch	

CONTACT PERSONS

❖ **MR. SEOK-JU KANG**
Deputy Manager, NACF

Tel: (822) 2080 6121-6126
E-mail: nacfico@nonghyup.com, kangseokju@gmail.com

❖ **MS. THANAWAN AMPAIPANVIJIT**
Administrative Officer, APRACA

Tel: (662) 697-4360
E-mail: thanawan@apraca.org