

ORGANIZED BY



2018

SUSTAINABLE

AGRICULTURE

FORUM

*Enhancing Competitiveness and Inclusivity
along the Philippine Agricultural Value Chains
Opportunities and Challenges*

OCTOBER 2, 2018
MANILA MARRIOTT HOTEL

The agriculture, forestry, and fisheries (AFF) sector is pivotal in generating employment for about a third of the country's labor force, thereby reducing poverty and inequality for three-fourths of the poor who are in the rural areas. AFF is also key to providing raw materials to the manufacturing and service sectors, resulting in forward linkages in terms of higher-paying and more stable job opportunities. Intensifying efforts to revitalize the AFF and harnessing its growth potentials are needed to promote more inclusive development. Given the sector's links to agribusiness, interventions and investments will be channeled to expand existing opportunities and develop new ones, thus inducing greater participation of small farmers and fisherfolk.

(Philippine Development Plan 2018-2022).

The **European Chamber of Commerce of the Philippines** remains committed in supporting the Philippine government's thrust to revitalize the agricultural sector that will help farmers and fisher folks to increase their yields, improve productivity, achieve processes efficiently, give added value to their outputs and boost promotion of their products. Consequently, the ECCP encourages the private sector to contribute in this effort with their expertise and knowhow along the agricultural value chains to enhance competitiveness and inclusiveness.

It is in this context that ECCP is organizing the **3rd Sustainable Agriculture Forum (SAF)** to convene key stakeholders in government, private sector and civil society to discuss and identify areas of collaboration in providing solutions to the long-standing challenges that hinder the sector's potentials in achieving sustained growth and contributing to poverty alleviation.

In addition, the event aims to showcase best practices within the Philippines and in the ASEAN region, highlight innovations and technologies that will help improve outputs, feature latest developments in the sector in terms of policy reforms and legislation aimed at agricultural sustainability.



EVENT OBJECTIVES



To convene key stakeholders from government, private and civil society in establishing collaborative partnerships to achieve more effective solutions addressing the current challenges in the Philippine Agriculture Sector in the face of national and regional competition.



To present initiatives, best practices, innovative technologies and new opportunities that agri-entrepreneurs, farmers and fisher folks can adopt with the help of and venture in order to increase productivity and profitability.



To strengthen awareness, participation and commitment of the government, private sector and other stakeholders in assisting our farmers and fisher folks align with the National Government's agenda on sustainable agriculture.

TARGET AUDIENCE

- Department of Agriculture and its attached agencies
 - Agricultural Training Institute
 - Bureau of Animal Industry
 - Bureau of Fisheries and Aquatic Resources
 - NFA, PCA, etc.
 - PCAARD
 - USEC and ASEC Offices
 - Et Al
- Department of Trade and Industry
- Department of Agrarian Reform
- Local Government Units (LGUs)
- International Organizations such the FAO and the World Bank, SEARCA
- Private Stakeholders
- Farmer Cooperatives
- Academe and Research Institutes
- Financial and Credit Institutions/ Micro Finance Institutions

TICKET PRICES

	Early Bird Price
ECCP Member	3,500
Non-member	3,900
Government / Academe	2,000

PROGRAM

PROGRAM (TENTATIVE)		
7:30 AM	REGISTRATION	
8:20 AM	Call to Order	ECCP
8:30 AM	Welcome Remarks	Mr. Guenter Taus President, ECCP
8:40 AM	Introduction of Keynote Speakers	Mr Florian Gottein Executive Director, ECCP
8:45 AM	Keynote 1: DA Priority Agenda to Increase Agricultural Productivity and Inclusivity	Hon. Emmanuel Pinol (invited) Secretary, Department of Agriculture
SESSION 1: Strengthening the Philippine Agriculture Sector Amidst Competition Regional and Global		Moderator: Ms. Ruth Novales
9:00 AM	The Role of Philippine Rural Development Program in Improving the Competitiveness of Philippine Agriculture Sector	Mr. Ariel Cayanan (invited) Undersecretary for Operations and National Project Director of the DA-Philippine Rural Development Program, Department of Agriculture
9:15 AM	Successful Philippine Competitive and Inclusive Agribusiness Models	Dr. Rolando T. Dy (invited) Executive Director, Center for Food and Agribusiness UA&P
9:30 AM	Promoting Philippine Food, Beverage and Other Agri-based Products to the World	Mr. Senen Perlada (invited) Director, Export Marketing Bureau, Department of Trade and Industry
9:45 AM	Product Certification Schemes To Enhance Competitiveness in Local and International Markets	SGS Philippines (TBD)
10:00 AM	OPEN FORUM	
SESSION 2: Multi-stakeholder partnership initiatives in Improving Agriculture Productivity and Viability Along the Subsector Value Chains		Moderator: Mr. Reginald Lee Grow Asia
11:00 AM	The Philippine Coconut Roadmap: Enhancing the Coconut Industry's Competitiveness	Mr. Romulo "Billy" dela Rosa (invited) Administrator, Philippine Coconut Authority
11:15 AM	The Philippine Coffee Roadmap: An Effective One-Value Chain Program Revitalizing The Philippine Coffee Industry	Ms. Ruth Novales Co- Chair, Philippine Coffee Council / Vice President and Corporate Affairs Executive, Nestle Philippines
11:30 AM	Private Sector contributions to Food Security, Environmental Sustainability and Economic Inclusivity	Mr. Eduardo Sunico (invited) Grow Asia Working Group Lead/ Unilever, Philippines

11:45 AM	OPEN FORUM	
12:00 NN	Visit to the Networking Lounge and Exhibit LUNCH	
1:30	SESSION 3: Improving Farmers Profitability through Better Access in Technology, Financing and Markets	Moderator: Dr. William Dar (invited)
1:30 PM	Promoting High Value Crops In Order To Raise Farmer Incomes	Ms. Evelyn Lavina (invited) Undersecretary for High Valued Crops and Rural Credit Department of Agriculture
1:45 PM	Providing Farmers and Fisher folks better Financial Access through the "Program for Unified Lending to Agriculture"(PUNLA) program	Ms. Jocelyn Alma Badiola (invited) Executive Director, Agriculture Credit Policy Council
2:00 PM	Increasing profitability through "Agriprenueurship"	Mr. Jose "Joey" Concepcion III Presidential Adviser for Entrepreneurship
2:15 PM	Key to Food Security and Sustainability : Empowering the Farmer and the Farming Communities	Mr. Jet Parma (invited) President, Syngenta Philippines
2:30 PM	Farmers Adaptibility to Climate Change: Promoting Climate Resilient Crops	East-West Seed (TBD)
2:45 PM	OPEN FORUM	
3:15 PM	CLOSING SESSION: Multi-stakeholder partnership approach in achieving food security, environmental sustainability, inclusive growth.	Grahame Dixie (invited) Executive Director, Grow Asia
3:30 PM	CLOSING KEYNOTE: Legislative Agenda to Enhance Philippine Agricultural Competitiveness in the Face of National and Regional Competition, Climate Change and Decreasing Farmers	Sen. Cynthia Villar (invited) Chairperson, Senate Committee on Food and Agriculture
END OF FORUM		

SPONSORSHIPS

Benefits	Co-Presenter	Platinum	Gold	Silver
Complimentary Seats	20	6	4	2
Speaking Slot	Keynote Address and representatives in 2 panel discussions	Presence of a representative in 1 panel discussion	x	x
Marketing Space	3 marketing tables	2 marketing tables	1 marketing tables	x
Onsite Promotion				
Company AVP (30 sec) will be shown in the screen during breaks	✓	✓	✓	x
Verbal acknowledgement as sponsor during the event	✓	✓	✓	✓
Inclusion of company logo in the plenary event backdrop	✓	✓	✓	✓
Inclusion of company logo in all event banners	✓	✓	✓	✓
Advertising & Publicity				
Acknowledgement in all advertisements through all media partners	✓	✓	✓	✓
Acknowledgement in ECCP's weekly newsletter eccp@work and in all press releases	✓	✓	✓	✓
Logo inclusion in all electronic marketing and fax marketing	✓	✓	✓	✓
Event Program & Directory	Full Page (inside front or back cover)	Full Page	Half Page	Quarter Page
Database of Attendees (only participants who agreed to share their details will be included)	✓	✓	✓	✓

I. EXHIBITOR SHELL SCHEME PACKAGE

1. SIZE : 2.0m x 2.5m Booth Shell

2. SPECIFICATIONS: Using 3mm white versa board supported by Octa-Shape Aluminum Posts & Aluminum Beams

3. BOOTH AMENITIES

- Two (2) Flourescent Lights (40 watts)
- One (1) Unit Convenience Outlet (max. 500 watts load capacity)
- One (1) Unit Information Table
- Two (2) Chairs
- Company Name on Fascia Board
- Booth Area Covered with Exhibition Carpet

4. PRICE

Php 13,000 per booth

Php 22,000 for 2 booths

Php 38,000 for 4 booths

EXTRA BENEFITS:

1 complimentary seat to the Conference and inclusion of Company logo, Contact details and Profile in the Program/ Exhibitor Directory

**For delegates and sponsorships,
contact Ms. Ruz Lim at 845-1324 or email ruz.lim@eccp.com**