



## Background

Some agricultural and food products are distinguished from one another by certain characteristics qualities or reputations resulting essentially from their geographical origin. This differentiation can be attributed to the unique local features of the product, its history or its distinctive character linked to natural or human factors such as soil, climate, local know how and traditions. Generally, these characteristics are already recognized to some extent by consumers at local, national or even international level

Asian countries all demonstrate a food culture which has been elaborated over time with agriculture and food systems developing alongside human civilization in the various agro-ecological zones of the region. As such, the concept of food quality linked to its origin is very natural to most Asian consumers. Many Asian agricultural products have even developed an international reputation for quality linked to their origin.

These products of origin-linked quality can increase food security, inasmuch as they contribute to rural development and the preservation of food diversity, while also offering consumers a wider choice. Through the link between such products and their origin, they can help to preserve natural resources, maintain traditions, strengthen the organization of local stakeholders and prevent delocalization and rural exodus.

Thanks to their recognized reputation, these products of origin-linked quality can also be the focus of local and international marketing chains, the actors of which try to benefit from the added value intrinsically contained in the product itself.

As for other types of specific quality, such as those connected with organic farming or fair trade consumers must be able to recognize the specific nature of the product through information, designation or labeling.

## Objectives of the seminar:

The joint regional conference between FAO and The Delegation of the European Commission to Thailand is designed to share information on the current status of rural development and agriculture and food quality linked to geographical origin in Asia as the countries in the region have chosen different institutional options to manage this specific quality scheme. The regional conference will also discuss best practices for the Asian region in their implementation at national and local levels

## Date and Venue

Imperial Queen's Park Hotel: Thursday 11<sup>th</sup> June 2009: Time 8.00-17.00

## How to Attend

The conference is free of charge on a first come first serve basis

Due to a limited seats ,only 2 persons from the same organization may register to the seminar, which expects up to 300 participants

## Language

The seminar will be conducted in English and Thai

Simultaneous interpretation (English-Thai and Thai English) is available



# Programme of the seminar on

## FAO-EC regional conference on rural development and agricultural and food quality linked to geographical origin in Asia: Lessons and perspectives

08.00-09.00	Registration
09.00 -10.00	Opening Remarks Mr. He Changchui, FAO Assistant Director-General and Regional Representative for Asia and Pacific Mr. David Lipman, Head of the Delegation European Commission of to Thailand
10.00-10.30	Coffee break
10.30-12.00	Panel discussion on the role of geographical indications in rural development and in international development Moderator: Mr. Jo Cadilhon, Marketing officer (Quality improvement) FAO Panellists: Mr. Aldo Longo, Director International Affairs II, Directorate-General Agriculture and Rural development, European Commission Ms. Pajchima Tanasanti, Deputy Director, Department of Intellectual Property, Thailand Representative OriGIn
12.00-13.30	Lunch
13.30-15.00	Experiences from the field of issues to tackle when setting up geographical indications Moderator: Mr. Stephane Passeri, Technical Coordinator, the Delegation European Commission of to Thailand Topic: Presentation of case study in Thailand (To be identified) Presentation of case study in India, Mr. Tarit Datta, Indian Institute Management Presentation of case study in Cambodia, Mr. Sereyvath Prak, CEDAC
15.00-15.30	Coffee break
15.30-16.45	Continue panel discussion to feed back on the three case studies
16.45-17.00	Main Conclusion and closing address

### Organisation committee

1. Mr. Jean-Jacques Boufflet, Minister Counsellor for Trade, Delegation of the European Commission to Thailand Bangkok
2. Mr. Jo Cadilhon, Marketing Officer (Quality Improvement), FAO Regional Office for Asia and the Pacific, Bangkok
3. Mr. Pekka Penttila, Attaché (Trade), Delegation of the European Commission to Thailand Bangkok
4. Ms. Emilie Vandecandelaere, Food Quality Officer, FAO Food Quality and Safety Service, Rome

### Acknowledgements

The organizer wish to thank the following for their financial support

1. The Delegation of European Commission to Thailand
2. The FAO pregramme entity 2MA04 on 'Fostering competitive agro-industries' Major Output 7 on 'Ensuring product quality and safety in agro-industries'
3. The French Ministry of Agriculture and fisheries through FAO project GCP/INT/022/FRA on 'support to policies for specific quality linked to origin and traditions' and MTF/RAS/212FRA on Improving quality and safety in agro-food chain in Asia
4. The Agence Francaise de Developpement 'Pilot project for the protection of Geographical Indications in Cambodia' implemented by GRET and CEDAC for the Government of Cambodia

# Registration Form

**FAO-EC regional conference on rural development and agricultural and food quality linked to geographical origin in Asia: Lessons and perspectives**

**Venue:** Rainbow Room, Imperial Queen's Park Hotel, Bangkok

**Date:** Thursday 11<sup>th</sup> June 2009, Time: 9.00-17.00

Yes, the person below would join the seminar (Please Print in English)

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Main Activity  Government  Researcher  Certifying bodies

Other (please specify)

Question about: **FAO-EC Quality&Origin**

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Please return this form by Date 28 May 2009

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For further detail please visit

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