

# GMS Market Place and Knowledge Sharing Seminars

## Highlights

### GMS Market Place

- A. Overview
- B. Zones
- C. Market Matching
- D. VIP Walk About
- E. Awards

The Market Place was organized to showcase the diverse agro-food products, services and rich experiences in the GMS. It used the theme, “Discover GMS as Asia’s Natural Hub” to build momentum from the success of the GMS Pavilion at the recently held THAIFEX-World of Food Asia 2017 last May in Bangkok, Thailand. The Market Place occupied two lobby levels/areas of the Apsara Palace Resort Hotel in Siem Reap, Cambodia and was divided into five zones namely: agro-tourism hotspots, GMS products, geographical indications (GI), knowledge sharing and event partners.

The companies that were part of the Agro-tourism Hotspots Zone were initially farms and plantations that have transformed their facilities into more interactive ones, having realized the potential of tourism in creating awareness and educating stakeholders about safe, environment-friendly and sustainable agricultural products. The GMS Product Zone gathered smallholder groups and SMEs that produce and promote safe and environment-friendly agro-food products organized in six categories: a) rice, grains and cereals, b) condiments and spices, c) fruits and vegetables, d) meat and seafood products, e) coffee, tea and infusions; and f) specialty foods and others. As part of the Product Zone, there was also a three-day coffee and tea booth that showcased the different coffee and tea products in the GMS. On the first day, 6 September, aromatic coffee and tea from Cambodia and PRC were open for tasting. The next day was from Lao PDR and Myanmar and finally Thailand and Vietnam on the last day. The GI Zone featured registered and potential GI products across the six GMS countries. The Knowledge Sharing Zone displayed good practices on sustainability such as the Participatory Guarantee System (PGS), Nitrogen Use Efficiency (NUE) and Green Water Management (GWM) from across the GMS. Lastly, our Event Partners showed how they are contributing towards supporting the GMS reach its vision of becoming a globally recognized, leading producer of safe and environment-friendly agro-products.

About 10-15 institutional buyers such as hotels, restaurants and tour agencies attended the two-day free flowing market matching at the market place. General feedback was positive, noting that the Market Place was very organized and that range of products at the venue was impressive.

The Market Place Walk About was held in the morning of 8 September and was attended by all Ministers and Vice Ministers in attendance, accompanied by ADB DG R. Subramaniam. The following areas were key stops:

1. AINS 2.0 Booth – launch of the revisited AINS program to the GMS Ministers
2. Knowledge Sharing Zones – brief overview and some examples of the various success stories of the LOA projects of CASP
3. Photo booth – group shot
4. Agro-tourism hotspots
5. Product Zone – VIP group stayed here the longest and enjoyed showing each other their country products. Market participants had the rare opportunity to interact with their ministers which they greatly appreciated
6. GMS Mural Map – turnover of gifts from the Market Place from smallholder groups and SMEs to the Ministers, Vice Ministers and ADB representatives
7. Siem Reap Mural Map

The GMS Choice Awards Ceremony was held during the gala dinner on 8 September, Friday. The objective of this activity was to recognize exemplary organizations and companies that practice safe and environment friendly agriculture practices in the GMS.

This awards presented were organized and selected in collaboration with the GMS Working Group on Agriculture and the Asian Development Bank with sponsorship support from our event partners, the GMS Core Environment Program, and the Mekong Tourism Coordinating Office, CEN International, and Niras. Minister H.E. Veng Sakhon from Cambodia and ADB Director General Mr. Ramesh Subramaniam presented the awards to our winners. The complete list of awards and their category descriptions are attached in a separate file.

Complete list of Market Place participants below:

<b>Agro-tourism Hotspot Zone (Ground Floor)</b>		
1	Baca Villa Productions Company	Cambodia
2	Green Home Association	Cambodia
3	I Dig Herbs at King's Road Angkor	Cambodia
4	Guangxi Good's Organic Agriculture Group Company	People's Republic of China (PRC)
5	Yunnan Yiqiutian Urban Farm	People's Republic of China (PRC)
6	Bolaven Plateau Coffee Producers Cooperative (CPC)	Lao PDR
7	Montra Champasak Co., Ltd	Lao PDR
8	Mystic Mountain	Lao PDR
9	Sinouk Coffee Co., Ltd	Lao PDR
10	Genius Shan Highland Coffee / Aung Nay Lin Tun Co. Ltd	Myanmar
11	Choui Fong Tea Garden, Chiang Rai	Thailand
12	Sampran Riverside Hotel	Thailand
13	Vinagap Vietnam Co., Ltd (BAC TOM)	Viet Nam
14	Tue Vien Ecological Organic Farm PGS network	Viet Nam
<b>GMS Product Zone (Ground Floor)</b>		
1	Prahoc Producer Association - prahoc	Cambodia
2	Confirel Co., Ltd – pepper and palm sugar	Cambodia
3	Kurata Pepper Co., Ltd - pepper	Cambodia
4	Gold Palm Association – palm sugar	Cambodia
5	Cambodian Organic Farm Enterprise, Co. Ltd. - rice	Cambodia
6	Angkor Coffee - coffee	Cambodia
7	Natural Garden Company – fruits and vegetables	Cambodia
8	Keov Mony Association (Noni Pich)	Cambodia
9	Guangxi Bagui Lingyun Tea Co., Ltd. - tea	People's Republic of China (PRC)
10	Hainan Dingyilvzhou Eco-Agriculture Co., Ltd (China-Cambodia Tropical Eco-Agriculture Cooperative Demonstration Zone) - vegetables	People's Republic of China (PRC)
11	Guangxi Forward Agricultural Technology International Cooperation Co., Ltd - vegetables	People's Republic of China (PRC)
12	Lao Coffee Association - coffee	Lao PDR
13	Khamphengphet Chengsavang (KPC) Import-Export Agriculture Promotion Sold Co, LTD - rice	Lao PDR
14	Myanmar Fruits and Vegetables Association (MFVP)/ Safe Food From Safe Farms – fruits and vegetables	Myanmar
15	Thailand Organic Agriculture Foundation (TOAF) - assorted	Thailand
16	Thai Farmers Social Enterprise	Thailand
17	Amru Rice	Cambodia
<b>Geographical Indications (GI) (Ground Floor)</b>		
1	Cambodia Geographical Indications: Protecting Territorial Brands for the Benefit of Rural Producers	Cambodia
2	Yunnan and Guangxi Geographical Indications	People's Republic of China (PRC)
3	Supporting Local Producers through Geographical Indications in Lao PDR	Lao PDR
4	Potential Geographical Indications in Myanmar	Myanmar
5	Thailand: One Province, One Geographical Indication	Thailand
6	Viet Nam Geographical Indications	Viet Nam

<b>Knowledge Sharing Zone (First Floor)</b>		
1	The Development of Natural-Based Integrated Farming Model for Adaptation to Climate Change (Climate Friendly Agriculture)	Cambodia
2	Integrated Farming System and Livelihood Improvement through Adequate Green Water Management and Participatory Guarantee System Project	Cambodia
3	Tracing Cross Border Livestock Movement and the Risk of Spread of Foot & Mouth Disease—PRC-Lao PDR & PRC-Myanmar Border in Yunnan Province	People's Republic of China (PRC)
4	Good's Organic Group: 20,000mu Organic Agricultural Industrial Park in Gantian Town, Leye County	People's Republic of China (PRC)
5	Green Water Management (GWM) for Sustainable Agriculture in Drought Zones of Lao PDR	Lao PDR
6	Establishment of Participatory Guarantee System (PGS) in Laos	Lao PDR
7	Gender Responsive Climate Friendly Agriculture (CFA); Nitrogen Cycle Management (NCM); Green Water Management (GWM) Pilot Project; Participatory Guarantee System (PGS)	Myanmar
8	Green Water Management (GWM) Project Implemented in the Dryland Areas of Myanmar	Myanmar
9	Assessing Soil Quality and Soil Carbon Sequestration on Biochar Application for Increasing Organic Vegetable in Acid Soils	Thailand
10	Promoting Participatory Guarantee Systems (PGS) for Small Scale Organic Farming in Thailand	Thailand
11	Innovations in Postharvest Technology: Natural Products for Fresh Produce Preservation	Kasetsart University, Thailand
12	Training Techniques of Usage and Processing of Agricultural By-Products for Household Dairy Production to Khmer Women in Soc Trang Province	Viet Nam
13	Promoting the Application of Green Water Management in Rain-fed Agriculture in Viet Nam	Viet Nam
14	GMS Core Environment Program (CEP)	
15	GMS Agriculture Information Network Service (GMS AINS)	
16	French Agricultural Research Centre for International Development (CIRAD)	
17	Group for Research and Technology Exchanges (GRET)	
<b>Event Partners (First Floor)</b>		
1	Food Industry Asia (FIA)	
2	Niras	
3	Mekong Tourism Coordination Office	

## Knowledge Sharing Seminars on Expanding Sustainable Agriculture Market Access

7 September 2017

Venue: Malis 2, Ground Floor, Apsara Palace

Time	Topic/Speaker	Description
9:00-9:30	<b>The CLUMondo Model: Analyzing Land Use Change and its Effects for Sustainable Agriculture Planning</b> --Mr. Lothar Linde, GMS Core Environment Program	The CLUMondo model helps planners to translate land demand scenarios into future land use maps and evaluate the potential economic, environmental and social benefits and risks of these conversions. This session will explain the model and showcase selected applications.
9:30-10:00	<b>Addressing Post Harvest Production Losses by Kasetsart University</b> --Dr. Apita Bunsiri, Kasetsart University	Postharvest production losses are incurred in every stage of handling from the farm to market. Learning and understanding about the produce, causes of loss, and regulation requirements are essential to finding appropriate post harvest loss reduction approaches.
10:00-10:30	<b>Lessons Learned and Ways Forward on Climate Smart Production</b> Moderated by Dr. Apichai Thirathon, GMS CASP 2	A session of sharing good practices/approaches by GMS Letter of Agreement (LOA) implementers and other stakeholders to ensuring sustainability and up-scaling of climate smart production. Recommendations for new innovations to be piloted in the next technical assistance will be proposed and discussed.
10:30- 11:00	<b>Expanding Market Opportunities for SMEs and Smallholders in the Greater Mekong Subregion</b> --Moderated by Mrs. Vichelle Roaring-Arunsuwannakorn, GMS CASP 2	Increased market access for SMEs and smallholders can be realized through a range of cross border activities, including trade, international investment, and participation in strategic alliances, partnerships and networking arrangements. The session will look into how to strengthen SME and smallholder participation and deepen their integration into global value chains and international markets through various types of cross-border activities and networking opportunities with key industry players.  Participating SMEs: Gold Palm from Cambodia, Sampran from Thailand, Goods Organic from PRC and Lao PDR's Dept of Intellectual Property, Ministry of Science and Technology
11:00-12:00	<b>Moving Safe and Environment-Friendly Agro-Food Products Forward through R&amp;D Networks</b> --Moderated by Dr. Poonpipope Kasemsap, Kasetsart University	This session will explore the idea of pursuing research and development (R&D) networking in the GMS on inclusive, safe, and sustainable agriculture products. Participants will share their experiences and exchange views on possible pathways to move this R&D networking initiative forward.

12:00-1:30	<b>Lunch Break</b>	
1:30-2:00	<p><b>Participatory Guarantee System (PGS) in the GMS</b>  -- Moderated by Mr. Chris May, Bioglobal</p>	<p>This session will explore the potentials for PGS to provide a structured, people-centered organic certification that links smallholders to markets. The discussion will draw on lessons learned from the implementation of PGS pilots in GMS countries.</p> <p>SME panel: Bac Tom from Vietnam, PGS Organic Vietnam, Lao PDR MAF representative, GRET representative</p>
2:00-2:30	<p><b>GMS Agriculture Information Network Systems (GMS AINS)</b>  - Moderated by Mr. Ludovic Pommier, GMS CASP 2</p>	<p>The Agriculture Information Network Service -- AINS v2.0 -- is being completely redesigned to reflect the growing preference for using social media for business communication and e-government in the GMS. The AINS v2.0 promotes public and private sector networking and dialogue through virtual forums and a virtual e-trade marketplace for Safe, Environment-friendly, Agro-based Products (SEAP). It is also preparing mobile tools for all stakeholders in SEAP value chains to facilitate trade, improve food safety, and lessen environmental impact.</p>
2:30-3:00	<p><b>GMS Agro-Food Tourism: Storytelling, Cross-border e-Commerce and Collaborative Marketing</b>  By Mr. Jens Thraenhart, GMS Mekong Tourism Coordination Office</p>	<p>Agro-Tourism has the potential of providing an authentic travel experience to travellers by combining the most important economic pillars of the region: Agriculture and Tourism. Beyond the development of relevant and sustainable products, storytelling can help promote and position the region by encouraging travellers and residents to share their experiences by collaborating together and leveraging social commerce.</p>