



WORLD AGRI TRADE CONFERENCE 2009
5TH & 6TH OCTOBER 2009, MERDEKA HALL, PWTC, KUALA LUMPUR

“HARVESTING PROSPERITY IN TIMES OF GLOBAL ECONOMIC CRISIS”

**CONFERENCE ON WORLD AGRI TRADE
TECHNOLOGY & ENVIRONMENT**

Technology – Global industrial growth and trade is dependent on developing and sustaining competitive edge through cutting-edge technology application, innovation and continued research & development (R&D) initiatives

Environment – Producers, traders and other stakeholders along the value chain must recognize the peculiarities and dynamic demands of the environment so that they can develop and evolve their competencies to position their business in the global marketplace and adapt their best practices to the agro-ecological and climatic environment

JOINTLY ORGANISED BY:



MARDITECH CORPORATION SDN BHD



IN COLLABORATION WITH



MALAYSIAN AGRICULTURAL RESEARCH
AND DEVELOPMENT INSTITUTE

SUPPORTED BY



MINISTRY OF AGRICULTURE &
AGRO BASED INDUSTRY



MINISTRY OF PLANTATION
INDUSTRIES & COMMODITIES
MALAYSIA

“Sharing Knowledge, Skills, Technology & Expertise to Feed the World”

**MONDAY- DAY 1
5TH OCTOBER 2009**

0800-0900	REGISTRATION FOR CONFERENCE
0900-1245	<p>Session 1 : Policy and Strategy Environment of World Agro-trade</p> <p>World Agricultural Trade can only increase and expand with the liberalization of Global trade. Although World Trade Organization member countries have not achieved the desired consensus with the agricultural negotiations, recent events of the global financial crisis and spiraling food prices have generated revival of interest among Governments, Investors and the Private Sector in the agriculture food sector particularly the world agro-trade regime.</p> <p>With these dynamic changes in global trade scenario, international organizations such as World Trade Organization (WTO) and Food and Agriculture Organization (FAO) of the United Nations, National Governments and Regional Economic Organizations such as ASEAN are reviewing Agricultural and food plans as well as agro-trade policies and strategies.</p> <p>Participants will get the opportunity to be updated on current and future dynamics of global agro-trade as well as responses to the changing agro-trade and food security scenario in the context of the current financial and food crisis.</p> <p>Paper 1 Keynote address : Global Scenario on Agrottrade</p> <p>Paper 2 Benefiting from Liberalised Agrottrade Environment</p> <p>Paper 3 Update on Country Responses to New Agrottrade Scenario and WTO Agricultural Negotiations</p> <p>Paper 4 Trade Protectionism: Emerging Technical and Non-tariff Barriers to Agrottrade</p>
1245-1400	LUNCH

1400-1715	<p>Session 2: Production System and Technology Environment</p> <p>With increasing population, urbanization, income, changing consumer preference and lifestyle, food production needs to be intensified and diversified. Viable and sustainable production systems driven by new technologies and R&D will determine the competitiveness and sustainability of agriculture enterprise. The session discusses major technological progress that would support the production of food and feed to meet global and domestic demand.</p> <p>Paper 1 Developing local resources for Animal Feed Industry</p> <p>Paper 2 Application of ICT enabled technologies: Food Traceability System</p> <p>Paper 3 The promise of Biotechnology in Transforming Agriculture and Food Production System</p> <p>Paper 4 Precision Agriculture in modern farming system</p> <p>Paper 5 Agroforestry revisit: Prospect and Viability</p>
<p>MONDAY – DAY 2 6TH OCTOBER 2009</p>	
0800-1045	<p>Session 3: Sustainable Global Agriculture Environment</p> <p>This Session looks at the changing global bio-climatic and agro-ecological environment of agriculture. The impact of climate change on agriculture production and food security as well as agriculture itself as the source contributing to carbon emission and polluting the environment needs to be urgently addressed. In this light, transformation of new agriculture and food production systems is urgently required which embraces low- energy and low-carbon green technologies. How does this transformation affect food security, agribusiness and agro-trade? Consumers and the market are already demanding for climate and environment-friendly food and sustainable green agro-trade practices.</p>

	<p>Paper 1 Keynote paper: Energy, Water and Green Technology: Impact on Agriculture and Food security</p>
	<p>Paper 2 Climate Change: Adapting Food Production System</p>
	<p>Paper 3 Organic Agriculture for Food Safety and Security</p>
	<p>Paper 4 Developing Sustainable Livestock Enterprise</p>
	<p>Paper 5 Lifeline to Sustainable Agriculture: Optimising Water Harvesting and Management</p>
	<p>Paper 6 Economics of Sustainable Agriculture and Food Production: the Environment Externalities and Enterprise Viability</p>
	<p>Paper 7 Environment Impact Analysis and Sustainable Food Production</p>
	<p>Paper 8 Global Standards on Good Agriculture Practices for Market Access</p>
	<p>Paper 9 New Diets for Healthy Lifestyle and Wellness Industry</p>
1030-1045	REFRESHMENT
1045-1245	<p>Session 4: Trade and Market</p> <p>Who wants what and how much? The session reviews current and projected demand and supply of major commodities at global, regional and national levels. In addition, new marketing strategies and channels are also discussed.</p>
	<p>Paper 1 Prospects and opportunities of selected commodities</p>

	<p>Paper 2 Role of super/hyper markets in advancing producers and consumers interests</p>
	<p>Paper 3 Innovative marketing channels : direct, multilevel and franchising business</p>
	<p>Paper 4 Prospects in Herbal products</p>
	<p>Paper 5 Prospects and strategies of the halal industry market</p>
	<p>Paper 6 New opportunities in the Biomaterial industry</p>
1245-1400	LUNCH
1400-1520	<p>Session 5: Manufacturing and Downstream Products</p> <p>Participants will be updated on agro-based non-food products with increasing and potential demand as well as having potentials for investment and financing.</p>
	<p>Paper 1 Herbal products, Nutraceuticals and Functional Foods</p>
	<p>Paper 2 Halal products</p>
	<p>Paper 3 Agro-industrial Products such as Biomaterials, Bio-Chemical</p>
1520-1700	<p>Session 6: Panel Discussion</p> <p>Wrap-up Discussion and Closing</p>

Program and Topic are subject to change