

Background of International Seminar on Enhancing Export Competitiveness of Asian Fruits

Kyu-Hong CHOI

Post-Harvest Project Specialist

Asian and Pacific Centre for Agr. Engineering and Machinery

1

Contents

I. APCAEM

II. Project Overview

Overview

Approach

Situation Analysis

Organization of Seminar

Finalization of Project

Management Arrangement

2

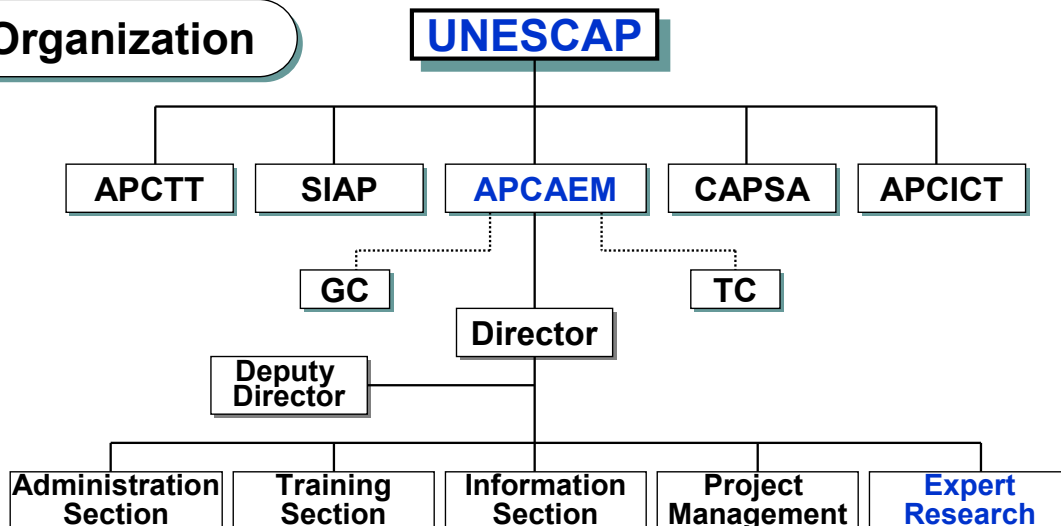
I. APCAEM



3

APCAEM

Organization



* UNESCAP: UN Economic and Social Commission for Asia and the Pacific (BKK, Thailand)

APCTT: Asian and Pacific Center for Transfer of Technology (New Delhi, India)

SIAP : Statistical Institute for Asia and Pacific (Chiba, Japan)

CAPSA: Center for Alleviation of Poverty through Secondary Crops' Development in Asia and Pacific (Bogor, Indonesia)

APCICT: Asian and Pacific Training Center for Information and Communication Technology for Development (Incheon, Korea)

4

APCAEM

Mission

- To provide capacity-building, policy analysis, technology transfer and information networking to member countries
- To assist member countries in achieving their Millennium Development Goals (MDGs) by making contribution to food security, rural poverty reduction, environmental sustainability, and developing global partnership

Key thematic areas of UNESCAP

Poverty reduction, Managing globalization
Tackling emerging social issues

5

APCAEM

Focus areas

❑ Agricultural Engineering

Agricultural machinery and mechanization, Clean Development Mechanism (CDM), Biogas, Conservation agriculture, etc.

❑ Food Chain Management

- Post-harvest handling & distribution for domestic and export markets to comply with global standards
- Food safety/quality assurance, GAP, Logistic, Supply chain management, etc

❑ Agro-enterprise Development

Technical assistance for small/medium agro-enterprises

❑ Policy Analysis and Strategy Development

Reform of technology transfer and adverse policy environment

6

II. Project Overview



7

Overview

- Project title: International seminar on enhancing export competitiveness of Asian fruits
- Thematic focus: Managing globalization, poverty reduction
- Project goal: Improved national capacity and policy framework to promote export competitiveness of Asian fruits
- Target group: Government policy makers, R&D institutions, growers, distributors, exporters, and private sectors
- Period: April – November 2006 (8 months)
- Lead and other division: APCAEM, Trade and Investment Division (TID)/UNESCAP, Department of Agriculture/Ministry of Agriculture and Cooperatives of Thailand

8

Approach

Situation Analysis



- Draft a project

Organization of Seminar



- Keynote speech
- Paper presentation
- Roundtable discussion

Finalization of Project



- Technical and advisory input
- Final report

Follow-up Programme

9

Situation Analysis

Status and issues

- Horticultural production has emerged as a major economic activity in developing Asian countries.
- Demand for horticulture produce has been growing, but only about 15% of this trade involves developing countries.
- Asian Countries (ACs) has a lower exports of fruit as compared with South America 35%, Central America 33% of global exports.
- Postharvest loss of fresh produce is estimated 20-40% in Asian developing countries.

10

Situation Analysis

Opportunities

- ACs occupy 44% of the world's fruit acreage, and has wide range of temperate, sub-tropical and tropical fruits
- ACs meet challenges and opportunities by liberalized trade, globalization, accelerated urbanization, etc.
- Asian governments are interested in the export, which is crucial for their development
- Export of Asian fruits will provide many opportunities for ACs
 - Creating and increasing employments
 - Generating income of farmers
 - Driving economic growth in the rural area

11

Situation Analysis

Constraints to export

- **Inferior or inadequate post-harvest technology and food management system**
 - Very low investment and financial support
 - Short shelf-life, high incidence of post-harvest disease
 - Lack of technology dissemination and adoption system
 - Poor infrastructure; small-scale farm, transportation, agro-facility
 - Still focus on production-oriented policy and R&D
- ✓ **Absence of policy and institutional support**
- Market limitation in Asian countries
- High requirement of quality/safety standards
- Low share of private sectors with post-harvest activities

12

Organization of Seminar

Objectives

- To identify current status, problems, and solutions on enhancing export competitiveness of Asian fruits
- To share and exchange information and lay the groundwork for networking at national, regional, and international level
- To formulate an outline for a follow-up programme for increasing investment and assistance from national, bilateral and multilateral development

13

Organization of Seminar

Programme

- A programme of the proposed Seminar consists of
 - Key presentation
 - Paper presentation
 - Countries reports: Issues and solutions of fruit export
 - Role of private sector: Terminal market, case studies
 - Safety and quality assurance: Logistics, NDQT, GAP
 - Discussion and Recommendation
- Holistic approach and the concerted efforts of all participants are required
 - Government officials, growers, agro-enterprises involved in marketing and distribution, R&D, etc.

14

Finalization of Project

Outputs

- Address the issues involved in fresh fruit export
- Recommend effective policies, institutional issues, options and other mechanisms for improving PHT and FCM;
- Formulate strategy for strengthening the private sector's role
- Formulate an outline for a follow-up programme for increasing investment and assistance from national, bilateral and multilateral development

15

Management Arrangements

- APCAEM: Project implementation
- Trade and Investment Division (TID), Investment and Enterprise Development Section of UNESCAP
 - Technical and managerial/advisory input
- Department of Agriculture/Ministry of Agriculture and Cooperatives of Thailand
 - Co-organizer and in-kind support

16