

**Regional Workshop on Wholesale Market Infrastructure and Quality Management,  
9-11 November 2009, Zhengzhou, China**

**Programme**

**Monday 9<sup>th</sup> November**

- 08.30-09.00 Registration in front of the Ball room
- 09.00-09.45 **Opening**  
Senior Official of Henan Provincial Government  
Executive of State Administration of Grain  
FAO Representative  
Chairman of AFMA
- 09.45-10.30 **Keynote address** by *Prof. Ding Junfa, Chief Advisor, China Federation of Logistics and Purchasing*
- 10.30-11.00 **COFFEE BREAK**
- Session 1 Infrastructure, Logistics and Technologies for Modern Wholesale Market**
- 11.00-11.30 • Quality Management and Services of Grain Wholesale Market in China by *Ms. Zhao Suli, Counsel of Department of Policies and Regulations, SAG, China*
- 11.30-12.00 • National Food Terminal by *Federal Agricultural Marketing Authority (FAMA), Malaysia*
- 12.00-12.30 • Mega Food Parks by *Mr. Sanjay Sethi, Vice President-Supply Chain, Arshiya International Ltd., India*
- 12.30-14.00 **LUNCH**
- Session 2 Quality management and services in wholesale market**
- 14.00-14.30 - Quality and safety management system in fresh produce wholesale market in Asia and Latin America by *Dr. Jo Cadilhon, Marketing Officer (Quality Improvement), FAO*
- 14.30-15.00 - Problems and Prospects of Wholesale Marketing of Fresh Produce in Bangladesh: Selected Case Studies by *Mr. Md. Ruhul Amin, Director General, Food Planning and Monitoring Unit, Ministry of Food and Disaster Management, Bangladesh*
- 15.00-15.30 - Be pacemaker on Grain Market System by *Mr. Qiao Linxuan, General Manager, China Zhengzhou Grain Wholesale Market (CZGM)*
- 15.30-16.00 **COFFEE BREAK**
- 18.00-20.00 **Welcome reception by CZGM (Chinese banquet)**

## Tuesday 10<sup>th</sup> November

### Session 3 Management models for wholesale markets

- 09.00-09.30 - The overview of the auction system of Korea and the importance of implementing the auction system in agricultural markets *by Mr. Noh Kwang-sup, General Manager, Strategic Planning Division, Seoul Agricultural & Marine products Corporation, GARAK wholesale market, Korea*
- 09.30-10.00 - Innovation of Chinese Agricultural Market System and Business Model *by Mr. Hong Tao, professor of School of Economics, Beijing Technology and Business University*
- 10.00-10.30 **COFFEE BREAK**
- 10.30-11.00 - Key successes in operating fresh commodity wholesale market *by Ms. Parichat Angkanawattana, Talaad Thai Wholesale market, Thailand*
- 11.00-11.30 - Legislative Reforms for Development of Market Infrastructure in India, *GUPTA, G.P, Executive Director, NCDC, India*
- 11.30-12.00 - Techno-Economic Feasibility for Development of Wholesale Market *by J. S. Yadav, Premium Farm Fresh, India*

### 12.00-13.30 **LUNCH**

### 13.30-15.00 **Session 4 Panel discussion**

#### **Wholesale market role for promoting quality of agricultural produces**

Moderator Dr. Jo Cadilhon, FAO

Panelists Ms. Parichat Angkanawattana, Talaad Thai Wholesale Market, Thailand

Mr. Kgosientso Ramokgopa, Johannesburg Fresh Produce Market, South Africa

Mr. Win Aung, Myanmar Fruit & Vegetable Producer & Exporter Association, Myanmar

Mr. Sahbani Saimin, Federal Agricultural Marketing Authority, Malaysia

### 15.00-15.30 **COFFEE BREAK**

15.30-16.00 Wrap Up of Session 4  
Closing Remark by AFMA

### 18.00-20.00 **Reception by AFMA (Buffet)**

## Wednesday 11<sup>th</sup> November **Technical Tour**

- 08.30-10.00 Visit Zhengzhou Commodity Exchange
- 10.20-11.40 Visit China Zhengzhou Grain Wholesale Market (CZGM)
- 12.00-13.30 Lunch
- 13.30-15.00 Visit Sanquan Food Company (a dumpling factory)
- 15.20-17.30 Visit Zhengzhou Xinji Dry-Food and Seasoning Wholesale Market
- 18.00-19.00 Dinner