

# International Seminar on Consumer Trends and Export of Tropical and Subtropical Fruits, 14-16 July 2008, Bangkok, Thailand

## Programme

### 13 July 2008

16.00 – 20.00 Early registration

### 14 July 2008

07.30 – 08.50 **Registration**

09.00 Arrival of the Deputy Permanent Secretary, Ministry of Agriculture and Cooperatives, Thailand

09.05 – 10.00 **OFFICIATING CEREMONY:**

10.00 – 10.30 **Tea break / Press conference**

### KEYNOTE ADDRESSES:

Chairman: Dato' Dr. Zulkifli Idris, Secretary General, Ministry of Agriculture and Agro-based Industry, Malaysia

10.30 – 11.30 Exploiting Health and Well-Being Trends: Growing Markets for Tropical and Sub-Tropical Fruits in High Income Countries by *Dr. David Hughes, Imperial College London, United Kingdom*

### Session 1: Changing scenario in consumer trends for tropical and subtropical fruits

Chairman: Dr. Izham Ahmad, Chief Executive Officer, TFNet

11.30 – 12.10 Changing consumer trends and the global demand and supply of tropical and subtropical fruits by *Mr. Kaison Chang, Senior Economist, (Secretary, FAO Sub-Group on Tropical Fruits), FAO, Rome*

12.10 – 12.50 An analysis of consumer preferences on tropical fruits by *Dr. Errol Hewett, Massey University, New Zealand*

12.50 – 14.15 **Lunch break**

14.15 – 14.55 (contd session 1)  
Global Trends in the Demands for Tropical Fruits Products in the Export Trade by *Kit Chan, K-Farm, Malaysia*

### Session 2: Trends in the organic tropical and subtropical fruits industry

Chairman: Mr. Suchat Vichitrananda, Director, Horticultural Research Institute, Department of Agriculture, Thailand

14.55 – 15.35 Organic Tropical and Subtropical Fruits Production – Prospects and Challenges by *Dr. Sisir Kumar Mitra, Bidhan Chandra Krishi Viswavidyalaya, West Bengal, India*

15.35 – 16.15 Market Trend and Production Challenge of Organic Tropical and Subtropical Fruits by *Mr. Vitoon Panyakul, Green Net, Thailand*

16.15            **Tea break**

## 15 July 2008

### **Session 3: Challenges in the export market for tropical and subtropical fruits**

Chairman: Dr. Juejan Tangtermthong, Executive Director, AFMA

08.15 – 08.55      Thai mango export: A slow-but-sustainable development by *Dr. Narong Chomchalow, Tropical Fruit Expert, Thailand*

08.55 – 09.40      The importation of banana and mango into Japan – the Thailand experience by *Mr. Kenji Masaki, President, Otento (Thailand)*

The role of Cooperatives in ensuring quality exports of tropical fruits to Japan by *Mr. Yoshiharu Kozama, Director, Thoto Cooperative, Japan*

09.40 – 10.20      Tailoring the exports of mango from India to the Japanese market by *Dr. H.P. Singh, ICAR, India*

10.20 – 10.50      **Tea break**

### **Session 4: Food supply chain and traceability of tropical fruit**

Chairman: Dr. Surapong Kosiyajinda, Subcommittee Chairman on CODEX Thailand standard for fruits and vegetables

10.50 – 11.30      Supply of quality and safe tropical fruits through an efficient supply chain by *Mr. Azizi Meor Ngah, Malaysian AgriFood Corporation Bhd., Malaysia*

11.30 – 12.10      Food supply chain traceability: Key to safety, quality and productivity by *Khairuddin Md. Tahir, FoodReg, Malaysia*

### **Session 5: Post harvest technology and the nutrition aspects of tropical and subtropical fruit**

Chairman: Dr. Yi Ganyun, Director, Fruit Tree Research Institute, Guangdong, China

12.10 – 12.50      The nutrition and functional aspects of tropical fruits by *Prof. Fransiska Zakaria, Bogor Agricultural University, Indonesia*

12.50 – 14.15      **Lunch break**

14.15 – 14.55      (contd session 4)  
The nutrition and health benefits of tropical fruits with special reference to red pitaya by *Dr. Rokiah Mohd. Yusof, University Putra Malaysia*

14.55 – 15.35      Minimally process fruits: Future concept for exporting tropical fruits by *Latifah Mohd. Noor, MARDI, Malaysia*

15.35 – 16.15      Novel edible coating for tropical fruits as an alternative synthetic fungicide by *Dr. Asgar Ali, University of Nottingham, Malaysian Branch*

16.15            **Closing and Tea break**

**16 July 2008      Field Trip to mango farm, pomelo farm and vapour heat treatment facility in Chonburi province supported by DOAE**