



LANCANG - MEKONG BUSINESS FORUM

AGENDA

Facilitating Agri-business and Investment
through Innovations in Processed Food
Sector in the Lancang-Mekong Region

November 15 - 16, 2018 | Bangkok, Thailand

Thursday, November 15, 2018

Venue: Grand Ballroom 2, Radisson Blu Plaza Bangkok, Bangkok, Thailand

08:30 am – 09:00am Registration

09:00 am – 09:35 am (35 Minutes) **Opening Session**

- **Welcome and Opening Remarks** (10 Minutes)
by Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI)
- **Overview and Objective of Lancang – Mekong Business Forum 2018** (10 Minutes)
by Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
- **Keynote Speech: The Power of INNOVATION in Agri - Food Industry** (15 Minutes)
by Mr. Visit Limlurcha, President, Thai Food Processors' Association / Chairperson, Food Processing Industries Club, Federation of Thai Industries (FTI)

What value does the agri-food industry bring to consumers through innovation? / How does the force of market drive the company's innovation to evolve? / How do the multinational agri-food companies with global brands become successful in a local context? What are the prospects for investment t in LM region.

09:35 am – 10:50 am (1.15 hr.)

Technical Session I

3 Sub topics - 15 mins / each + 30 mins Q&A

- ✓ *Policy Issues on Food Safety and Possible Challenges in the Lancang Mekong region*
- ✓ *Processed food sector emerging trends and opportunities*
- ✓ *Issues on Non-tariff measures in processed food sector*

Moderator: Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI)

Discussants:

1. Masami T. Takeuchi, Ph.D., Food Safety Officer, Food and Agriculture Organization (FAO)
2. Dr. Akeanong Jangbua, Chief Operating Officer (COO), Food Innopolis



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3. Mr. Visit Limlurcha, President, Thai Food Processors' Association / Chairperson, Food Processing Industries Club, Federation of Thai Industries (FTI)

10:50 am – 11:10 am
(20 minutes)

Networking Refreshments

11:10 am – 12:25 pm
(1.15 hr.)

Technical Session II

3 Sub topic- 15 mins / each + 30 mins Q&A

- ✓ *Product Innovation: Innovation ideas and development challenges of agri- food*
- ✓ *Marketing Innovation in processed-food sector*
- ✓ *Packaging Innovations for Food Industry*

Moderator: Mr. Madhurjya Kumar Dutta, Director, Trade and investment Facilitation (TIF) Department, Mekong Institute (MI)

Discussants:

1. Mr. Yongvut Saovapruck, President of National Food Institute
2. Mr. Thirach Rungruangkanokkul, Executive Director of Agricultural and Food Marketing Association for Asia and the Pacific (AFMA)
3. Pattra Maneesin Ph.D., Director of Thai Packaging Centre (TPC)

12:25 pm – 12:40 pm
(15 Minutes)

Closing Session

- Concluding Remarks of the Forum by Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI)

12:40 pm – 14:00
(1.20 hr.)

Luncheon

14:00 – 15:00

Product Exhibition / Preparation for Business Matching

15:00 – 18:00
(3 hrs.)

Business Matching

Friday, November 16, 2018

10:00 am – 12:00 pm
(2hrs.)

Site Visit No. 1 (selected participants)

- Thai Food Processors' Association (TFPA)

14:00 – 16:00
(2 hrs.)

Site Visit No. 2 (selected participants)

- National Food Institute (NFI)