

**NATIONAL POLICY DIALOGUE FORUM**  
*Developing an Agricultural Value Chain in the Mekong Region*  
**Monday, 14 Dec 2015**

## **AGENDA**

- 09.05-09.15 Opening Comments:** H.E. Mr Tran Quoc Khanh, Deputy Minister, Ministry of Industry and Trade
- 09.15-09.25 Welcome Speech:** Professor Hidetoshi Nishimura, President, Economic Research Institute for ASEAN and East Asia
- 09.25-10.10 Key Note Speech:** Transforming the Mekong region into an area of high value-added agriculture. Professor Sisira Jayasuriya, Director, Centre for Development Economics and Sustainability and Professor of Economics, Monash University
- 10.10-10.30 Photo Session and Coffee Break**
- 10.30-11.20 Panel Discussion 1: Developing agriculture in the Mekong to benefit from national and international value chains.**
- Moderator:** Dr Hank Lim, Chairperson, ERIA Academic Advisory Council  
**Panelist 1:** Agricultural restructuring and the potential for value added agriculture; Dr Vo Tri Thanh, Central Institute for Economic Management, Viet Nam  
**Panelist 2:** Branding for marketing: the example of rice; Dr Tran Cong Thang, Vice Director General, Institute of Policy and Strategy for Agriculture and Rural Development, Viet Nam  
**Panelist 3:** Importance of domestic firms and farmers linking up with firms based in export destination markets; Professor Sisira Jayasuriya
- 11.20-12.15 Panel Discussion 2: Business perspectives on how to achieve an agri-business friendly Mekong.**
- Moderator:** Dr Vo Tri Thanh, Central Institute for Economic Management, Viet Nam  
**Panelist 1:** Supermarkets and their role in meeting the demand for quality produce; Mr Fumio Seo, General Manager, Aeon Vietnam Co., Ltd  
**Panelist 2:** Procurement policy and practice as key to value chains; Mr Will Mackereth, Supply Chain Director, Nestlé Vietnam Ltd  
**Panelist 3:** Emotional appeals in branding agricultural products; Ms Nguyen Hien, Export Director, VinEco Agricultural Investment, Development and Productions LLC  
**Panelist 4:** Logistics, connectivity, cold chains: keys to strengthen value chains; Mr Atsushi Nagashima, Nippon Express Vietnam Co., Ltd
- 12.15-12.25 Lessons Learned and Policy Implications;** Dr Hank Lim and Dr Vo Tri Thanh