

**UNFSS Regional Briefing Session for ASEAN**  
**Jointly Organized by UNFSS and the Bureau of Agriculture and Fisheries Product Standards,**  
**Department of Agriculture of the Philippines**  
**October 24, 2013**

**UNFSS Mission Statement:** The UNFSS is a platform created to provide information, analysis and capacity-building assistance on voluntary sustainability standards (VSS) with a particular focus on the potential value of VSS as tools for developing countries to achieve their sustainable development goals. Key decision-makers from governments and the private sector in developing countries should be sufficiently informed about the strategic importance and main policy requirements of VSS in order to develop proactive strategies that maximize the developmental contribution and export market access benefits of those standards, while reducing their potential problematic impacts.

**Briefing Session Theme:** Policy Making and Sustainability Standards: How can governments and private sector work together to achieve sustainable development goals and facilitate market access?

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| 8:30-8:50   | Registration   |
| 9:00-10:30  | <p><b>Welcome and Introduction: Present perspectives, experience and view of VSS - Nexus between regulatory and private standards: discussion on governmental concerns</b></p> <ul style="list-style-type: none"> <li>- Welcome speech by Under Secretary of DA or Director BAFPS, DA</li> <li>- Presentation on UNFSS objectives, added value and priority activities for 2014-2015</li> <li>- VSS from an ASEAN perspective, including their importance for the forthcoming ASEAN common market (speaker from ASEAN secretariat or Mr. Noel De Luna, Head, International Relations Division, Department of Agriculture, Philippines)</li> <li>- Presentation by UNFSS partner organizations (FAO, ITC, UNEP and UNIDO) on relevant VSS activities in the ASEAN region</li> </ul> |
| 10:30-10:50 | Q & A session  |
| 10:50-11:10 | Coffee break   |
| 11:10-12:30 | <p><b>Good Agricultural Practice (GAP) programmes and commercial GAP standards: Their coexistence and modular approaches to serve different domestic and international market segments</b></p> <ul style="list-style-type: none"> <li>- Introductory presentation (speaker: UNCTAD representative, based on GAP study in Asia)</li> <li>- Lessons to be learned from the Thai approach to GAP (speaker, Mr. Chusak Chuenprayoth, Board of Trade and ThaiGAP Institute)</li> <li>- The role of ASEAN GAP in the future common market (Mr. Layese, former Director of BAFPS, Philippines)</li> <li>- The private sector perspective on GAP (Ms. Kerstin Uhlig, Manager Corporate Relations, GLOBALG.A.P. c/o FoodPlus GmbH, Mr. Kit Chan, Director, K-Farms, Malaysia)</li> </ul>    |
| 12:30-12:50 | Q & A session  |
| 12:50-14:10 | Lunch break  |

- 14:10-15:10 **An ASEAN organic standards scheme: Key opportunities and challenges in developing regional organic standards and a system for recognizing conformity assessment**
- Introductory presentation (some generic lessons to be learned from the GOMA-Asia and harmonization of standards schemes for the ASEAN Economic Community, speaker: Ms. Diane Bowen, UNFSS support team)
  - Vision and objectives in developing the ASEAN organic standard (Mr. Leo P. Cañeda, Director, BAFPS, Department of Agriculture, Philippines)
  - The private sector perspective on developing an ASEAN organic standard (Mr. Patrick Belisario, Organic Producers' Trade Association Philippines)
  - Standard-supportive activities of the Asian Development Bank (Dr. Sununtar Setboonsarng, Principal Natural Resources and Agriculture Economist, Environment, Natural Resources and Agriculture Division, ADB)
- 5:10-15:30 Q & A session
- 16:00-16:30 **The specific contribution of UNFSS to national and regional management of VSS: Seeking feedback on UNFSS priority activities and their relevance for ASEAN**
- The government perspective (Mr. Leo P. Cañeda, Director, BAFPS, Department of Agriculture, Philippines)
  - The private sector perspective (Mr. Chusak Chuenprayoth, Board of Trade and ThaiGAP Institute)
- 16:30-16:50 Q & A session
- 16:50-17:00 Summary of the discussion and closure of the meeting