



Trends and Market Opportunities for Sustainable Rice

*A seminar organized by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
on behalf of the Sustainable Rice Platform (SRP) National Chapter Thailand
at THAIFEX World of Food Asia 2019*

Date and Time: 28 May 2019 at 13:30 – 16:30

Venue: Jupiter 15 Meeting Room in IMPACT Challenger
IMPACT Muang Thong Thani
Bangkok, Thailand

Admission: Free

Description: This seminar will highlight business trends toward sustainability in the rice sector and the experiences of early movers in Thailand, how existing and planned standards will continue to drive behavior and market change in the rice sector, and how the Sustainable Rice Platform (SRP) can serve as a strategic alliance of leading rice stakeholders to work on common priorities to achieve sustainable rice cultivation and value chains at scale – in Thailand and across Asia.

Seminar Objectives:

- To highlight trends and experiences of early movers toward sustainability in the rice sector;
- To show how the Sustainable Rice Platform (SRP) can help businesses and policymakers stay ahead of the curve and be leaders on sustainable rice;
- To announce the establishment of the SRP National Chapter Thailand, the first of its kind worldwide, and opportunity to establish similar initiatives in other countries; and
- To identify priorities for the SRP National Chapter Thailand to ensure that the Thai rice sector remains among the global leaders on sustainable rice cultivation.

Target Participants: Representatives from the public and private sectors, international agencies and development partners, research institutes, non-profits, and producer groups active in the rice value chain in Thailand, Asia, and globally

Registration: Please register to attend this session by 24 May 2019 at <https://forms.gle/DQ8fN74LBljP8oqc8> or by using the following QR code.



Program at a Glance

Moderator: *Suriyan Vichitlekarn*, Deputy Agriculture and Food Cluster Coordinator, GIZ

Time	Topic and Speaker(s)
13:30 – 13:40	Welcome <i>Matthias Bickel</i> , Chairperson, Sustainable Rice Platform (SRP) Board
13:40 – 14:00	Keynote: Global trends toward sustainability in the rice sector <i>Paul Nicholson</i> , VP, Rice Research and Sustainability, Olam International
14:00 – 14:20	Keynote: Driving behavior and market change through policy and standards <i>Pisan Pongsapitch</i> , Inspector-General of the Office of the Permanent Secretary, Ministry of Agriculture and Cooperatives, Thailand
14:20 – 15:20	Panel: Staying ahead of the curve on sustainability with the Sustainable Rice Platform (SRP) <i>Matthias Bickel</i> , Chairperson, Sustainable Rice Platform (SRP) Board <i>Duangjan Wichalin</i> , Rice Farmer in Ubon Ratchathani, Thailand <i>Diederik J. Pretorius</i> , Compliance & Sustainability Director, Herba Bangkok <i>Martin Albani</i> , Consultant, International Finance Corporation <i>Radee Sinpichetkorn</i> , Senior Environmental Engineer, KHAO C.P Company Limited (TBC)
15:20 – 15:50	Q&A <i>With keynote speakers and panelists</i>
15:50 – 16:20	Discussion: Defining the Future Together What can we do to stay ahead of the curve and ensure that the Thai rice sector remains a global leader on sustainable rice cultivation?
16:20 – 16:30	Closing <i>Suriyan Vichitlekarn</i> , Deputy Cluster Coordinator – Agriculture and Food, GIZ

Version: Updated on 20 May 2019

Featured Speakers



Matthias Bickel
Chairperson, Sustainable Rice Platform (SRP) Board, and
Director Agriculture & Food, Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

Matthias Bickel is the Director for the Cluster “Agriculture and Food” in Bangkok leading various project teams in Thailand and the ASEAN region on Sustainable Agrifood Systems, Public Private Partnerships, Supply Chain Upgrading, Climate Change Adaptation and Mitigation, and Agricultural Finance as well as Upscaling of Outreach Initiatives. He currently serves on various boards and committees including as Chairperson of the Sustainable Rice Platform Board. In 2012, Matthias was honoured as an Asia-Europe Young Leader at the Asia Pacific Conference in New Delhi. He holds degrees (master level) in Economics, in Business Administration, and in Business Law and Economic Law as well as a PhD in Public International Law from Martin-Luther University of Halle-Wittenberg, Germany.



Paul Nicholson
Vice President, Rice Research and Sustainability, Olam International

Paul Nicholson is leading the rice research and sustainability efforts for Olam International in Asia. He currently sits on the Interim Board of the Sustainable Rice Platform (SRP) and oversees Olam’s projects in India, Indonesia, Thailand, and Vietnam where Olam is engaged with GIZ, WSU, and governments. Prior to this, Paul developed a broad and unique background in the commodity industry; working with everything from grains to cocoa and coffee, metals, and, even, semiconductors from the vantages of international policy, finance, and corporate procurement activities. His earlier roles were Head of Commodity Research at Kraft Foods, Executive Director at Texas State Pension Review Board, and an Analyst at the International Monetary Fund. Through these roles, Paul’s articles appear in multiple publications; including the IMF’s World Economic Outlook.



Pisan Pongsapitch
Inspector-General of the Office of the Permanent Secretary, Ministry of
Agriculture and Cooperatives, Thailand

Pisan Pongsapitch has actively participated in the establishment process of international food standards for 26 years and has worked in the establishment of national standards for agricultural commodity and food standards for 11 years. Previously he was Deputy Secretary General at Thailand National Bureau of Agricultural Commodity and Food Standards (ACFS) and before that Mr. Pongsapitch worked at the Thai Industrial Standards Institute (TISI). His areas of expertise include national and international food standards, food safety and risk assessment, quality management system in food industry, management of hygiene system and HACCP in food industry, Good Agricultural Practices, Inspection of food industry according to related standards and HACCP system and hygiene system in food factory. Mr. Pongsapitch holds a Bachelor’s Degree in Agricultural Product Development from Kasetsart University, Thailand and a Master’s degree in Food Technology from University of New South Wales, Australia.



Duangjan Wichalin
Rice Farmer in Ubon Ratchathani, Thailand

Duangchan Wichalin is a leader of farmers' groups that works towards sustainable rice cultivation in Ubon Ratchathani province. She grew up with farming in her blood with a firm belief that conventional farming methods are the best. But when she took part in training course offered by the Better Rice Initiative Asia project, she started to have a broader spectrum of sustainability and saw that there are technologies that help to improve quality of rice and profitability. Following the Sustainable Rice Platform Standard for Sustainable Rice Cultivation, her rice production is now twice the usual amount and her input costs are cut by 15%.



Diederik (Diehan) Pretorius
Compliance & Sustainability Director, Herba Bangkok

Diederik (Diehan) Pretorius is the Director of Compliance & Sustainability and the acting Plant Manager for Herba Bangkok with extensive experience in quality and ethical compliance and operations in the food and food accessories production industry. Diehan has served on the Board of the Sustainable Rice Platform (SRP) for two terms (2018 and 2019). He has also been an active member of the SRP Work Group on Farmer Support, Performance Measurement, and Assurance, with main focus on developing the SRP Standard Version 2.0 and the SRP Assurance Scheme. Diehan also represents the private sector on the Steering Committee of the Thai Rice NAMA project, which works in the central plains of Thailand.



Martin Albani
Consultant - Business Development, Trade & Export Promotion, International Finance Corporation



Suriyan Vichitlekarn
Deputy Coordinator Agriculture & Food, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Radee Sinpichetkorn (invited)
Senior Environmental Engineer, KHAO C.P Company Limited