



Wholesale Agricultural Markets: Innovations for a Competitive Future

CWER and RDFS TG Joint Webinar

Tuesday 20 April 2021

3:00 p.m. – 5:00 p.m., Manila time (GMT+8)

via [Zoom](#) (Meeting ID: 942 0800 4916; Password: webinar20)

Overview

Wholesale markets (WSM) play a key role in the distribution of agricultural products as they contribute to the aggregation of commodities, formation of prices, quality assurance, meeting the needs of consumers for an increasingly diversified demand, and meeting a number of government objectives such as food safety, promotion of farmers' income, and price stabilization.

Over the past decades, WSMs have witnessed a number of challenges arising from the emergence of global value chains and large organized distribution, the greater attention of consumer demand to quality, safety and a number of features such as organic, guaranteed origin, traceability of products, and ethical considerations. More recently, markets had to respond to the challenge of the coronavirus disease (COVID-19).

The markets in different parts of the world have responded differently to those challenges. Generally speaking, they have been quite resilient and successful in adapting and responding effectively to these challenges. The experience of some important European markets will be shared in the seminar and provide the opportunity to compare with the experience of markets in Central Asia and other regions such as Eastern Europe.

Crucial to the effectiveness of the response is the organization structure (ownership) and management of markets. Different models including the participation of state, municipal, private sector and cooperatives have been attempted with different degree of success and the webinar will provide some reflection on these issues.

Objectives

The webinar will discuss technological innovations, particularly in quality assurance and traceability system, with specific experiences shared by some market executives. The insights gained from the discussions will inform ADB's future investments in improving food distribution in the Central Asia region.

Sustainable Food Webinar Series

Rural Development and Food Security (Agriculture) Thematic Group

Sustainable Development and Climate Change Department

Asian Development Bank

Contact rdfstg@ab.org. Visit [ADB Events](#) for further information.

Participants

The event invites representatives from the following organizations engaged in agriculture, natural resources, and rural development:

- government and intergovernmental organizations;
- multilateral and bilateral development institutions;
- private firms engaged in the agriculture and food business;
- research and development institutions, think tanks, and centers of excellence; and
- NGOs, civil society, and advocacy organizations other individuals and organizations interested and/or engaged in agriculture and natural resources.

Speakers

- Apipu (Tod) Phataraprasit, Director of Business Development, Talaad Thai Wholesale Markets, Bangkok (outskirts), Thailand
- Bertrand Ambroise, Director, International Cooperation Department of Semmaris, Rungis Wholesale Marketscan
- Fabio Massimo Pallottini, President, Italmercati
- Gilles Mettetal, Advisor and Former Head of Agribusiness, European Bank for Reconstruction and Development
- Hans Woldring, Principal Natural Resources and Agriculture Specialist, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB
- Jainagul Akylbekova, Leading Specialist, Inter-regional Department, Ministry of Economy and Finance, Kyrgyz Republic
- Nianshan Zhang, Deputy Director General, Central and West Asia Department, ADB
- Noriko Sato, Natural Resources Specialist, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB
- Paolo Merci, Vice President, Italmercati
- Rashid Bajwa, CEO National Rural Support Program and Chairman, Board of Directors of Pakistan Mercantile Exchange Limited, Pakistan
- Qingfeng Zhang, Chief, Rural Development and Food Security (Agriculture) Thematic Group, Sustainable Development and Climate Change Department, ADB
- Tomas Horche Trueba, Agriculture Engineering Consultant; CEO (1990/1996); Vice President, Counsel (1996–2007), Mercamadrid; Head of Studies, Mercasa
- Yasmin Siddiqi, Director, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB
- Zafar Khashimov, CEO and Owner, Korzinka, Uzbekistan

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Program

<p>Moderator: Matthias Leitner, Young Professional, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB</p>	
03:00 – 03:10 pm	<p>Opening Remarks Qingfeng Zhang, Chief, Rural Development and Food Security (Agriculture) Thematic Group, Sustainable Development and Climate Change Department, ADB</p> <p>Yasmin Siddiqi, Director, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB</p>
03:10 – 03:20 pm	<p>Modern WSM Roles and Functions: Current Marketing Context, Trends, Food Security, Price Stability and Food Safety Hans Woldring, Principal Natural Resources and Agriculture Specialist, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB</p>
03:20 – 04:10 pm	<p>Maintaining Competitiveness in a Changing Environment</p> <p>The Italmercati Experience Fabio Massimo Pallottini, President, Italmercati Paolo Merzi, Vice President, Italmercati</p> <p>The Rungis Experience Bertrand Ambroise, Director, International Cooperation Department of Semmaris, Rungis Wholesale Marketscan</p> <p>Lessons learned from EBRD WSM program Gilles Mettetal, Advisor and Former Head of Agribusiness, European Bank for Reconstruction and Development</p> <p>Moderator: Hans Woldring, Principal Natural Resources and Agriculture Specialist, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB</p>
04:10 – 04:40 pm	<p>Views from Developing Member Countries, Cooperatives, Traders, Modern WSM Operators and Retailers</p> <p>Tomas Horche Truba, Agriculture Engineering Consultant; CEO (1990/1996); Vice President, Counsel (1996–2007), Mercamadrid; Head of Studies, Mercasa</p> <p>Zafar Khashimov, CEO and Owner, Korzinka, Uzbekistan</p> <p>Apiu (Tod) Phataraprasit, Director of Business Development, Talaad Thai Wholesale Markets, Bangkok, Thailand</p> <p>Rashid Bajwa, CEO National Rural Support Program and Chairman, Board of Directors of Pakistan Mercantile Exchange Limited, Pakistan</p> <p>Jainagul Akyzbekova, Leading Specialist, Inter-regional Department, Ministry of Economy and Finance, Kyrgyz Republic</p> <p>Moderator: Matthias Leitner, Young Professional, Environment, Natural Resources & Agriculture Division, Central and West Asia Department, ADB</p>
04:40 – 04:55 pm	<p>Q&A Session</p>
04:55 – 05:00 pm	<p>Closing Remarks Nianshan Zhang, Deputy Director General, Central and West Asia Department, ADB</p>

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