

Exploring Opportunities to Promote Korean Experiences in Digital Agriculture and Rural Development Among ADB Member Countries 24-30 November 2022 (F2F) • Seoul and Other Cities, Korea

Overview

The Asian Development Bank (ADB), through the Rural Development and Food Security (Agriculture) Thematic Group (RDFS TG), and the Ministry of Agriculture, Food and Rural Affairs (MAFRA), Government of Korea are implementing a knowledge support and technical assistance ([9689-REG: Agricultural Value Chain Development in Selected Asian Countries](#)) under the 2018 Partnership Framework Arrangement between the two organizations. Under this KSTA, RDFS TG completed three studies to identify constraints on horticultural value chain development and main areas for investment improvement in Indonesia, Pakistan, and the Philippines. The findings will offer ADB project teams of selected ADB developing member countries to formulate country-specific recommendations for agricultural and rural development based on the experiences of the Government of Korea.

This study tour is a cross-country learning activity providing senior officials from selected countries and relevant ADB staff opportunities to find out more about the findings of the study, learn how horticultural value chain development are being done in Korea through site visits of farms and institutions, and identify lessons and recommendations that can improve ADB project design and influence policy dialogues and reforms.

Objectives

After the study tour, the participants will be able to:

- a. Describe the findings of the studies on horticultural value chain development in Indonesia, Pakistan, and the Philippines;
- b. Identify good practices, lessons learned and relevant recommendations from site visits of farms, markets, post-harvest, and processing facilities, etc. that can be integrated in project design and development and policy dialogues and reforms; and
- c. Analyze and summarize (a) and (b) and offer practical actions on how the learnings will be used after the study tour.

Key Outputs

The study tour will generate the following key outputs:

- a. Site visit profiles
- b. Analysis and presentations of each field visit site
- c. Summary report

Partners

The study tour is co-organized by the following:

- a. Asian Development Bank
- b. Ministry of Agriculture, Food and Rural Affairs (MAFRA), Government of Korea
- c. Korea FAO Association

Provisional Agenda^{1/}

Date	Time	Activities/Contents	Location	Note
22 NOV (Tues)	00:00-	Arrival at <i>Incheon International Airport</i>		Flight Detail: TBA
		Transfer to the hotel and check-in ● Hotel check-in 3pm ~	Seoul	Mayfield Hotel
23 NOV (Wed)	09:00-18:00	International Conference	Seoul	Mayfield Hotel
24 NOV (Thu)	09:30~10:00	Registration		In front of YIYUAN Hall
	10:00-10:45	Opening Ceremony - Opening Remarks by Mr Abul Basher, ADB - Overview of the Study Tour by Ms Leah Arboleda, ADB - Introduction to Visit Sights by Dr Nam, Jaejak - Brief remarks from DMC participants, Group Photo	Seoul	YIYUAN Hall, Mayfield Hotel *Simultaneous Interpretation
	10:45-12:00	(Presentation & Discussion) Understanding the pricing and distribution structure of agricultural products in Korea		
	12:00-13:30	Lunch	Castle Terrace	Mayfield Hotel
	13:30-14:30	(Visit) <i>Gangseo Agricultural Market</i> * Meeting Time and Point : Lobby / 13:20		10 min walk
	14:30-16:00	Transfer to <i>Garak-dong Agricultural Market</i>		Private Bus
	16:00-17:00	(Visit) <i>Garak-dong Agricultural Market</i> : Watching an introductory video, introduction of <i>Garak-dong</i> agricultural market, field tour and discuss the market	Songpa-gu, Seoul	* Consecutive Interpretation
	16:30-17:30	(Visit) The food distribution center of <i>Seoul</i> for schools		* Consecutive Interpretation
	17:30-19:00	Transfer to Hotel		Private Bus
	19:00-	Free time		Mayfield Hotel
25 NOV (Fri)	08:30-10:00	Transfer to <i>Anseong</i> * Meeting Time and Point : Lobby / 08:20		Private Bus
	10:00-12:00	(Visit) <i>Anseong APC</i> One of the largest APCs in Korea. Facility tour and understanding of APC function (collection, sorting, storage, packing, delivery to hypermarkets)	Anseong-si, Gyeonggi	* Consecutive Interpretation
	12:00-12:40	Transfer to <i>Jincheon</i>		Private Bus
	12:40-14:00	Lunch		Root Square
	14:00-14:30	Transfer to <i>Cheongwon Agri.Coop</i>		Private Bus
	14:30-15:30	(Visit) <i>Cheongwon Agricultural Cooperation</i>	Cheongju, Chungbuk	* Consecutive Interpretation
	15:30-18:00	Transfer to Hotel		Private Bus

Date	Time	Activities/Contents	Location	Note
	19:00-	Free time		<i>Mayfield Hotel</i>
26 NOV (Sat)	~ 11:00	Free time Hotel Check-out ~ 11am <i>* Meeting Time and Point : Lobby / 11:00</i>		
	11:00-14:00	<i>Transfer to Pyeongtaek</i> <i>* Will have light lunch at Rest Stop</i>		Private Bus
	14:00-15:00	<i>Green K-Farm</i> High-tech Korean Strawberry Smart Farm	Pyeongtaek-si, Gyeonggi	* Consecutive Interpretation
	15:00-17:30	<i>Transfer to Jeonju</i>		Private Bus
	17:30-	Hotel Check-in and Free Time	Jeonju-si, Jeonbuk	<i>The Classic Hotel</i>
27 NOV (Sun)	-	Free time	Jeonju-si, Jeonbuk	
28 NOV (Mon)	~ 09:20	Hotel Check-out		
	09:20-09:30	<i>Transfer to Rural Development Administration</i> <i>* Meeting Time and Point : Lobby / 09:15</i>		Private Bus
	09:30-11:30	(Visit) <i>Rural Development Administration</i> : Understanding of post-harvest management of horticultural crops and smart-farm in Korea	Jeonju-si, Jeonbuk	* Consecutive Interpretation
	11:30-13:00	Lunch		Italian Restaurant
	13:00-15:00	(cont.) <i>Rural Development Administration</i>		* Consecutive Interpretation
	15:00-18:30	<i>Transfer to Seoul</i>		Private Bus
	18:30-	Check-in and Free Time		<i>Mayfield Hotel</i>
29 NOV (Tue)	09:00-10:00	<i>Transfer to D.CAMP</i> <i>* Meeting Time and Point : Lobby / 08:50</i>		Private Bus
	10:00-11:30	(Visit) <i>D.CAMP</i> : Understanding the Korean Start-up Support System, especially in Agricultural Technology	Gangnam-gu, Seoul	* Consecutive Interpretation
	11:30-13:00	Lunch		VIPS Buffet
	13:00-13:30	<i>Transfer to Green Labs</i>		Private Bus
	13:30-15:00	(Visit) <i>Ag. Startup Green Labs</i> : Farm Morning, a digital ecosystem app for farmers Live Commerce and Action for Low Carbon Agriculture, etc.	Songpa-gu, Seoul	* Consecutive Interpretation
	15:00-15:30	<i>Transfer to Hanaro Club Yangjae</i>		Private Bus
	15:30-17:30	(Visit) <i>Hanaro Club Yangjae</i> Understanding the retail distribution function of the Agricultural Cooperatives (Nonghyup) and the direct transaction system of the Nonghyup		* Consecutive Interpretation
	17:30-18:30	<i>Transfer to Hotel</i>		Private Bus
	18:30-	Free Time		<i>Mayfield Hotel</i>
30 NOV (Wed)	10:00-11:00	(Presentation) A Brief History of Changes in Agricultural Policy of Korea - From the perspective of technological evaluation - Prof. Chang-gil Kim		YIYUAN Hall, <i>Mayfield Hotel</i>

Date	Time	Activities/Contents	Location	Note
	11:00-12:00	(Workshop) Group Discussion		
	12:00-13:00	Lunch	Castle Terrace	Mayfield Hotel
	13:00-15:00	(Workshop) - Group Presentation - Remarks by Mr Abul Basher, ADB		YIYUAN Hall, Mayfield Hotel
	15:00-15:30	Closing		
1 Dec (Thurs)	00:00-	Departure ● Hotel Check-out ~ 11am		

^{1/} Some schedules are subject to change. Includes schedule of international conference on 23 Nov 2022.