

ii.

OBJECTIVES

- To enhance participants' knowledge on the principles and various tools for niche marketing of agriculture products; and
- To discuss successful cases and identify constraints and measures to be taken to enhance small farmers'/ entrepreneurs' competitiveness in niche marketing.

iii.

SCOPE AND METHODOLOGY

The seminar will consist of presentations and discussion of resource and country papers, a workshop, and field visits.

The resource papers will provide a general overview of marketing concepts including niche marketing and discuss the general principles of and best practices in niche marketing; recent developments and trends in niche marketing; and ICT application in niche market development.

The country paper will review the state of niche marketing in participants' countries, highlighting specific cases and discussing the major issues and/or the best practices involved.

The field visits will provide opportunities to observe and interact with farmers, entrepreneurs who are successful in the niche marketing of agricultural products.

IV. DETAILED PROGRAMME

DATE/TIME	TOPIC/ACTIVITY
4 Dec., 2005 (Sunday)	Arrival of Participants – check in at PJ Hilton
5 Dec., 2005 (Monday) 0830 – 0900 0900 – 0930	<ul style="list-style-type: none"> • Registration of participants • Opening Ceremony / Photography Session
0930 – 0945	Coffee / Tea Break
0945 – 1000	Program Orientation
1000 - 1115	<ul style="list-style-type: none"> • Resource Paper 1 : "Finding a niche for agriculture products : Principles and Approaches in Niche Marketing" <ul style="list-style-type: none"> - by Mr. Rajesh Bajaj, Deputy Director, National Productivity Council, India
1115 – 1230	<ul style="list-style-type: none"> • Resource Paper 2 : "Marketing of Farm Products In Japan : Trends and Potential Niches for Overseas Suppliers" <ul style="list-style-type: none"> - by Mr. Masayuki Hirashima, Expert of Marketing, Association for International Promotion of Agricultural Cooperatives (AICA), Japan
1230 – 1400	Lunch Break

DATE/TIME	TOPIC/ACTIVITY
1400 – 1530	<ul style="list-style-type: none"> Resource Paper 3 : "Productivity Performance of the Agriculture Sector in Malaysia by Mr. S. Sivasena, NPC Malaysia
1530 – 1600	Coffee / Tea Break
1600 – 1730	<ul style="list-style-type: none"> Resource Paper 4 : "Niche Marketing Development – Federal Agricultural Marketing Authority (FAMA) Experience" Market Research to Identify Niche Market" – FAMA Experience by Mr. Samah Hasan, Federal Agricultural Marketing Authority (FAMA)

DATE/TIME	TOPIC/ACTIVITY
6 Dec., 2005 (Tuesday) 0900 – 1030	<ul style="list-style-type: none"> Resource Paper 5 : "Application of ICT in Niche Marketing : Niche Marketing of Agricultural Products on the World Wide Web" by Mr. Chua Piak Chwee, TFNet
1030 – 1100	Coffee / Tea Break
1100 – 12.30	<ul style="list-style-type: none"> Resource Paper 6 : "Case Studies of Successful Niche Marketing of Agricultural Products In Malaysia" by Mr. Kit Chan, Owner, K-Farm Sdn. Bhd.
1230 – 1330	Lunch Break
1330 – 1500	Country Paper Presentation And Discussion - Moderated by Mr. Fred Lew, Mr. Rajesh Bajaj, Ms. Adrienne J.M. Frijters & Mr. Masayuki Hirashima
1500 – 1515	Coffee / Tea Break
1515 – 1730	Country Paper Presentation and Discussion (continuation) - Moderated by Mr. Fred Lew, Mr. Rajesh Bajaj, Ms. Adrienne J.M. Frijters & Mr. Masayuki Hirashima
2000 – 2200	Welcome Dinner Hosted by APO

DATE/TIME	TOPIC/ACTIVITY
7 Dec., 2005 (Wednesday)	
0900 – 1030	<ul style="list-style-type: none"> Resource Paper 7 : "Case Studies of Successful Niche Marketing of Agricultural Products in International Markets" by Ms. Adrienne J.M. Frijters, Senior Lecturer/Consultant, Stoas Agricultural Teacher Training Institute, The Netherlands.
1030 – 1045	Coffee / Tea Break
1045 – 1230	<p>Country Paper Presentation and Discussion -</p> <p>Moderated by Mr. Fred Lew, Mr. Rajesh Bajaj, Ms. Adrienne J.M. Frijters & Mr. Masayuki Hirashima</p>
1230 – 1330	Lunch Break
1330 - 1700	<p>Country Paper Presentation and Discussion -</p> <p>Moderated by Mr. Fred Lew, Mr. Rajesh Bajaj, Ms. Adrienne J.M. Frijters & Mr. Masayuki Hirashima</p>
1700 – 1730	<ul style="list-style-type: none"> Preparation for Field Visit

DATE/TIME	TOPIC/ACTIVITY
8 Dec., 2005 (Thursday)	
0800 – 1700	<ul style="list-style-type: none"> Field Visit – Selangor Fruits Valley
9 Dec., 2005 (Friday)	
0900 – 1100	<ul style="list-style-type: none"> Syndicate Discussion/Workshop/Summation
1100 – 1130	<ul style="list-style-type: none"> Evaluation
1130 – 1200	<ul style="list-style-type: none"> Closing Session
1200 – 1300	Farewell Lunch
10 Dec 2005 (Saturday)	<ul style="list-style-type: none"> Departure of Participants to Their Respective Countries

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