



Enhancing International Cooperation on Tropical Fruit Value Chains for Global Market: e-Commerce

Online Videoconference

May 5, 2022: International Forum

Forum: Challenges and Opportunities of Agri-Food e-Commerce

May 6, 2022: Farmer Workshop

Agri-Food e-Commerce: Farmer, Private, and Public Perspectives

農民教育研習營：電子商務的起手式與市場經營策略

Organizers:

FFTC: Food and Fertilizer Technology Center for the Asian and Pacific Region

TARI-Fengshan: Taiwan Agricultural Research Institute-Fengshan Tropical Horticultural Experiment Branch



**Food and Fertilizer
Technology Center**
For the Asian and Pacific Region



行政院農業委員會
農業試驗所
Taiwan Agricultural Research Institute
Council of Agriculture, Executive Yuan

Partners:

CDRI: Commerce Development Research Institute

DFNet Project Members



商業發展研究院
Commerce Development
Research Institute

Financial support:

MOFA: Ministry of Foreign Affairs

COA: Council of Agriculture, Executive Yuan

**Dragon Fruit
NET Network**



Challenges and Opportunities of Agri-Food e-Commerce

10:00 – 14:50 (GMT+8), May 5, 2022

Online meeting: Webex-FFTC meeting link (to be provided)

Livestream: Facebook/ YouTube channel (to be provided)

Workshop language: English with Chinese interpretation

Time (GMT+8)	Program
09:30 – 10:00	Registration (online and in-person)
10:00 – 10:20	<p>Opening</p> <p>Dr. Su-San Chang, Director of FFTC</p> <p>Dr. Hsueh-Shih Lin, Director General of TARI, COA</p> <p>Dr. Tain-Tsair Hsu, Chairman of the Board of CDRI</p> <p>Ms. Yvonne Hsiao, Deputy Director-General, Department of International Organizations, MOFA</p>
10:20 – 10:25	<p>Online group photo</p> <p>Moderator: Mr. Shinji Ohta, President, Creative House, Japan</p>
10:25 – 11:10 (40+5 min)	<p>Overview of domestic and international agri-food e-commerce: challenges and opportunities for Asian and Pacific countries</p> <p>Dr. Fan-Chan Tai, Director General, International Digital Commerce Research Division, Commerce Development Research Institute (CDRI), Taiwan</p>
11:10 – 11:45 (30+5 min)	<p>Market Kurly: Pioneering Korean grocery e-commerce market</p> <p>Mr. Choi Hando, Senior Leader, CEO Office, Market Kurly, Korea</p>
11:45 – 13:10	<p>Meal break</p> <p>Moderator: Dr. Shuay-Tsyrr Ho, Assistant Professor, Dep Agricultural Economics, National Taiwan University, Taiwan</p>
13:10 – 13:45 (30+5 min)	<p>Market trend and challenges in agricultural e-commerce business in Japan</p> <p>Mr. Shinji Ohta, President and CEO, Creative House, Japan</p>
13:45 – 14:20 (30+5min)	<p>Agri-food e-commerce: ZESPRI experience</p> <p>Mr. Sean Chou, Supply Chain Quality and Technical Manager - Greater China Region, Zespri International (Asia) Ltd, Taiwan</p>
14:20 – 14:55 (30+5 min)	<p>e-Trade system: interconnecting agri-food supply and buying demand</p> <p>Mr. Patrick Bauwens, BU Manager E-Trade & Process Control, AUCXIS, Belgium</p>
14:55 – 15:00	<p>Close of Day I Forum</p> <p><i>Closing remarks: Dr. Su-San Chang, Director, FFTC</i></p>

- The language of the Forum will be in English. Chinese interpretation will be provided

Day II: Farmer Workshop

Agri-Food e-Commerce: Farmer, Private, and Public Perspectives

農民研習營：電子商務的起手式與市場經營策略

09:00 – 12:30 (GMT+8), May 6, 2022

Virtual meeting room: FFTC-Webex meeting link (to be provided)

線上會議室：中、英文Webex平台連結(後續提供)

Livestream: Facebook/ YouTube channel (to be provided)

影片直播: FFTC中、英文臉書連結(後續提供)

Workshop language: Chinese with English interpretation

Time (時間)	Program (內容)
08:30 – 09:00	Registration (報到)
09:00 – 09:20	Opening Remarks (長官勉勵致詞) FFTC (亞洲太平洋地區糧食與肥料技術中心) TARI (行政院農委會農業試驗所) Online group photo (合照)
09:20 – 10:40	Session 1 – E-Commerce Resources and Market Strategy 第一節：電子商務資源與市場策略 Moderator(主持人): Dr. Wen-Li Lee, Director, TARI-Fengshan 主持人：李文立分所長, 鳳山熱帶園藝試驗分所
09:20 – 09:40	The benefits of the cross-border e-commerce on Taiwan agriculture 跨境電商為台灣農業帶來的好處 Ms. Maggie Chen, CEO, The Wonderfulfood 陳美娟執行長，台灣好農
09:40 – 10:00	Agri-food e-commerce: The Best of Kaohsiung 高雄首選生鮮電商平臺 Mr. Cheng-I Wang, Deputy Director General, Agriculture Bureau, Kaohsiung City Government, Taiwan 王正一副局長，高雄市政府農業局
10:00 – 10:20	Integrated resources of agri-food e-commerce 電農行銷資源一把抓 Ms. Alice Huang, Group Leader, National Association of Small & Medium Enterprise, Taiwan 黃琬瑜組長，中華民國全國中小企業總會
10:20 – 10:40	Q&A (問題與討論)
10:40 – 10:55	Break Time (休息時間)
10:55 – 12:20	Session 2: Agri-Food e-Commerce: Farmer Perspectives Moderator: Dr. Wen-Li Lee, Director of Fengshan-TARI, COA, Taiwan 第二節：農民參與電子商務經驗分享 Moderator: Dr. Wen-Li Lee, Director, TARI-Fengshan

	主持人：李文立分所長, 鳳山熱帶園藝試驗分所
10:55 – 11:45	<p>Sharing Experiences (經驗分享)</p> <p>Honey jujube e-commerce Mr. Chih-Min Pan, producer and trader, Pó-tó lâm-hong chó 分享蜜棗電商銷售經驗 潘志民先生，寶島南方棗</p> <p>Mango and other fruit e-commerce Mr. Cheng-Yi Tai, Chairman of Fengshan Farmer's Association 分享芒果電商銷售經驗 戴正一理事長，枋山農會理事長</p> <p>Lychee e-commerce Mr. Lun-Chan Hsu, Chairman of Fang Jing Marketing Cooperative 分享荔枝電商銷售經驗 許倫肇主席，芳境果菜運銷合作社</p> <p>Fruit e-commerce: marketing channel Mr. Tung-Chieh Yang, Secretary-General of Kaohsiung City Farmers' Association 聚焦行銷通路 楊東杰總幹事，高雄市農會</p> <p>Mr. De-Cheng Hong , Project Specialist, Yin Chan International Develop Co. 洪德誠專案企劃專員，盈全國際開發</p>
11:45 – 12:20	<p>Panel Discussion (綜合座談) Moderator and all speakers in the Session II (第二節講者)</p>
12:20 – 12:30	<p>Close of Day II (閉幕)</p> <p>Remarks (閉幕致詞) Dr. Wen-Li Lee, Director of TARI-Fengshan (李文立分所長)</p> <p><i>Dr. Su-San Chang, Director, FFTC</i> (張淑賢主任)</p>

- Day II workshop language will be in Chinese with English interpretation. 第二天的研討會語言為中文，FFTC-Facebook和webex 頻道將直播英文翻譯。