

Co-operative Integration of Agricultural Marketing
ICAO/CCI/IFAP Joint Seminar
Hilton Hotel, Cartagena (Colombia), 21 September 2005
14:00 – 18:00

Draft Programme

1. Theme:

“Co-operative Integration of Agricultural Marketing”

2. Organisers:

International Agricultural Co-operative Organization (ICAO)
Consumer Co-operative International (CCI)
International Federation of Agricultural Producers (IFAP)

3. Local host

Confecoop, Colombia

4. Date

21 September 2005 (14:00 – 18:00)

5. Venue:

Hotel Hilton Cartagena (Main conference venue of ICA General Assembly)

6. Simultaneous interpretation

English/Spanish/French/Japanese simultaneous translation will be provided

7. Rationale of the Seminar

Establishing efficient agricultural marketing infrastructure both in rural and urban area plays essential role in enhancing welfare of both rural producers and urban consumers. Diverse marketers, including rural producers, wholesalers and retailers, are engaged in the agricultural marketing business, and organizing an organic whole will lead to market infrastructure improvement. Through the seminar, “Co-operative Integration of Agricultural Marketing”, we hope to discuss each marketer’ mission and successful strategies, and how to build effective and cooperative linkage between production co-operatives and the consumer co-operatives.

8. Draft programme of the Seminar

14:00-18:00 **“Co-operative Integration of Agricultural Marketing” -
ICAO/CCI/ IFAP/ Joint Seminar**

14:00

Opening addresses

- ICAO President
- CCI chairman
- IFAP Committee on Agricultural Co-ops
- Ivano Barberini, ICA President

- 14:30 **Regional Round Table**
- North America : Canada
 - South America : Carlos Simancas, Executive President, CECORA, Colombia and Vice President of the IFAP Committee on Agricultural Co-operatives
 - Europe : Coop Italia (invited)
 - Asia :JA-Zenchu (Japan)
 - Africa. Speaker invited
- Discussion**
- 16:00 Coffee Break
- 16:15 **Case studies**
- NACF (Korea) - How to successfully link rural producer to the urban market
 - Ugandan Cooperative Alliance (UCA)
 - Brad Hill, Co-operative Group, UK on Fair Trade
- Discussion**
- 17:30 **Conclusion and recommendation**
- 18.00 **Closing**