



PROJECT NOTIFICATION

Ref. No.: 20-AG-20-GE-CON-A-PN2000012-001(R)

Date of Issue	22 February 2021
Project Code	20-AG-20-GE-CON-A
Title	5th International Conference on Biofertilizers and Biopesticides: Marketing and Commercialization
Timing and Duration	28 April 2021 (one day)
Hosting Country(ies)	Republic of China
Modality	Digital Multicountry (DMC)
Implementing Organization(s)	Council of Agriculture, Executive Yuan, R.O.C., China Productivity Center, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	100
Local Participants	30
Closing Date for Nominations	26 March 2021

Notes: This PN supersedes the PN issued on 11 March 2020 due to a change in implementation modality from face-to-face to digital sessions.

1. Objectives

- a. Deliberate on recent advances and future perspectives in marketing and commercialization of biofertilizers and biopesticides (B&B).
- b. Share successful marketing and commercialization strategies for scaling up and utilization of B&B in Asia and the Pacific, particularly in APO member countries.
- c. Assess the results of the last four APO International Conferences on Biofertilizers and Biopesticides (ICBB) held in the host country.

2. Background

The global B&B market is expanding fast. The biopesticide market size is projected to reach USD10.19 billion by the end of 2025, exhibiting a compound annual global rate (CAGR) of 14.93% growth during the forecast period (2019, globenewswire.com). Similarly, the global biofertilizer market size valued at USD1.0 billion in 2019 is projected to show a CAGR of growth of 12.8% from 2020 to 2027 (2019, grandviewresearch.com). When biopesticides are integrated into conventional crop production and pest management programs, higher crop yields and quality will be achieved compared to when using chemical pesticides alone.

The growth of the B&B market is driven by organic food industry and rising demand for natural agrifood products, initiatives by government agencies for related policy development, and increasing awareness of the need for sustainability in modern agriculture. Greater knowledge of the hazards of chemical fertilizers is also accelerating the B&B market growth. The integrated use of biofertilizers and organic manure lowers the overall environmental cost of crop cultivation in the long term and contributes to cleaner production by reducing the application of synthetic chemical fertilizers. During the current COVID-19 pandemic, consumers are showing more interest in safe, organic food for boosting their immunity, a trend that will likely grow and continue during and after the pandemic.

B&B use can contribute to promoting Green Productivity and sustainability in agriculture in the Asia-Pacific region by mitigating the negative impacts of chemical fertilizers and pesticides. Based on a proposal from the ROC, the APO started the ICBB series in 2016. The conferences have covered the overall B&B use (ICBB 2016 and 2017); Novel Industry Techniques, Market Trends, and International Cooperation (ICBB 2018); and Integrated Pest Management (ICBB 2019). The fifth and final ICBB conference will focus on marketing and commercialization. The first four ICBB, along with the resources available on a platform developed by the Council of Agriculture of the ROC, contributed to greater B&B utilization in APO member countries. The 5th ICBB will review those achievements and explore how the B&B marketing and commercialization could create more business opportunities and greater sustainability in agriculture.

3. Modality of Implementation

- a. The sessions will be conducted virtually.
- b. The duration of the sessions will be around three hours.
- c. The APO Secretariat will inform the resource persons and participants of the link to the virtual sessions.
- d. The link will be exclusive to resource persons and participants and should not be shared.

4. Scope and Methodology

The sessions will consist of the following:

Day/Date	Activity
Wednesday, 28 April 2021	<p>Review of the 1st–4th APO ICBB recommendations and their implementation</p> <p>Presentation of resource papers:</p> <ul style="list-style-type: none"> • Current status, trends, and strategies in marketing and commercialization of B&B • Importance of increasing B&B use in the current COVID-19 and post-pandemic situation • Successful cases of B&B marketing and commercialization • Regulatory, policy, and institutional settings for B&B scaling up/commercialization <p>Panel discussion:</p> <ul style="list-style-type: none"> • Assessment of results of the last four ICBB conferences • Formulation of recommendations and the way forward

5. Qualifications of Candidates

Participants must be competent in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections. They must also be proficient in English, both written and spoken. Specific requirements are:

- a. Senior policymakers, government officials, consultants, academics, and representatives of NGOs or enterprises/associations engaged in or in charge of B&B policy, analysis, product registration, and development and marketing.
- b. Two years of experience or more in the position described above.

6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in all sessions.

7. Financial Arrangements

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

8. Actions by Member Countries

- a. Each participating country will nominate five or more candidates in order of preference.
- b. Self-nominations will not be accepted.

- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

9. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced two weeks prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link of the virtual sessions one week prior to commencement.

10. Dress Code

Participants are required to wear appropriate business attire during the sessions.



Dr. AKP Mochtan
Secretary-General