The FDOV Project: "Growing out of poverty with potato", funded by the Dutch Ministry of Foreign affairs :



In cooperation with:



Potato production to consumption workshop

Latest insights in potato disease management, production, market development and consumption in Vietnam / Asia

Date:	Wednesday 22 and Thursday 23 May, 2019
Location:	Pan Pacific Hotel, Hanoi, Vietnam
	1 Thanh Niên, Trúc Bạch, Ba Đình, Hà Nội

Potato production in Vietnam is in the spotlight again, thanks to increasing potato consumption, demand for healthy food and the fast growth of the food processing sector. With increasing demand for potato, so does the demand increase for technologies and knowledge to have a good potato crop, with a high yield, grown in a sustainable way and with potato varieties that meet the requirements of the market. This workshop brings together various key players working in the potato sector to make this a reality.

Workshop objectives:

- Share the latest insight in potato production and disease management
- Find support and commitment in Vietnam to develop AsiaBlight and discuss potential role of Vietnamese partners
- Provide insight in consumer perspectives regarding potato
- Share experiences in potato branding
- Promote potato production and consumption in Vietnam
- Provide a good networking opportunity, by bringing various actors in the potato supply chain together to find common ground to develop the potato sector further

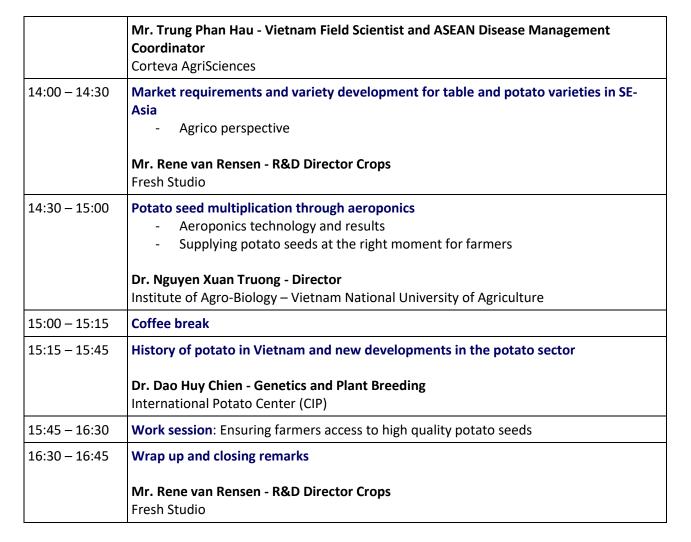


Workshop agenda:

Wednesday 22 May

Time	Agenda
8:15 - 8:45	Arrival and registration
8:45 – 9:00	Welcome and opening
9:00 – 9:45	 Update on potato pest and diseases in Asia Current main pests & diseases New pests & diseases Dr. Huub Schepers - Plant pathologist Wageningen University and Research
9:45 – 10:30	AsiaBlight - Introduction of AsiaBlight - Making late blight control recommendations available for local farmers - Update on status of AsiaBlight - How to move forward with Aisablight Dr. Christelle Lasserre - Senior Manager International Potato Center (CIP)
10:30 - 10:45	Coffee break
10:45 – 11:30	 Late blight in Asia Development in the region New strains and impact on available crop protection solutions and susceptibility of potato varieties Dr. Huub Schepers - Plant pathologist Wageningen University and Research
11:30 - 12:00	Update on potato variety registration policy and procedures
	 Development of potato sector in Vietnam Mr. Tran Xuan Dinh - Deputy head of the Department Department of Crop Production – MARD
12:00 - 13:30	Lunch
13:30 - 14:00	 Potato pest and disease management new developments in crop protection Best strategy to keep potato diseases under control Update on new crop protection products / solution being launched or coming soon OuPont[™] Zorvec Encantia[™]







Thursday 23 May

Time	Agenda
8:15 - 8:45	Registration
8:45 – 9:00	Welcome and opening
9:00 – 9:30	Integrated crop management in potato
	Prof. Nguyen Van Dinh – Former Head Agronomy Department - Vietnam National University of Agriculture
9:30 - 10:00	 Branding potato in the local market: Da Lat potato branding example Experience branding and marketing Da Lat potatoes Distinguish Da Lat potatoes from Chinese potatoes
	Mr. Lai The Hung – Head Lam Dong Department Plant Protection & Crop Cultivation Department
10:00 - 10:30	 Gia Dinh Ha Lan potato branding Gia Dinh Ha La brand introduction and positioning Cooperation along the supply chain Impact of potato branding A potato is a Gia Dinh Ha Lan potato
	Mr. Tran Hong Phuc - Marketing Consultant Fresh Studio
10:30 - 10:45	Coffee break
10:45 – 11:15	Developing large scale potato production and local potato processing
	Mr. Ha Van Hien - Director Tan Nong Production and Trading Joint Stock Company
11:15 – 11:35	Potato post-harvest managed and storage Facilities and sprout inhibitors update trends in Europe
	Dr. Huub Schepers - Plant pathologist Wageningen University and Research
11:35 – 12:00	 Future developments of the potato sector in Vietnam Discussion session What needs to happen to make Vietnam self-sufficient year-round in potato supple for the table and processing markets?
12:00 - 13:30	Lunch
13:30 - 13:45	Opening potato networking seminar - Agriculture cooperation between Vietnam and the Netherlands



	Mr. Willem Schoustra - Agriculture Counsellor Dutch Embassy in Hanoi
13:45 – 14:15	Results of consumer research on potato What do Vietnamese consumers value about potato
	Mrs. Ha Thi Lan Anh - Business Development & Marketing Manager Fresh Studio
14:15 – 14:30	 How to develop potato production and consumption further Highlights FDOV project: Growing out of poverty with potato Next steps forward
	Mr. Rene van Rensen - R&D Director Crops Fresh Studio
14:30 – 15:00	 Potato tasting Can you taste which potato varieties is which? A potato is not a potato
	Mrs. Ha Thi Lan Anh - Business Development & Marketing Manager Fresh Studio
15:00 - 15:15	Results of potato tasting
15:15 – 16:00	Reception / Networking event potato actors
	Showcase: Potato Dishes, Potato varieties, Lays flavours, Gia Dinh Ha Lan Brand, Project highlights
16:00	Closing workshop

For more information please contact:

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