

Reply Form

Name: _____

Occupation: _____

Organization: _____

Address: _____

Telephone No. _____

Fax No.: _____

Please put me on the mailing list for
further information

E-mail: _____

Please Return to:

Training Course Secretariat:

SEARCA

College, Laguna 4031, Philippines

Tel. No.:(63-49) 536-2290; 536-2365

Fax No: (63-49)536-4105;

(63-49) 536-7097

E-mail: nmm@agri.searca.org

For more information contact:

Dr. Christopher Wheatley

Agro-Enterprise Specialist

Centro Internacional de Agricultura Tropical
(CIAT)

Apartado Aereo 6713

Cali, Columbia

e-mail: chriswheatley@tazman.net

Dr. Nerlita M. Manalili

Head, Agro-Industrial

Development Program

SEAMEO Regional Center for Graduate Study
and Research in Agriculture (SEARCA)

College, Laguna 4031, Philippines

e-mail: nmm@agri.searca.org

Dr. Dindo M. Campilan

Social Scientist and Network Coordinator

Users' Perspectives With Agricultural Research
and Development (UPWARD)

Centro Internacional de la Papa (CIP)

c/o IRRI MCPO Box 3127

Makati City, Philippines

e-mail: d.campilan@cgiar.org

Dr. Nguyen Duy Duc

Director

Post Harvest Technology Institute

45 Dinh Tien Hoang, Dist. 1

Ho Chi Minh City, Vietnam

e-mail: phti@hcm.vnn.vn

2nd South East Asian Course on Sustainable Agroenterprise Development in a Microregional Context

31 March – 18 April 2003

Postharvest Training Institute (PHTI)

Ho Chi Minh City, Vietnam



Rationale

Recent years have seen a profound change in the focus of agricultural and rural development: in addition to

increasing primary production, agriculture now also needs to address poverty alleviation and environmental sustainability. Rural development is occurring in the context of macro economic policies that encourage trade liberalization (globalization), highlighting the importance of a market orientation, even for small scale agriculture, and competitiveness in both domestic and external markets. Rural agroenterprises are the nexus where production meets the market, and where considerations of commercial viability, social equity and environmental sustainability come together.

If the small scale agricultural sector is to make a sustainable contribution to economic development, and to receive equitable benefits from this process, new approaches methods and competencies are needed by the institutions that are concerned with rural development and their ultimate clients, the poor rural communities themselves. This includes the capacity to foster locally driven (area-based or microregional) development, identify long-term market opportunities, design and implement agroenterprise and supply chain development projects that build on these opportunities. Organizational schemes for linking small and large enterprises, small-scale clean processing technologies and ways to provide sustainable local financial and non-financial services for agroenterprises are likewise called for. Commercial opportunities need to be evaluated and developed in ways that ensure they are environmentally and socially sustainable.

The Centro Internacional de Agricultura Tropical (CIAT), SEAMEO Regional Center for Graduate Study and Research in Agriculture (SEARCA), Users' Perspectives With Agricultural Research and Development (UPWARD) and the Post-Harvest Technology Institute (PHTI, Ho Chi Minh City) are pleased to offer a training course that focuses on the

concepts and principles of sustainable rural agroenterprise development in a micro-regional context using a participatory approach where rural households and their local communities are key actors

in identifying and developing agroenterprises that meet their social, economic, and environmental goals.

The course is aimed at professionals from organizations that support local initiatives in rural and agroenterprise development, including the public sector, NGOs, universities, and private sector service providers. Course participants will acquire competencies that will enhance the range and quality of services offered to rural communities, and ensure the development of sustainable agroenterprises.

Training Objectives

The course seeks to strengthen institutions that support sustainable rural development through market-oriented agro-enterprises in an area based context, and by placing emphasis on:

- Local participation and empowerment in the development processes
- Approaches, methods and tools for market identification, agroenterprise project design, implementation and evaluation, and provision of sustainable support services
- Gaining hands-on experience through fieldwork and case studies

Course Title: Sustainable Agroenterprise Development in a Microregional Context

Course Offering

31 March – 18 April 2003
Postharvest Training Institute (PHTI)
Ho Chi Minh City, Vietnam

Course Language English. Proficiency in English is required

Course Design

The delivery of the course will entail talks, exercises, case study analysis, and field visits to rural enterprises and communities. The training course is comprised of five modules:

Module I - Policy Context, Macro Trends, and

Conceptual Framework

- SE Asia regional situation, policies and macro trends

- Key concepts in area-based agroenterprise development
- Sustainability and market oriented agroenterprises

Module II - Locally driven rural development

- interest groups and building local consensus
- sustainable livelihoods framework for project design and impact assessment
- market opportunity identification

Module III - Supporting agroenterprise projects

- Components: marketing, technology, product development, business plans, finance, management, export procedures
- Projects: methods for design of agroenterprise projects; cases
- Small enterprise clusters and networks
- Provision of business development services

Module IV - Designing better agroenterprise projects

- Fieldwork by participants and communities

Module V - Learning from our experiences

- cases from participants' own experience: presentation and discussion
- Course evaluation

Resource Persons

The course facilitators and lecturers will come from the co-sponsoring organizations, together with other invited resource persons from institutions who have played vital roles in agroenterprise development in Vietnam and the ASEAN region.

Course Fee: US\$ 1,500.00

(Inclusive of training kit, local field trips, food and accommodation)

US\$ 820.00 (excluding accommodation)

Deadline for Application is 15 March 2003.
