



# ASEAN SAFE, NUTRITIOUS FOOD PPP INITIATIVE WORKSHOP

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*Tuesday, February 25, 2020*

**1:30 PM — 5:30 PM**

**Ritz-Carlton Jakarta, Mega Kuningan**

**Jl. DR. Ide Anak Agung Gde Agung Kav.E.1.1 No.1, Mega Kuningan  
Jakarta 12950, Indonesia**

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**MSD**  
Animal Health

Time (PM)	Topic
1:30 – 2:00	<b>Registration for Participants/Panel Meetings</b>
2:00 – 2:10	<b>Welcome Remarks by Ambassador Michael Michalak, Senior Vice President and Regional Managing Director, US-ASEAN Business Council</b>
2:10 – 2:20	<b>Opening Remarks by His Excellency Momon Rusmono, Secretary-General, Ministry of Agriculture (invited)</b>
2:20 – 3:05	<p><b>PANEL 1: Indonesia Farmers' Ability to Grow Safe &amp; Nutritious Food – Setbacks &amp; Successes</b>  <i>As in the rest of Asia, Indonesian agriculture is dominated by smallholders who make up <a href="#">93% of the country's total number of farmers</a>. The <a href="#">11 million</a> small farm holdings of Indonesia have a challenging job: produce more food to feed a growing population in the face of extreme weather fueled by climate change – not to mention the impact of more pests, weeds and disease. This panel will take up the topic of Indonesian farmers producing safe and nutritious, the barriers they face, opportunities to address their challenges, and examples of successes to build upon.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Agus Ciputra, President Director, BASF Indonesia &amp; the Philippines</li> <li>• Pushpanathan Sundram, Senior Policy Advisor for Government &amp; Food Chain, Asia, Elanco Animal Health</li> <li>• Dr. Drh. Fajar Sumping Tjaturasa, Director of Animal Health, Ministry of Agriculture</li> </ul> <p><b>Moderator:</b> Ambassador Michael Michalak, Senior Vice President and Regional Managing Director, US-ASEAN Business Council</p>
3:05 – 3:50	<p><b>PANEL 2: Farm to Market in Indonesia: Moving Safe, Nutritious Food – Setbacks &amp; Successes</b>  <i>From transport, traceability to the role of technology, ensuring safe and nutritious food makes its way from farm to market is an essential component of delivering sustainable food security to Indonesian consumers. The discussion undertaken by this panel will explore existing obstacles in this portion of the Indonesian food value chain as well as successes that can be scaled up.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Patrik Jonasson, Director Public Policy, Asia-Pacific, GS1</li> <li>• Somwang Anusaksathien, General Manager, Thailand, Malaysia &amp; Indonesia, MSD Animal Health</li> </ul> <p><b>Moderator:</b> Mr. Duke Hipp, Public Affairs &amp; Strategic Partnerships, CropLife Asia</p>
3:50 – 4:00	<b>Networking Coffee/Tea Break</b>
4:00 – 4:45	<p><b>PANEL 3: Indonesia Consumer Awareness &amp; Actions around Safe, Nutritious Food – Setbacks &amp; Successes</b>  <i>Despite the strong growth in the Indonesian agriculture sector and overall economy over the past decades, about <a href="#">22 million people in Indonesia still endured hunger</a>. Millions of Indonesian children and adolescents continue to suffer from staggering rates of stunting and wasting. In addition, Indonesia must grapple with the '<a href="#">double burden</a>' of malnutrition in which undernutrition and overnutrition coexist. By consuming unsafe and unhealthy food, 260 million consumers in the country face a severe threat of foodborne illnesses. Food safety is absolutely paramount, and consumers also have a role to play in making food safe and healthy. This panel will examine Indonesia's awareness and practices around safe and nutritious food.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Ray Basrowi, Medical Director, Danone</li> <li>• Arif Mustolih, Head of Government Affairs for Indonesia, Malaysia &amp; Singapore, Herbalife Nutrition</li> <li>• Ratih Neumann, Director Regulatory and Scientific Affairs (SEA and India), Cargill</li> <li>• Christa Räder, Country Director, World Food Program Indonesia</li> </ul> <p><b>Moderator:</b> Mr. Chris Humphrey, Executive Director, EU-ASEAN Business Council</p>
4:45 – 5:20	<p><b>Q&amp;A /Breakout Session</b>  <i>This session will be an opportunity for public and private sector participants to take a closer look at each of the three areas, identify 2-3 opportunities from each based on the respective panel that can be explored for further development via Public Private Partnership Projects (potentially scaled up), and determine what challenges could arise restricting next steps.</i></p>
5:20 – 5:30	<b>Summary and Closing Remarks by Ambassador Michael Michalak, Senior Vice President and Regional Managing Director, US-ASEAN Business Council</b>