

# **Bidding Proposal for The 17<sup>th</sup> IFOAM Organic World Congress 2011**

**Submitted by  
The Korea Bidding Committee (KBC) for IFOAM OWC 2011**

## **Aims and Slogan**

*Slogan: "Toward An Environmentally Benign Community"*

The 17<sup>th</sup> IFOAM Organic World Congress (OWC) 2011 will focus on the International Scientific Conference under the theme of "Organic Agriculture toward an Environmentally Benign Community." The Congress intends to shape communities through providing a platform for sharing ideas about environmentally benign and safe organic agriculture and addressing broader themes of the organic movement, consistent with the major aims of the IFOAM OWC 2011. This historic event –the first of its kind in Asia- is structured to share the benefits including association with and exposure to both the domestic and international organic industry. Recognition of individual organizations in the organic industry is acknowledged and access to current and potential clients and decision makers will also take precedence in the upcoming Congress.

The 17<sup>th</sup> IFOAM OWC will contribute significantly to world peace by easing the tension between the two Koreas, with the intent of encouraging more participation of North Korean researchers and farmers in the OWC. Efforts will be undertaken to arrange visits for overseas participants to North Korean organic farms, in order to enhance understanding of North Korean agriculture. Furthermore, the Congress will also highlight the importance of rice cultivation in South Korea. Rice is the staple food of the Korean people and the implementations of organic rice agricultural methods such as duck-rice and crab-rice are some unique characteristics of Korean rice agriculture.

The 17<sup>th</sup> IFOAM OWC will also work to further increase the participation of developing countries (non-OECD member countries) in the OWC. The Korea Bidding Committee (hereafter KBC) recognizes the importance of more active participation of members from these countries and a special fund will be set aside to address their needs.

Organizing the IFOAM OWC and the General Assembly (GA) will be a huge challenge for South Korea. However, the KBC firmly believe this event will create ample opportunities to stimulate the organic movement in the country. This is the prime motivation for our willingness to host and organize this auspicious event. The KBC is committed to active cooperation with all other IFOAM members in South Korea to bring the event to life.

## **About the Host Country**

South Korea is a small country with a total area of about 98,480 square kilometers. It has a population of approximately 50 million and 6.8 percent of the work force is engaged in agricultural activities. South Korea has achieved an impressive record of growth and integration into the global economy making it the 11th largest economy in the world. South Korea has an agricultural history that is more than 5000 years old and at the present, there are over 8,000 certified organic farms (0.6%). Although organic agriculture is still at the budding stage, there has been a rapid growth of 40% annually for certified goods since 2000.

## **Past Experiences**

South Korea has served host to many international conferences organized by IFOAM member organizations. The 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Asian Research Network of Organic Agriculture (ARNOA) conferences held sequentially from 2002 to 2004, were organized by Dankook University Research Institute of Organic Agriculture (RIOA), and the Rural Development Administration (RDA). The 2<sup>nd</sup> and 6<sup>th</sup> IFOAM-Asia Conferences were also held in 1995 and 2004, successfully organized by RIOA and the Korea Organic Farming Association (KOFA). Likewise, the Uljin Organic Food Expo was held in 2004 through the strong initiative of RIOA. Furthermore, South Korea has also successfully staged two international symposiums on organic agriculture held in Jeonnam Province in 2002 and 2004 respectively. On 13~14 March 2008, RIOA also organized the ISOFAR Conference on "Organic Agriculture in Asia", with the participation of IFOAM.

The KBC believe the successful outcomes of these previous experiences reflect our absolute capabilities to host and organize such an international event and to secure confident mandates in this regard.

This is our second attempt to bid for the hosting of the OWC after our initial bid in the 16<sup>th</sup> IFOAM General Assembly in Adelaide in 2005.

## **Hosting Organizations**

All nine IFOAM members in South Korea (CONU, DRSK, GOAA, HSRI, KOFA, KFSAO, RIOA, SPACE, UATC) have come together to cooperate fully to host the 17<sup>th</sup> IFOAM OWC and the Korea Bidding Committee (KBC) was established in July 2007.

The KBC seeks to play a leadership role within the international organic community through the hosting of the 17<sup>th</sup> IFOAM OWC and General Assembly (GA) in June 2011.

## **Sponsors**

The KBC has already received pledges of support for the 17<sup>th</sup> IFOAM OWC 2011 from the following sponsors:

- Gyeonggi Province and Namyangju City
- Ministry for Food, Agriculture, Forestry and Fishery (MFAFF)
- Rural Development Administration (RDA)

The KBC has been greatly pleased to learn that Governor Kim, Moon-soo has also promised his full support in an official letter to the IFOAM head office expressing the willingness of Gyeonggi Province in providing financial and administrative support to ensure the success of the IFOAM OWC 2011.

As a sponsoring government authority, Gyeonggi Province assures funding of 2 billion won (equivalent to US\$ 2 million) in support for the KBC's successful organization of the IFOAM OWC 2011 for entire 7-day period including the GA.

The KBC intends to invite many diverse keynote speakers as well as numerous participants from developing countries for their valuable contribution to the IFOAM OWC 2011. The KBC will gladly accept full responsibility for publications of the proceedings of the events. Appropriate simultaneous language translation will be provided at a professional level in English for international participants and Korean for local participants.

The KBC will host the IFOAM GA for 3 days just after the IFOAM OWC in Gyeonggi Province and will provide the following services (free of charge):

- providing the venue for the GA and subgroup meetings,
- organizational support to IFOAM staff in accommodation searches for GA participants and in conducting the GA,
- providing technical and audiovisual equipment support for the GA,
- hosting a social event (reception) on the first evening of the GA

## **Conference Venue**

### ***Gyeonggi province***

Gyeonggi province, located in the mid-western region of South Korea, embraces Seoul and Incheon. It offers a variety of beautiful tourist destinations and cultural facilities along the Han River. It is also proud to embody traditional Korean culture with historical sites such as the Suwon Hwaseong Fortress, the Korean Folk Village and Icheon city, renowned for its ceramics industry. The Sang-Am World Cup Stadium also lies in proximity to this province and is one of the many recommended tourist destinations.

Gyeonggi Province has 198,000ha of land under cultivation. Farmhouses number 142,000 units and the population devoted to agriculture stands at 457,000 people, easily making it the core of the South Korean agriculture industry. The province has made a strong commitment to decrease the use of chemical fertilizers and agrochemicals in its goal to encourage sustainable agriculture. The use of pesticide-free pest control is strongly encouraged and the province has seen much progress in the expansion of organic certification programs. Of particular note, the Paldang Watershed Area in Namyangju City is a point of origin for organic farming in South Korea.

## ***Proposed Venues***

The proposed venues of the events of the 17<sup>th</sup> IFOAM Organic World Congress (OWC) 2011 will center around Namyangju City.

Namyangju City is located about 20 km from the capital city of Seoul and is at the confluence of two rivers. 42% of Namyangju City is protected as a watershed area and this has led to a rapid growth in organic agriculture. And in Jo-am-ri where the Korean Film Council (KOFIC) Studios is situated, 80% of agricultural households engage in the cultivation of organic vegetables.

The KOFIC Studios extend over 12,100 square meters in area and is the largest of its kind in Asia. Excellent accommodation, seminar rooms and restaurants are also available to facilitate the hosting of conferences and international events. It also incorporates over 9000 square meters in open sets with six indoor studios for recording, film development and digital visual effects. Shuttle buses run frequently to nearby towns. And furthermore, its proximity to organic farming sites in the Paldang Watershed Area and historic sites serves as a further tourist attraction to the area.

## **Events**

### ***Conferences, Seminars and Workshops***

**Conference:** IFOAM, ISO FAR

**Seminar and Workshops:** Organic Seed, Permitted Materials, Organic Cotton, Aquaculture, Viticulture, Stockless Farming, Life Cycle Assessment, Multi-function, Rice, Beverages, Herbs, Medicinal Plants, Compost, Biodiversity, Bio-hotel, C-sequestration, School Meals, Toys, Fashion, Slow Food, Green Tourism, Bio-gas, GMO, Certification, Fair Trade, Marketing, Capacity building, Gender, Education & Extension, Training manuals, Single International Standards, Indigenous Knowledge, Eco-village, Lobbying, etc.

**Tours:** The pre- & post-conference tours will be organized during the conference to ensure the success and vitality of the events. Four different pre- & post-conference tours are planned as follows;

- 1) Route A (Korean organic agriculture); 5-day tour of Korean organic farming sites from volcanically-built Jeju Island, Gyeonggi province and the Gangwon highlands as well as Seoul sightseeing tours
- 2) Route B (Organic farming in South & North Korea); 5-day tour of organic farming sites in South & North Korea including the Demilitarized Zone (DMZ) “Panmunjeom” and Mt Geumgang
- 3) Route C. (Korean & Japanese organic agriculture); 3.5-day tour of Japanese organic farming sites including sightseeing in Kyoto and Tokyo & 3.5-day tour of Korean organic farming sites including sightseeing in Seoul.

- 4) Route D (Korean & Chinese organic agriculture); 3.5-day tour of Chinese organic farming sites including sightseeing in Beijing and Great Wall & 3.5-day tour of Korean organic farming sites including sightseeing in Seoul.

### **Services Provided**

**Publicity:** Publicity is divided into two parts;

- 1) **On the national level:** The schedule for IFOAM OWC will be broadcasted on radio and advertised in women's magazines, agricultural magazines, Life Style & Culture Food Magazine, etc.
- 2) **On the international level:** Internationally, the programme will be advertised on the homepages of IFOAM, ISOFAR, as well as the Organizing Committee. Also, it will be advertised in the IFOAM newsletter. In addition, publicity activities will be undertaken at different international exhibitions such as BioFach, Natural & Organic Products Exhibition (U.S.A.), Organic Food (Hong Kong), Natural Food (U.K.), etc.

**Language translation:** There will be provisions made for appropriate simultaneous language translation at a professional level in English for international participants and Korean for local participants.

### **What You Can Expect From the 17<sup>th</sup> IFOAM Organic World Congress (OWC) 2011 in South Korea**

Participants will be rewarded with a unique experience at the 17<sup>th</sup> IFOAM Organic World Congress (OWC) in June 2011 in South Korea. The events will feature the new and exciting organic approaches practiced in South Korea. Extensive conference tours will provide the participants with an enriching experience and overwhelming pleasure. The 17<sup>th</sup> IFOAM OWC will bring together the world's leading organic farming practitioners, policy makers and innovators to interact on the sustainability of organic farming and investigate long-term strategies for the future. It would be more than worth the effort for those who participate in the 17<sup>th</sup> IFOAM OWC in South Korea.

### **Provisional Budget**

*Please refer to the attached file for the budget plan.*