



**Proposal for Taiwan hosting  
IFOAM 2011 International Conference**

**The 17th IFOAM Organic World Congress**

**June 18-24, 2011 in Taipei Taiwan!**

**Towards a sustainable World**



**Taiwan** As one of the strongest and fastest growing economic powers in the Asia-Pacific region, as well as the world, Taiwan is strategically located both at the heart of Asia and on the doorstep to China, ideally positioned to further growth and expansion.

Dynamically emerging as the regions new trade capital, the thriving metropolis of Taipei is well equipped to meet the complex demands of the 21st Century, rapidly becoming one of the most vital and exciting international business destinations on the map.



**Towards a Truly Sustainable World** was chosen as the motto for the Congress to highlight the role of organic agriculture in sustaining healthy, vibrant society.

## Venue

Proposed Congress and GA Venue:

Taipei International Convention Center (TICC)

1 Hsin-Yi Rd., Sec. 5, Taipei 110 Taiwan [www.ticc.com.tw](http://www.ticc.com.tw)

Tel : +886-2-27255200 ext 3517 or 3518

Fax : +886-2-2723-2590



Located in the Taipei World Trade Center (TWTC), a 4-in-1-business complex that is the focal point of Taiwan's international trade activities, the TICC brings a comprehensive range of business resources within easy reach of event-goers. TWTC facilities include product displays, world-renowned trade exhibitions, information and consulting services, as well as deluxe and modest hotel accommodations.



When it comes to organizing an international congress with multiple simultaneous translation requirements, hosting an annual meeting, coordinating a gala meal, a reception with full catering, or a series of business conferences -- whatever the requirements, and no matter how unconventional the meeting could be, the TICC has the available facilities, technical services, and operational support for a successful result every time.



Since its opening in 1990, the TICC has hosted numerous prominent international events. To name a few, some events included the Lions International Convention, the Rotary International Convention, the JCI Conference, the ICCA General Assembly, the World Congress on Information Technology, the Kiwanis International Convention, Global Telecommunications Conference and International Council of Nurses 23rd Quadrennial Congress.



The most exciting news will be, the 17th IFOAM OWC and GA will be held in conjunction with the **Taipei International Food exhibition 2011**, an annual event that held in 2<sup>nd</sup> half of the month of June. We will take advantage of this marvellous event to arrange An "IFOAM Pavilion" in the show so as for all participants of IFOAM OWC to promote its products/ services in the exhibition.

**All IFOAM OWC Participants/Exhibitors will receive full market support services from ATOAP**

**FOOD TAIPEI –The IFORM Pavilion in FOOD TAIPEI June 18 ~ 21, 2011**



## The Perfect Platform to Launch into the Hottest Taiwan & Overseas Market

- One of Asia's best food shows
- 2007 Show had 898 exhibitors from 41 countries (including 32 National Pavilions) using 2449 booths, attracting nearly 3,000 buyers from more than 80 countries and over 40,000 visitors



- It offers excellent business opportunities for Asia's growing consciousness for a healthy lifestyle. Food Taipei 2011 IFOAM Pavilion is the meeting point for organic supply and demand.



Personal relationship is the key to success in Asia Market! Take advantage of the opportunity to treat visitors to our IFOAM Pavilion, and your list of clients will grow.

Food Taipei 2011 IFOAM Pavilion is the excellent opportunity for IFORM OWC participants to:

- Export organic products to Asia market
- Create brand awareness
- Introduce oneself as a supplier
- Underline his/her commitment to the organic movement
- Establish and deepen his/her business ties

### **3 in 1 arrangement**

Pre-conferences related to specific themes will be held 16 to 17 June in the Taipei World Trade Centre Exhibition Hall.



The IFOAM GA will be held in the Taipei International Conventional Centre 22 to 24 June 2011.

Gala dinner will be organized to welcome all the participants in the first night of arrival.

This 3 in 1 arrangement will not only attain the overall objective of the IFOAM Organic World Congress (OWC), but also

- Uniting the organic world to achieve our common mission
- Creating a platform of international exchange for the organic movement
- Networking the organic sector
- Increasing IFOAM membership
- Generating revenue for IFOAM
- Gaining public and media attention
- Enjoying and celebrating our common cause and our achievements
- Raising awareness about gender equality in the organic sector and its institutions

### **Accommodation Information:**

The hotels in Taipei are varied and have a wide range of services to suit everyone's needs. There are over 50 high-class hotels in the Taipei area for you to choose from and the best part is they are all affordable. The accommodation provided will range from USD\$70-280 per night depending on your choice of three to five star hotels.



### **Transportation**

#### **Air Travel**

Taiwan is located at the crossroads of some of Asia's busiest air routes; travel to and from the island is easy and convenient. The island has two international airports and served by over 56 airlines from Asia, Europe, and N. America. The Taoyuan International Airport in the north is located 40km to the southwest of Taipei.





### **Taiwan High Speed Rail (THSR)**

The newly completed modern Taiwan High Speed Rail provides a fast, safe, and comfortable method of traveling along the west coast of Taiwan. It is a bullet train based on Japanese Shinkansen technology that covers the 345km route on the West Coast from Taipei to Kaohsiung in roughly 90 minutes as opposed to 4-6 hours by conventional rail.

### **Special Program and Special Events:**

A whirlwind tour of Taiwanese culture is planned for this Congress. The Congress will offer a full range of social events; different cultural shows and excursions will be available for all the participants to choose from. See a live show at the National Concert Hall or Sun Yat-Sun Memorial Hall. Visit the Yehliu Geopark, the, One of the most famous scenic spots is the so-called "Queen's head", and the others are, as named by their shapes,



"the fairy's sandal", "bee's hives", etc. You will admire the fantastic geographic art of Nature. Take a shopping exhibition to Yingge and see the ceramic bowls and urns that have been part of the island's heritage for centuries being made and buy a few decorative pieces. It will also be possible to visit Taiwan Aboriginal organic villages and discover their very specific culture in Asia.

### **The Centennial**

The island of Taiwan will mark its 100<sup>th</sup> year anniversary of the government that has allowed Taiwan to become such a booming economic power in the region before any other country was achieving such reforms. The island will be a flourish with activity to celebrate its birthday. This means more activities for foreign guests and dignitaries when visiting in 2011. This is the perfect opportunity to get the most value of entertainment, fun, and productivity by using the combination of forces celebrating both events of IFORM OWC and Taiwan's democracy on the island of Taiwan in 2011.



## Organizer:

ATOAP – Association of Taiwan Organic Agriculture Promotion- is a nationwide established association in Taiwan. The Taiwan members of IFOAM are the core of the association, including AGBT - Advances Green Biotechnology Inc. AVRDC - The World Vegetable Center, GFF - Green Formosa Front, Ming Dao University, MOA - MOA International Foundation of Natural Ecology, Organic Lifestyle Magazine, Sheng chung Industrial Corp. TOAF - Tse-Xin Organic Agriculture Foundation. The main aims of ATOAP are as follows:

- to promote the technology of organic agricultural production, and preparation
- to provide with technical guidance in production and preparation,
- to institute production guidelines, to inspect, control and certify the organic production,
- to negotiate with the government authorities on behalf of organic farmers,
- to encourage more agricultural land to convert to organic production by having a vital and expanding market for organic products so that the environment, the planet and future generations are protected.
- The long-term purpose is to make Taiwan an organic country.
- Our members consists scholars, government officials, producers, Researchers, certifiers, consumer organizations, organic products distributors.

## Co-organizers:

COA: Council of Agriculture Executive Yuan <http://www.coa.gov.tw/>

TAITRA: Taiwan External Trade Development Council [www.taitra.org.tw](http://www.taitra.org.tw)

COAA - Chinese Organic Agribusiness Association (ALSO MEMBER OF IFOAM)

[Ming Dao University](#) (ALSO MEMBER OF IFOAM)

[MOA](#) International Foundation of Natural Ecology (ALSO MEMBER OF IFOAM)

[Organic Lifestyle Magazine](#) (ALSO MEMBER OF IFOAM)

Sheng Chung Industrial Corp. (ALSO MEMBER OF IFOAM)

[TOAF](#) - Tse-Xin Organic Agriculture Foundation (ALSO MEMBER OF IFOAM)

Asian Vegetable Research and Development Center (AVRDC)



**Sponsors:**

Ministry of Economic Affairs,  
Ministry of Foreign Affairs  
Taiwan Sugar Corporation  
Uni-President Enterprise  
Government Information Office  
Taipei City Government  
China Airlines  
Council of Culture Affairs  
Taiwan Farmer's association  
Council of the Indigenous Peoples, Executive Yuan  
Acer Technologies  
Asus

**Financial estimate for hosting IFOAM 2011 International Conference**

Estimate Budget: 2.00 Million Euro

Cost/ revenues					
	Revenues from registration	Revenues from public institution	Private sponsor	Total revenues	
OWC	760,000.00	110,000.00	300,000.00	1,170,000.00	1,170,000.00
Parallel conferences	50,000.00	40,000.00	100,000.00	190,000.00	190,000.00
Food Taipei 2011 IFORM Pavilion	10,000.00	20,000.00	50,000.00	80,000.00	80,000.00
Cultural and side events		400,000.00	160,000.00	560,000.00	560,000.00
Total	820,000.00	570,000.00	610,000.00	2,000,000.00	2,000,000.00

The official language of entire conference will be English.



## Proposed subjects for discussion:

- Organic farming and Asia rural development

Consumers and society are asking for divers services from agriculture. Healthy and safe food, clean drinking water, protection of nature, care for farm animals, production of renewable energy, and a balanced development of rural areas are the some of the equitable requests.

However, issues such as globalization, increased trade and demographic changes provide Asian farmers, food producers and policymakers with new and huge challenges. In this situation, organic agriculture might offer possible solutions to a number of key challenges.

- Organic farming's role in Asian agricultural and environmental strategies
- Improving quality and safety and maximizing benefits to consumers and producers
- Discussions on organic inspection and certification.
- Upgraded trainings, advisory services (crucial to support farmers in the new, more market-oriented environment with advice on appropriate cropping patterns, new farming techniques, and the improvement of marketing practices),
- Research on organic agriculture,
- Improvement of farmers' income,
- Producers' organisations support,
- Conversion aids,
- Promotion of organic products to consumers,
- Clear certification system and labelling,
- Education and information for producers as well as consumers and marketing innovations.
- GMO issues

It is open to everyone interested in organic agriculture and sustainable development - farmers, researchers, advisors, food processors, traders, certifiers, policy makers and consumers.

## Taiwan will be your best destination in 2011

Taiwan bidding promotion video download:

Download 1: <http://download.yousendit.com/8EE3C2B246A93064>



Download 2 : <http://hitechvision.myweb.hinet.net/OA0320-1.wmv>

