

**MAFF**


Ministry of Agriculture, Forestry and Fisheries



**Invitation letter**

**Promotion Explanation Meeting  
Smart Agriculture Demonstration Support Consignment Project in Southeast Asia(Phillipines)**

In collaboration with the Philippine Department of Agriculture, Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) will organize "Promotion Explanation Meeting". In the meeting, Japanese presenting companies will introduce their smart technology. We would like to cordially invite you to the meeting.

<b>Background</b>	
The Joint Statement on Sustainable Agricultural Production and Food Systems (July 2021) agreed by the Japanese government with the governments of Southeast Asian countries states that "innovation in the realm of agriculture and related industries is the key to sustainable agricultural production and food systems, especially for small- and medium-sized farmers, and private sector investments need to be encouraged to enhance this innovation," and further states that " international collaboration is important to introduce innovative and sustainable agricultural practices and technologies such as digital tools, machineries and pest control tool."	
<b>Purpose of the workshop</b>	
<ul style="list-style-type: none"> <li>• The smart agriculture technology of Japanese companies is recognized by the Philippine government and businesses, aiming to further collaborate with local Philippine agencies for future business expansion.</li> <li>• Matching Japanese companies possessing a smart agriculture technology with Philippines partners such government agencies, companies, organizations</li> </ul>	
<b>Date and Time</b> : 13:30, February 28(Fri), 2025	
<b>Venue</b> : Seda Vertis North Hotel(Sola corner Lux Drives, Vertis North Quezon City)	
<b>Form of a meeting</b> : Hybrid format of on-site venue + online (MS Teams or Zoom)	
<b>Language</b> : English	
<b>Registration</b>	<a href="https://forms.office.com/r/AHEViJv8mu">https://forms.office.com/r/AHEViJv8mu</a> 

### Promotion Explanation Meeting(Program)

Time	Agenda/Presentation title	Responsible/Presenter
13:00 -13:30	Registration	
13:30 -13:40	Opening Remarks	Hon. Cheryl Marie Natividad- Caballero Undersecretary for High Value Crops Department of Agriculture Philippines
13:40 -13:50	Opening Remarks	Mr. Sato Fumiaki, Deputy Director, Bilateral Affairs Division, Export and International Affairs Bureau, MAFF Japan
13:50 -14:10	Future of agriculture and Marchen Group initiatives	Mr.Sumizawa Daisuke, Representative, Marchen Group LLC
14:10 - 14:30	Development of Agricultural Cooperative Models (DX in Production, Management, and Cooperative Administration)	Mr.Takahashi Akihiko, CEO Mr.Tran Gia Nhi, Market Development Officer, Sorimachi Vietnam Co.,Ltd.
14:30 - 14:50	Farm management service construction project using remote sensing technology for Philippine banana industry	Mr. Fukatsu Hiro, Executive Director and Managing Executive Officer, E-Supportlink Ltd
14:50 - 15:10	Tea Break	
15:10 - 15:30	Improving Farm productivity and Realizing sustainable agriculture through DNPH's technology innovation and farmer education	Mikki Hontiveros, Supervisor, Denso Philippines Corporation
15:30 - 15:50	Initiatives for Promoting AR Farming Assistance App 'Agri-AR' in Philippines: Test implementation & workshop for local farmers in Bicol Region	Mr. Kishi Keisuke, Representative, Root Inc.
15:50 - 16:10	Q & A	
16:10 - 16:50	Networking • Intercommunion	
16:50 - 17:00	Closing Remarks	ONE-VALUE INC.

\* Japanese companies will set up their booths to introduce their smart agricultural technologies.

Should you have any inquiries, please kindly contact to the following email address.

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