

Microfinance and Marketing Linkage

Bangkok-Pattaya-Ayutaya, Thailand

October 10th – 14th, 2016

1. Background and Overview

Bank of Agriculture and Agricultural Cooperatives (BAAC) – established in 1966 – has been a well known and recognized as government own specialized financial institution in Thailand and in the Asia Pacific region for its outreach of agricultural credit. From many years of operation in farm lending, BAAC learned that credit alone could not fulfill the need of the farmer clients. They need good farm supplies at reasonable prices as well as fair markets to absorb their farm produces.

In response to this, BAAC launched the credit in kind system in 1980 and farm produce correction program in 1984 to assist farmer clients in negotiating buyers on prices, quality, and delivery and payment procedures. Later, the operations have been gradually improved and developed into various forms which now still exist and been recognized today as major tools to influence the market on the benefit of the farmers such as the construction of central market, the government subsidized crop pledging schemes etc. The turning point of the operation is the establishment of Agricultural Marketing Cooperative (AMC) which took over BAAC role of farm supply and farm produce marketing functions.

BAAC would then only assume the important role of supporting and carrying out government mandate aimed at controlling the supply and stabilizing the market prices for agricultural produces. It is worthwhile for APRACA members to share the experience of BAAC in this regard. With this study visit program, the participants will be given the opportunity to learn the development, explore and study the models of financial and marketing linkages developed by Bank for Agriculture and Agricultural Cooperatives (BAAC)

2. Program Objectives

The objectives of the study visit are;

2.1 to familiarize the participants with various marketing support programs and marketing arms of BAAC.

2.2 to familiarize the participants with the different features of marketing support programs e.g. crop pledging schemes, agricultural central market, BAAC business center in agricultural wholesale market, Agricultural Marketing Cooperative movement etc.

2.3 to explore Thailand most renowned product improvement and marketing, One Tambon One Product Scheme, and to observe of marketing linkages and products of credit union and Non Government Organization (NGO)

2.4 to share experience among participants of different countries on marketing linkages.

2.5 to provide participants with the opportunities to understand the concept facilitate their skills in formation of the project or be in a position to apply the tools and learn from the study visit to their situation

3. Duration and date

The study visit will cover 7 days, including travel time. The schedule is **October 10th – 14th, 2016**

4. Participants

The participants will be for middle and senior level officers who are involved in policy formulation, operating supervision in various rural finance institutions or specialized financial institutions

5. Contents

The program has been designed to facilitate learning through interactive methods including discussion and field visit. The participants will have opportunity to interact with the farmers and officials of various agencies involved in the Financial and Marketing Linkage Program. At the end of the program participants will have opportunity to have Group discussion to share viewpoint, make conclusion and recommendation. The contents are as follows:

5.1 Introductory session

5.2 Overview of BAAC

5.3 The initial role of BAAC in farm input supply and farm produce marketing

5.4 Formation of Agricultural Marketing Cooperative (AMC) and its APEC organization – Thai Agribusiness Company limited (TABCO).

5.5 AMCs and TABCO ongoing business operation

5.6 Various kinds of marketing support programs – crop pledging, central market, crop marketing projects,

6. Costing

6.1 Administrative Fee (5 days)

The Program fees are recommended to be charged per participant.

Staying a double bed room (2 person stay together)

\$USD 1,000 per person (\$USD 200 / Person/Day)

Staying in a single room

\$USD 1,200 per person (\$USD 240 / Person/Day)

The fee which includes:

-Airport picks up and returns

-Luncheon and Snacks (As shown in Schedule)

-In-land transportation

-Resource person honorarium

-Field study visit fees

-Accommodation (6 nights at 3 stars Hotel) including breakfast

The 3 star-hotels

6.3 Payment

The fee should be paid in advance by transferring to Chamnien Saranaka Account, otherwise paying in cash by USD on arrival.

STANDARD PAYMENT INSTRUCTIONS FOR TRANSFER FUNDS

TO BENEFICIARY

OF BANK FOR AGRICULTURE AND AGRICULTURAL CO-OPERATIVES (BAAC) IN THAILAND

FIELD	DETAILS
Account with Bank (Field 56)	SWIFT: ICBKUS33 Name: INDUSTRIAL AND COMMERCIAL BANK OF CHINA (NEW YORK) FED ABA: 026014591 CHIPS ABA: 1459
Beneficiary's Bank (Field 57)	BIC/SWIFT Code: BAABTHBK Name: BANK FOR AGRICULTURE AND AGRICULTURAL COOPERATIVES BANGKOK, THAILAND
Beneficiary's Name & Address (field 59)	Account Number: 010002509056 Beneficiary Account's Name: CHAMNIEN SARANAKA FUND 469 NAKHONSAWAN ROAD SUAN CHILADA DUSIT BANGKOK 10300 THAILAND

7. Contact person

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Summary of Countries and Territories entitled for Visa Exemption and Visa on Arrival to Thailand

Ordinary Passport							Diplomatic/Official Passport		
Nationals of the following countries may apply for Visa on Arrival	Nationals of the following countries may enter Thailand without a visa						Nationals of the following countries may enter Thailand without a visa		
	Tourist Visa Exemption Scheme			Bilateral Agreement			Bilateral Agreement		
Period of stay	Period of stay			Period of stay			Period of stay		
15 days	** 30 days			14 days	30 days	90 days	30 days	90 days	
Andorra	Australia	Oman	* Brazil	Cambodia	Hong Kong	Argentina	Cambodia	Albania	Nepal
Bulgaria	Austria	The Philippines	* Korea (ROK)		Laos	Brazil	Brunei	Argentina	Panama
Bhutan	Belgium	Poland	* Peru	Myanmar	Macau	Chile	China	Austria	Peru
China	Bahrain	Portugal		(International Airports only)	Mongolia	Korea (ROK)	Ecuador	Belarus	The Philippines
Cyprus	Brunei	Qatar			Russia	Peru	Hong Kong	Belgium	Poland
Ethiopia	Canada	Singapore			Vietnam		Indonesia	Bhutan	Romania
India	Czech Republic	Slovak					Laos	Brazil	Russia
Kazakhstan	Denmark	Slovenia					Macau	Chile	Slovakia
Latvia	Estonia	Spain					Mongolia	Colombia	South Africa
Lithuania	Finland	South Africa					Myanmar	Costa Rica	<u>Spain</u>
Maldives	France	Sweden					Oman	Croatia	(Diplomatic only)
Malta	Germany	Switzerland					<u>Pakistan</u>	Czech Republic	Sri Lanka
Mauritius	Greece	Turkey					(Diplomatic only)	<u>Estonia</u>	Switzerland
Romania	Hong Kong	UAE					Singapore	(Diplomatic only)	Tajikistan
San Marino	Hungary	UK					Vietnam	<u>France</u>	Tunisia
Saudi Arabia	Iceland	USA						(Diplomatic only)	Turkey
Taiwan	Indonesia	Vietnam						Germany	Ukraine
Ukraine	Ireland							Hungary	Uruguay
Uzbekistan	Israel							India	
	Italy							Israel	
	Japan							Italy	
	Kuwait							Japan	
	Liechtenstein							Korea (ROK)	
	Luxembourg							Liechtenstein	
	Malaysia							Luxembourg	
	Monaco							Malaysia	
	The Netherlands							Mexico	
	New Zealand							Montenegro	
	Norway							Morocco	
								(as of 18 Feb 2016)	
								The Netherlands	

Department of Consular Affairs, 10 February 2016

Remarks

* Nationals of Brazil, Republic of Korea and Peru are entitled for tourist visa exemption scheme. Meanwhile, Thailand also holds bilateral agreements on visa exemption for holders of diplomatic, official and ordinary passports for a visit of not exceeding 90 days with Brazil, Republic of Korea and Peru.

** If such nationals enter the Kingdom at the immigration checkpoints which border neighboring countries, they will be allowed to stay for 15 days each time, except (1) Malaysian nationals who cross the borderline from Malaysia, (2) Nationals of the G7 countries: USA, UK, Canada, France, Germany, Italy and Japan, whose granted period of stay will not exceed 30 days each time. In addition, such nationals who hold diplomatic and official passports are also practically exempted from visa for tourism.

Tentative program
Microfinance and Marketing Linkage
Bangkok-Pattaya-Ayutaya, Thailand
October 10th – 14th, 2016

Day 1 (Sunday)

Arrival at Suvarnabhumi International Airport and Check in at Hotel in Bangkok

Day 2 (Monday)

09.30-10.00

Open the Programme
Courtesy call at BAAC Head Office

10.00-10.30

Orientation and Expectation Discussion
Thailand in Brief

10.30-10.45

Tea Break

10.45-12.00

(BAAC)

Briefing on Bank for Agriculture and Agricultural Cooperatives

- BAAC Role in Rural Development
- Credit plus Service
- BAAC and Strategic partners (APRACA, Government Agencies, RACAs)
- Marketing and Finance Linkage

12.00-13.00

Luncheons

13.00-14.30

Introductions to Agricultural Marketing Cooperatives (AMC)

- Structures and Administration
- Production and Marketing Linkage (both collective buying and selling services)
- Collective Services

14.45-15.00	Tea Breaks
15.00-16.00	Visit BAAC Museum
18.00	Welcome Dinner

Stay Overnight at Hotel in Bangkok

Day 3 (Tuesday)

09.00-12.00	Introductions to One Tambol One Product Scheme (OTOP) <ul style="list-style-type: none">- Local Wisdom Identification and Promotion- Value Added and Value Creation for Local Products- Selection and Improvement Mechanism for Local Product (Star Given System)- Marketing and Marketing Promotion of OTOP Products
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12.00-13.00	Luncheons
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13.00-16.00	Visit Association of Asian Confederation of Credit Unions (ACCU) <ul style="list-style-type: none">- Financial and Marketing Linkage- Rural Saving and Credit
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Proceed to Pattaya, Chonburi Province

Stay Overnight at Hotel in Pattaya

Day 4 (Wednesday)

08.30-12.00	Visit BAAC Branch in Pattaya
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12.00-13.00	Luncheons
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13.00 -16.30	Visit AMC <ul style="list-style-type: none">-Briefing on Credit and Marketing Linkage- Organic Farm
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Process to Ayutaya

Stay Overnight in Ayutaya, Province

Day 5 (Thursday)

08.30-12.00 - Visit the Support Arts and Crafts International Centre of Thailand
(Public Organization)
- Bang Sai Royal Folk Arts and Crafts Center

12.00-13.00 Luncheons

13.00-16.00 - Visiting Farmer Group of OTOP Production
Process to Bangkok
Stay Overnight in Bangkok

Day 6 (Friday)

09.00-12.00 - visit Marketing Organization for Farmers (High Quality Farm's Product)
- Visit Dairy farming Promotion Organization of Thailand

12.00-13.00 Luncheons

15.00-16.00 wrap up the site visit programe
Stay Overnight in Bangkok

Day 7 (Saturday)

Departure for Home Country

Contact person:

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