



科技创新与品牌共享

Technological Innovation and Brand Sharing

2016品牌农业发展国际研讨会

2016 Brand Agriculture Development International Symposium

国际联盟手册

World Union of Agricultural Associations

主办单位：中国优质农产品开发服务协会、中国农产品市场协会

联合主办单位：四川省蒲江县人民政府

支持单位：联合国粮农组织驻华代表处、农业部国际合作司

国际合作伙伴：圣加仑大学中国研究中心

协办单位：中国农业电影电视中心、中国互联网新闻中心、《优质农产品》杂志、《世界农业》杂志

承办单位：中国品牌农业网

Host: China Good Agri-products Development and Service Association、Chinese Agri-Products Marketing Association

Co-Host: People's Government of Pujiang County, Sichuan Province

Supporters: Food and Agriculture Organization of the United Nations Representative Office in China Department of International Cooperation, Ministry of Agriculture

International Cooperation Partner: China Competence Center (CCC) St. Gallen University Co-Organizers: High Quality Agricultural Products Magazine、China Agriculture Film and Television Center、China Internet News Center、World Agriculture Magazine

Organizer: China Brand Agriculture Network

Organized by: China Brand Agriculture Network (<http://www.zgppny.com/>)

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国际农业协会联盟

World Union of Agricultural Associations

国际农业协会联盟（WUAA）是一个全球性的非营利非政府组织，致力于世界各地农业协会的发展和合作。本协会联盟的目标是通过政策宣传、信息传播、活动组织、培训、出版物、国际贸易平台搭建、网络链接等方面，促进农业领域的多边贸易发展及国际合作，从而成为最具代表性、最有效和最具领导性的国际组织之一。

国际农业协会联盟希望通过加强农业协会之间的交流和合作，为各国农业产业建立一个联通性的信息技术服务和贸易对接平台，在全球范围内建立一个开放、包容、互惠的行业协会服务联盟。推动各国农业品牌融入世界市场，提升优质农产品品牌的影响和地位，促进先进技术、经验和模式的推广，提高农产品流通效率和食品质量安全水平，促进建立农产品进出口的顺畅通道，加深全球多边贸易过程中的沟通和协作。

国际农业协会联盟的发展愿景是在未来能发展成为有国际声望的国际 NGO 组织，拥有来自世界不同地区的成员代表，包括永久贸易平台、高级产业咨询机构等。

The World Union of Agricultural Associations (WUAA) is a global non-profit and non-governmental organization, focusing on the development and cooperation of the agricultural associations around the world. The mandate of the WUAA is to become one of the most representative, effective and leading international organization which aims at the development of multilateral trade in the field of agriculture and promotion of international cooperation worldwide through policy advocacy, information dissemination, events, trainings, publication, international trade platform, network linkages, etc.

The WUAA endeavors to construct an open, inclusive and win-win for all alliance of agricultural industry associations on a global scale which dedicates to the promotion of exchange and cooperation among member associations, building a platform of connectivity in the areas of information, technology, service and trade of agro-products. The WUAA is to promote agricultural brands of the member countries at the world market, elevate the influence and status of high quality brand agro-products; coordinate the communication and promotion of the advanced agro-technology, experience and development mode, elevate agro-product circulation efficiency and level of food quality safety, promote the establishment of a smooth agro-products passageway of imports and exports, and deepen communication and collaboration in global multilateral trade.

Furthermore, the WUAA is to emerge as a powerful international NGO with representatives from different parts of the world that include permanent trade platforms, senior industrial consultant agencies, etc.

愿景：

农业行业协会是各国产业发展和国际市场开发的引导者及服务者。在稳定产销，保障市场供应，引导农业生产规模化、集约化、标准化，把关食品安全，促进社会稳定等诸多方面发挥着重要作用，在产业发展、企业品牌建设、市场拓展等方面做出了突出贡献。推动多边贸易渠道更加开放、包容发展，是协会开展国际合作的核心目标，符合各国农业产业的共同利益及协会会员的普遍诉求。全球农业行业协会战略联盟将贸易合作、共同发展作为主题，目的是聚合各国农业协会及全球性产业协会，共同构建一个全球贸易下的信息传播、科技交流、进出口合作、本地化服务的平台，通过定期交流机制，协助成员互相了解其他成员市场，跨越贸易壁垒，探索性开展多边贸易，帮助成员更好地融入国际合作并从中切实受益。

宗旨：

本国际协会联盟旨在成为全球农业协会合作及聚力平台，致力于产业发展和全球贸易。

目标：

1. 为了农业组织的成长和发展，国际农业协会联盟确立目标如下：
2. 阐明联盟成员，包括农业协会和其他成员机构在各国、各区域和全球领域的关注点和利益点；
3. 开展农业和农产品行业重大课题的专题研究；
4. 拓展世界各国农业协会之间的关系和合作，鼓励企业间合作；
5. 建立和加强与各国际组织在全球农业和农产品研发、贸易和投资、融资和营销相关领域的互动和合作；
6. 发布各国和国际行业领域品牌农业建设及农业产业发展的信息。

机制：

1. 成为农业协会、政府、部委、金融机构、行业发展机构、国际组织等机构的协同网络；
2. 成为协会的战略资源中心，促进网络、商务论坛、金融支持、技术转让、国际贸易、知识援助、技能和创业发展及咨询等；
3. 评估和拓展国际网络及贸易机会。

Vision

The Agricultural Industry Association is the guidance and service provider for the industry development and international market. The association plays an important role in many aspects including stabilizing production and sale, safeguarding market supply, guiding production scalization, intensification, standardization, promoting food safety, facilitating social stability. It contributes to industry development, corporate brand building, market expansion, etc. It focuses its core efforts to the construction of multilateral trade channel that is more open and more inclusive, in line with the common interest of the agricultural industry of the member countries and at par with the common aspiration. The word Union of Agricultural Association has the mandate to chooses trade cooperation and common development as the central theme, aiming at aggregating agricultural industries of all countries and global industry associations to jointly construct a platform of information dissemination, scientific and technological exchanges, import and export cooperation, and localization service against the backdrop of global trade. The Association is also to assist members, via regular exchange mechanism, to more effectively undestand the market of other members, overcome trade barriers, conduct multilateral trade in an exploratory manner, and facilitate conditions for its members to better integrate into the international cooperation and benefit from it.

Mission

The WUAA is to become a foremost world cooperative and cohesive community of agricultural associations that is to serve as a platform for cooperation and convergence of interests, and is dedicated to the promotion of industry development and global trade.

Objectives

The WUAA is herewith set the objectives,in order for the growth and promotion of agricultural organizations as follows:

Articulate the concerns and interests of the member associations and those the relevant institutions and organizations at various global and regional fora .

Carry out research and studies on topical issues relevant to agricultural industry.

Develop relationship and cooperation among or between agricultural associations in both developed and developing countries by encouraging enterprise-to-enterprise cooperation.

Enlarge collaboration with international organizations in different fields of research, technology, financing, branding and marketing.

Disseminatie information on and about international developments in branding agricultural sector.

Mechanism

Become a synergistic network for agricultural associations, national governments, ministries, financial institutes, industrial promotion agencies, international organization, etc.

Become a strategic resource center for member associations facilitating networking, business meetings, financial assistance, technology transfer, international trade, knowledge assistance, skill and entrepreneurship development, consultancy, etc.

Assess and facilitate international networking and trade opportunities for members of agricultural associations.

国际农业协会联盟章程

Charter of the World Union of Agricultural Associations

一、宗旨及组成

Chapter I Purposes and Composition

第一条 国际农业协会联盟的宗旨是：联盟是一个全球性非营利的非政府组织，致力于世界各地农业协会的发展和与合作。本协会联盟的目标是通过政策宣传、信息传播、活动组织、培训、出版物、国际贸易平台搭建、网络链接等方面，促进农业领域的多边贸易发展及国际合作，从而成为最具代表性、最有效和最具领导性的国际组织之一。

Article 1: The purposes of the World Union of Agricultural Associations (WUAA) are: WUAA is a global non-profitable non-governmental organization dedicated to worldwide development and cooperation between all agricultural associations. The goals of WUAA are, through policy communication, information dissemination, activity organization, training, publication, international trade platform building, network connection, to promote multilateral trade development and international cooperation in the agricultural sector, so that we become one of the international organizations that is most representative, most effective and of the most leadership among all peer organizations.

第二条 国际农业协会联盟希望通过加强农业协会之间的交流与合作，为各国农业产业建立一个联通性的信息技术服务和贸易对接平台，在全球范围内建立一个开放、包容、互惠的行业协会服务联盟。推动各国农业品牌融入世界市场，提升优质农产品品牌的影响和地位，促进先进技术、经验和模式的推广，提高农产品流通效率和食品质量安全水平，促进建立农产品进出口的顺畅通道，加深全球多边贸易过程中的沟通和协作。

Article 2: WUAA hopes to, via enhancing exchange and cooperation among agricultural associations, build a platform that connects information technology service and trade for the agricultural industry of all countries, establish a worldwide service federation of industry associations that is open, inclusive and mutually beneficial, drive agricultural products of all countries to integrate into the world market, elevate the influence and position of quality brand agri-products, boost promotion of advanced technology, experience and mode, improve agri-product circulation efficiency and food quality and safety level, facilitate with building of smooth passageways for agri-product import and export, and deepen communication and coordination during the process of global multilateral trade.

第三条 国际农业协会联盟总部设在中国北京。

Article 3: The World Union of Agricultural Associations (WUAA) is headquartered in Beijing, China.

第二章 组织机构和职责

Chapter II Organization and Responsibilities

第四条 联盟的发起单位：中国优质农产品开发服务协会、波中友好协会、俄罗斯国家果蔬种植者联盟、日中百人委员会、西班牙加泰罗尼亚农业合作社联合会、马来西亚国际商务促进协会、新西兰贸易中心。

Article 4: WUAA Initiators: China Good Agri-products Development and Service Association (CGAPA), Polish-Chinese Friendship Association, National Vegetable and Fruit Producers Union, Japan-China

100 People Committee of Communication, Federation of Cooperative Agriculture of Catalonia, and Malaysia Promas International Business Society (PROMAS), New Zealand Trade Centre.

第五条 联盟组织架构:

Article 5: WUAA Organizational Structure

1. 联盟会员大会为联盟的最高决策机构, 指导联盟开展工作, 决定联盟重大事务。联盟大会每一年召开一次会议, 情况特殊的可采用通讯形式召开。联盟大会设轮值主席单位及副主席单位。

1. WUAA Membership Assembly is WUAA's supreme decision-making organ, guiding WUAA's work, deciding on WUAA's major issues. WUAA Assembly convenes once a year and can be convened by means of communication under special circumstances. WUAA Assembly sets rotating president unit and vice president unit.

2. 联盟大会根据工作需要设若干工作委员会或办事机构, 常设执行机构为联盟秘书处, 设秘书长 1 名, 执行秘书长 1 名, 副秘书长 2 名。

2. WUAA Assembly sets up a number of working committees or offices as work required. The permanent executive organization is WUAA Secretariat, with one Secretary General, one Executive Secretary General, and two Deputy Secretary Generals.

3. 联盟设顾问委员会和专家委员会, 聘请相关资深人士指导联盟高效有序开展。

3. WUAA's Advisory Committee and Committee of Experts appoint and engage in relevant senior personnel to guide WUAA to carry out work in an efficient and orderly manner.

第六条 联盟大会行使下列职权:

Article 6: WUAA Assembly exercises the following authorities:

1. 提出联盟章程修改;

Propose revision of WUAA Charter;

2. 推选和罢免联盟主席、副主席单位;

Recommend / elect and depose WUAA President Unit and Vice President Unit;

3. 审议联盟工作报告;

Review WUAA work report;

4. 讨论并决定联盟的重大事宜;

Discuss and decide on WUAA's major issues;

5. 根据需要不定期召开会议。

Convene non-scheduled meetings as need be.

第七条 联盟秘书处行使下列职权:

Article 7: WUAA Secretariat exercises the following authorities:

1. 开展联盟日常工作, 组织实施工作计划, 监督工作进展情况;

Carry out WUAA routine work, organize and implement work plan, and supervise progress;

2. 提名联盟主席人选, 报联盟大会审议; 任命副秘书长及秘书处成员;

Nominate WUAA President candidates, report to WUAA Assembly for review; appoint Deputy Secretary Generals and members of Secretariat;

3. 召集和主持联盟大会会议;

Convene and preside over WUAA Assembly meetings;

4. 负责联盟大会决议的落实情况；

Responsible for implementation of WUAA Assembly resolutions；

5. 代表本联盟签署有关重要文件和参加各种重大活动。

Sign relevant important documents and attend / participate in important events and activities on behalf of WUAA.

第三章 加盟条件

Chapter III Membership Requirements

第八条 申请加入联盟的成员，必须具备下列条件：

Article 8 : Those who want to join WUAA and become a member must comply with the following:

1. 国内外独立合法的协会组织，具有一定的业内影响力；

National and international independent and legal association organizations with some influence in the industry；

2. 致力于推动农业品牌建设和发展；

Dedicated to promotion of agri-products brand building and development；

3. 积极参与推动农产品“走出去”和“请进来”，包括行业交流及国际贸易等；

Actively participate in promoting agri-products "going global" and "introducing in," including industry exchange and international trade；

4. 拥护本联盟的章程，履行本联盟的各项义务。

Uphold WUAA Charter, fulfill WUAA's all obligations.

第四章 加盟程序

Chapter IV Membership Procedures

第九条 申请加入联盟的程序如下：

Article 9: The procedures to apply to join WUAA are as follows:

1. 填写《加盟申请表》，提交单位证明的复印件；

Fill out the Membership Application Form and submit copy of unit certification；

2. 秘书处初审后报主席会议审议；

Initial review by Secretariat before handing up to President's Meeting for review；

3. 经轮值主席授权，秘书处可审批新会员并报请下次主席会议确认。

Authorized by Rotating President, the Secretariat can approve new members and propose for confirmation at the next President's Meeting.

第五章 联盟成员的权利

Chapter V Rights of WUAA Members

第十条 联盟成员平等享有联盟章程规定的各项权利：

Article 10: WUAA members equally enjoy all rights prescribed in WUAA Charter:

1. 享有联盟徽标的使用权；

The right to use WUAA logo;

2. 享受联盟平台所提供的相关信息免费发布服务（其中包括：联盟每月5日将发布联盟通讯，每年3月发布联盟报告，发布内容以联盟成员议定的版块和栏目主题内容为准）；

Enjoy relevant information free release service provided by WUAA platform (including WUAA News Letter issued on 5th every month, and WUAA Report issued in March every year; contents to be issued are those in sections and column subject matters as agreed by WUAA members);

3. 共同建立并利用农业协会、政府机构、金融机构、行业发展机构、国际组织等机构的协同网络；

Co-build a synergized network that engages in such institutions as agri-associations, government organizations, financial institutions, industry development agencies, international organizations;

4. 参与联盟主办的论坛研讨、金融支持、技术转让、知识援助、技能和创业发展及咨询等活动；

Take part in activities such as forums and seminars, financial support, technology transfer, knowledge assistance, skill and startup business development and consultation hosted by WUAA;

5. 拓展国际网络及贸易机会；

Expand international network and trade opportunities;

6. 经联盟秘书处批准，联盟成员可以联盟名义举办活动；

With approval from WUAA Secretariat, WUAA members can hold activities in WUAA's name;

7. 对联盟秘书处工作提出建议、意见并进行监督。

Propose and supervise with regards to WUAA Secretariat's work.

第六章 联盟成员的义务

Chapter VI Obligation of WUAA Members

第十一条 联盟成员应履行联盟章程规定的各项义务：

Article 11: WUAA members should fulfill the following obligations as prescribed in the WUAA Charter:

1. 遵守联盟章程，执行联盟决议，遵守行规行约；

Abide by WUAA Charter, execute WUAA resolutions, and abide by industry regulations and rules;

2. 联盟成员须按统一格式在其宣传资料的显著位置标注联盟徽标和名称；

WUAA members must put in WUAA logo and designation in a conspicuous place in its promotional materials in a unified agreed form;

3. 承担联盟委托的工作，支持和积极参加联盟举办的各项活动；

Undertake WUAA commissioned work, support and actively participate in all activities hosted by WUAA;

4. 联盟成员应为有效参加联盟工作制定一切必要的行政和财务规定，并应与本联盟秘书处保持定期联系。各成员应每月于月底以前向秘书处送交通讯信息，每年于三月底以前向秘书处送交活动报告，包括协会成员企业供需信息等；

WUAA members should have the right to formulate all necessary administrative and financial regulations necessary for effectively participating in WUAA's work, and should keep regular contact with WUAA Secretariat. All members should deliver communication information to Secretariat by the end of every month, and activity report by the end of March every year, including supply and demand

information of association member enterprises;

5. 推荐联盟新成员。

Recommend WUAA new members.

第七章 退出和除名 Chapter VII Exit and Removal

第十二条 凡依法关闭、解散、注销的联盟成员，即自动失去成员资格。联盟成员因自身原因可以退出本联盟，需提交书面申请。退出本联盟的成员不得再以本联盟成员的身份开展活动。

Article 12: Members automatically lose their membership as long as they are closed, dismissed or cancelled legally. Members can exit from WUAA for its own reason but need to submit written application. WUAA members can no longer hold activities in the name of WUAA.

第十三条 对于背离《联盟》宗旨，违反本章程的义务规定条款并协商无效的成员，本联盟将做除名处理，通报联盟所有成员，停止其一切联盟内部活动。

Article 13: For members that deviate from the purposes of WUAA, violate obligation articles in this Charter, and with unsuccessful consultation, WUAA will delist them and notify all WUAA members, and stop all their activities inside WUAA.

第八章 其它 Chapter VIII Other

第十四条 本章程未尽事宜或有关条款，经联盟大会通过，可对本章程进行补充或修正。

Article 14: Issues that are not covered by this Charter or certain relevant articles in the Charter can be supplemented or amended with approval at the WUAA Assembly.

第十五条 本章程由联盟成立大会通过后生效。

Article 15: This Charter goes into effect after it passes at WUAA's founding conference.

第十六条 本章程解释权归联盟秘书处。

Article 16: The explanation of this Charter goes to WUAA Secretariat.

国际农业协会联盟 秘书处 (筹)

Secretariat, World Union of Agricultural Associations (Preparation Office)

发起方简介

Brief Introduction on Initiators



波兰雇主委员会

第一届轮值主席单位

波兰雇主委员会成立于 1989 年，是波兰最大的雇主协会机构，对工商企业有直接的影响。该会包括 12000 家大型企业会员，包括一些与中国有多年经济贸易关系的大企业、大银行及律师事务所等。其宗旨是帮助企业加强进入国内和国际市场的能力。该机构可以起到以下作用：促进与世界各国政府和高层人士的直接接触和对话；评估国外市场和寻找合作伙伴，为波兰企业开拓新的商业发展前景；为波兰企业安排与国外企业的会晤和组织经验交流，协助波兰企业解决在海外市场遇到的困难。

Poland Employer Committee The First Rotating Presidency Unit

Poland Employer Committee was found in 1989. It is the largest employer committee in Poland. The committee has direct influence on industrial and commercial enterprises. The committee includes 12000 large enterprises, includes some large enterprises, banks, and law offices that has many years trade ties with China. The main purpose of the committee is to help enterprises enhance the ability in both national and international market. This committee could: promote direct connection and communication with governments; evaluate overseas market and find business partners; develop new business development prospects for Poland enterprises; manage meetings with foreign enterprises and assist Poland companies to deal with the difficulties encountered in foreign markets.

中国优质农产品开发服务协会

China Good Agri-products Development and Service Association

国际联盟秘书处

Secretariat of WUAA

中国优质农产品开发服务协会是由农业部主管、非政府组织，会员主要为中国大陆地区的农业产业化龙头企业、从事农业服务的企业、从事农业科技的研究单位和学校以及在金融、投资等领域提供服务的中介机构，还包括一定数量的农民专业合作社以及专业人士，目前会员达三千余个。

近年来，中国优农协会以推进农业品牌建设作为工作重中之重，以“主攻流通，主打品牌”为主线，创立了首个、也是国内规模最大的品牌农业论坛，创办了首个农产品品牌专业期刊《优质农产品》，设立了首个农业品牌公益扶持基金，受国际 ISO/TC289 秘书处委托承办农产品品牌价值评价工作，在全国范围内进行优质农产品示范基地认定工作，组织全国名优农产品交易会、博览会，举办“品牌农业中国行”大型宣传推广活动，承担中国国际农产品交易会“金奖”产品评选，组织编撰我国首部品牌农业类年鉴《中国品牌农业年鉴》等，在努力构建中国品牌农业领域的舆论导向平台、营销推广平台、投融资平台、产销对接平台、交流合作平台和智慧服务平台的过程中，发挥了桥梁和纽带作用，将中国农业品牌建设引领到了一个新的时代。

协会多年来致力于国际市场开拓以及与国际机构的合作，并组织了多国家多层次多形式的市场推介交流活动，与欧洲、非洲、中东等地区的政府机构、专业采购渠道、行业组织等建立了沟通合作机制，帮助国内多个地方政府、行业商协会及农业企业进行了有效对接和沟通。通过组织品牌建设研讨、市场模式调研、技术考察交流、市场渠道对接等活动，为政府及企业提供了深度国际交流和品牌海外拓展的机会，成功将我国多个区域公用品牌推向国际市场，为我国优质农产品深度拓展国际农产品市场搭建了坚实平台。

China Good Agri-products Development & Service Association (CGAPA) is a non-governmental organization. Its members not only mainly include leading agricultural industrialization enterprises, agricultural service enterprises, agricultural science and technology research institutions and schools, intermediary organizations engaged in finance and investment and other fields in the Chinese Mainland, but also include some farmers' professional cooperatives and professionals. Up to now, CGAPA comprises more than 3,000 members.

In recent years, CGAPA places top priority over promoting agricultural brand building, follows the guideline of "focusing on circulation and featuring brands", kicks off the first and the largest-scale "Chinese Brand Agriculture Forum", founds the first-ever professional agricultural brand journal High Quality Agricultural Products, sets up the first agricultural brand public support fund, conducts agricultural brand value evaluation under the entrustment from the Secretariat of ISO/TC289, designates high-quality agricultural product demonstration bases, organizes national-level famous and excellent-quality agricultural product trade fairs and exhibitions, launches large-scale publicity and promotion event entitled "Tour of Branded Agriculture across China", appraises and selects winners of "Gold Award" of China International Agricultural Trade Fair, compiles Chinese Brand Agriculture Yearbook (China's first yearbook on branded agriculture), makes efforts to build public opinion guidance platform, marketing and promotion platform, investment and financing platform, production and sales platform, exchange and cooperation platform and intelligent service platform in the field of China's branded agriculture, plays the role of bridge and link, and steers the Chinese agricultural brand building to usher in a new era.

Over years, CGAPA devotes to international market development and cooperation with international organizations. It organizes multi-level and multi-form market promotion and communication activities in many countries, establishes communication and cooperation mechanisms with governmental organs, professional procurement channels and industry organizations across Europe, Africa, the Middle East and other regions, and helps many domestically local governments, industry associations, chambers

of commerce and agricultural enterprises carry out effective networking and communication. Through brand building seminars, market mode surveys, technology visits and exchanges, market channel interactions and the like, CGAPA provides governments and enterprises with good opportunities for in-depth international exchange and overseas brand expansion, successfully helps many Chinese regional public brands tap into the international market, and establishes a solid platform for Chinese high-quality agricultural products to vigorously march towards the international agricultural market.

西班牙加泰罗尼亚农业合作社联合会

Federation of Cooperative Agriculture of Catalonia

加泰罗尼亚农业合作社联合会总部设立在巴塞罗那，于1983年正式成立。加泰罗尼亚的农业合作社联合会的作用与功能是帮助嘉泰地区的农业产品与国际链接。在加泰罗尼亚大区共有四个省份，231个农业合作社，汇集了超过76,500名合作社成员，产生4000多个就业机会。营业总额保持在每年1500万欧元。

合作联合会汇集了加泰罗尼亚自治区的所有农产品及农业项目，诸如橄榄、葡萄、苹果和梨、车厘子、杏仁和榛子及各类营养丰富的蔬菜，山区盛产玉米和马铃薯、苜蓿草、同时也是红酒，水果酒的酿造产区。

Federation of Cooperative Agriculture of Catalonia is headquartered in Barcelona. It was officially established in 1983. The role of Federation of Cooperative Agriculture of Catalonia is helping the regional agricultural products link to international market. Nowadays, there are a total of four provinces in Catalonia region, 231 farming cooperatives, and collected more than 76500 members of cooperatives, produced more than 4000 jobs. The total business turnover stays around 15 million euro each year.

Federation of Cooperative Agriculture of Catalonia brings together all the agricultural products and agricultural projects in Catalonian autonomous region, such as olives, grapes, apples and pears, cherries, almonds and hazelnuts and all kinds of nutritious vegetables. Mountainous area is rich in corn and potato, alfalfa, and is also the producing area of red wine and fruit wine.

日中百人委员会

Japan-China 100 People Committee of Communication

随着进入21世纪，全球经济一体化进程的加剧，在2003年由日本、中国两国100余位专家、学者联合成立日中百人委员会，促进日中两国经贸交流与合作，扩大日中项目合作领域与范围，构筑民间外交人脉，承担日中两国民间智库。委员会下设有：1、日中民主人权法律中心；2、日中综合产业经济技术转移开发中心；3、日中环境循环绿化保护基金；4、日中文化声像交流基金；5、日中留学人才发展基金；6、日中危机管理战略情报中心。

As the enhancing economic globalization in 21st century, the committee was jointly founded by over one hundred specialists and scholars from Japan and China so as to promote the exchange and cooperation between both countries in economy and trade, extend the area and scope of cooperative projects, build relations in non-governmental diplomacy, and bear the purpose and function of non-governmental think tank of two countries. Under the committee: 1. Japan-Sino Democratic Human Rights Law Center; 2. Japan-Sino Integrated Industrial Economy and Technology Transfer Development Center; 3. Japan-Sino Green Environmental Protection Fund; 4. Japan-Sino Cultural Audio and Video Exchange Fund; 5. Japan-Sino Study Talent Development Fund; 6. Japan-Sino Crisis Management and Strategic Information Center.

马来西亚国际商务促进协会

Malaysia Promas International Business Society

马来西亚国际商务促进协会致力于促进马来西亚出口贸易，使得许多马来西亚品牌得以在全球市场中开拓新局面。协会的工作重点放在有能力拓展国际市场的企业身上，逐步将“马来西亚制造”打造成“卓越、可靠、值得信赖”的同义词。协会其他任务包括：组织参加国际性会展活动，引导马来西亚产品和企业进入国际市场，加强同有关国际组织和行业的联系与合作，帮助企业开拓国际市场，组织业务技术、经营管理等方面的培训等。

Malaysia Promas International Business Society devotes to promote export trade of Malaysia, which helps a lot of Malaysian brands develop a new situation in international market. The association pays attention to enterprises that have ability to expand international market, and help "Made in Malaysia" become the synonyms of "brilliant, reliable, and trustworthy". The association also in charge of: organize international exhibitions, lead Malaysia productions and enterprises into international market, reinforce connection and cooperation with international organizations, help enterprises expand international market, and organize technical and operating management trains.

俄罗斯国家果蔬种植者联盟

National Vegetables and Fruits Producers Union

俄罗斯国家果蔬种植者联盟的任务与使命包括：对联盟成员单位给予法律与经济方面的支持，协调成员单位经营活动，代表与保护其财产利益；参与制定相关法规，落实国家发展国产果蔬的计划；创造条件保证替代果蔬生产，提高国产农产品竞争力；参与制定实施国家价格管理建议；制定农产品质量监督提议；提高专业人员技能，包括举办专题学习班；推广果蔬生产、加工、销售领域先进经验；对财务经营活动（包括财务策略、会计核算、报表及工作组织等方面）提供咨询帮助。

The union's mission contains: support the members in the aspects of law and economy; coordinate operating activities of its members; represent and protect its member's property interests; formulate relative laws and regulations in order to execute the national plan of developing domestic fruit and vegetable; creative conditions to alternative fruit and vegetable in order to enhance competitiveness of domestic agricultural products; formulate and execute national price management advice and quality supervision propose of agricultural products; Improve the professional skills, includes holding special training courses; promoting advanced experience; and provide consultation service on financial activities.

新西兰贸易中心

New Zealand Trade Centre

新西兰贸易中心创办于 1993 年，位于新西兰第一大商业城市奥克兰的金融中心区，现址于 2001 年 7 月 27 日由当时的新西兰总理海伦·克拉克女士作迁址开幕。2011 年重新装修后的新西兰贸易中心以全新现代的姿态对向开放，致力于把新西兰的优质产品推向全世界。现在已成为新西兰进出口贸易商务发展的重要桥梁和服务平台。

贸易中心拥有约 8000 个出口商的资源及广泛的商品信息网络，合作伙伴遍及世界各地。其主要宗旨是整合新西兰本地优势资源，帮助新西兰本地供应商寻找国际代理商、分销商和进口商，将他们的产品销售到全世界；同时提供投资商务咨询，为有意从新西兰进口产品和服务、及寻求在新西兰作供应链投资或和新西兰企业建立合作伙伴关系的外国公司提供一系列的切实完善的服务，其中包括市场调研及策划、投资顾问及建立合资公司等，打造一个多元化多种族的进出口贸易服务平台。

新西兰贸易中心拥有丰富的新西兰优质产品资源，涵括蔬果（如车厘子、苹果、柠檬、富贵柿、斐济果、迷你奇异果、薯条、青豆、玉米粒、栗子南瓜等）、肉类、海产品、乳制品、各类干货食品、酒类、果汁、优质矿泉水、蜂蜜、保健品以及天然无害的家用日化产品等等。凭借着多种族及多元文化的专业团队，经过多年的努力，确立了自身的优势市场地位，成为新西兰进出口贸易商务发展的重要桥梁和服务平台，并备受新西兰贸易发展局官方网站向全球大力推荐。

Founded in 1993, New Zealand Trade Centre is located in the financial central district of Auckland, the biggest commercial city in New Zealand, the current site was inaugurated by the then New Zealand Prime Minister Helen Clark on July 27, 2001. In 2011, New Zealand Trade Centre opened after renovation in a brand-new look, dedicated to introducing high quality products from New Zealand to the global market. Today, it has become an important bridge and service platform for New Zealand's import & export trade business development.

The Trade Centre boasts resources of about 8000 exporters and extensive network of merchandise information, its cooperation partners are distributed worldwide. Its mission is to integrate New Zealand local advantageous resources, help New Zealand local suppliers to look for international agents, distributors and importers, and sell their products to all places around the world; meanwhile it provides investment business consulting service, offers a series of effective and perfect services to foreign companies intending to import products and services from New Zealand, look for investment in supply chain in New Zealand, or establish partnership relation with New Zealand enterprises, including market survey and planning, investment consulting and setup of joint venture company etc, aiming to create a diversified multi-ethnic import & export trade service platform.

New Zealand Trade Centre has rich resources of New Zealand premium products, including vegetables and fruits (e.g. cherry, apple, lemon, Fuyu persimmon, Feijoa, mini kiwi fruit, chips, green pea, corn kernel, and chestnut-flavored pumpkin etc), meat, sea food, dairy products, all kinds of dried foods, wines, juice, high quality mineral water, honey, health care products along with natural toxic-free household chemical products. By relying on multi-ethnic and multi-culture professional teams, after years of efforts, it has established superior market position to become an important bridge and service platform for New Zealand's import & export trade business development, and is recommended by the official website of the New Zealand Trade and Enterprise to countries across the world.

参会嘉宾及机构
Guests and Organizations



摩尔多瓦共和国 The Republic of Moldova

摩尔多瓦共和国是位于东南欧的内陆国，属温带大陆性气候，是以农业为主的国家，国土面积的80%是黑土高产田，适合各种农作物种植生长。主要农作物有玉米、牲畜吃的大麦、小麦等；水果以葡萄、苹果为主；经济作物以向日葵食用油、香槟、白兰地、红葡萄酒、甜菜、大麻和亚麻为主，产量非常高；纯天然植物提取保健产品有薰衣草、草药、香精、玫瑰油、母菊油。这些支柱型农产品对国家经济发展有很大影响，一直受到政府的重视，与中国的农业合作有着广阔的前景！

The Republic of Moldova is a predominantly agrarian country located in southeastern Europe. It is temperate continental climate, 80% of the land area is high yield field of black soil, suitable for all kinds of crops. The main crops are corn, barley (for cattle), wheat, etc; the main fruits are grape and apple; Economic crops are sunflower oil, champagne, brandy, red wine, sugar beet, hemp and flax; there are also natural plant extract health care products such as lavender, herbal medicine, essence, rose oil, and matricaria oil. These agricultural products have a great influence on the national economic development, and have been brought to the attention of the national government. We believe that the agricultural cooperation with China has a wild prospect!

日本农林水产省食品流通局长、日本政治家 福岛啓史郎 Fukushima Keishiro Japanese politician

1946年3月31日出生，毕业于日本东京大学法学部，

曾任日本农村水产省食品流通局局长

2001年~2007年 自民党参议院议员

2003年9月就任外务省政务次官（外交部副部长）、自民党食育调查会会长

本人在日本全国农协有很深的人脉关系，代表农村水产省官员，对该机构有着很大的影响力，也是积极参与世界农业组织的实力人物。

Born in March 31, 1946

Department of Law, University of Tokyo

Former Bureau of Food Circulation of Japanese Ministry of Agriculture, Forestry and Fisheries

Member of the Liberal Democratic Party; the member of Senate from 2001 to 2007

September 2003, Parliamentary Secretary Ministry of Foreign Affairs (Vice Minister of Ministry of Foreign Affairs)

Chairman of Association of Investigation on Food and Education, the Liberal Democratic Party

He has a deep relationship network in the Japanese National Agricultural Association.

He is one of the representatives of the Ministry of Agriculture, Forestry and Fisheries; He has great influence on the institution and is also the leading person willing to participate in the world agricultural organization.

波兰雇主协会 Employers of Poland

波兰雇主协会成立于1989年，是波兰最大的雇主协会机构，对工商企业有直接的影响。该会包括12000家大型企业会员，包括一些与中国有多年经济贸易关系的大企业、大银行及律师事务所等。其宗旨是帮助企业加强进入国内和国际市场的能力。该机构可以起到以下作用：促进与世界各国政府和高层人士的直接接触和对话；评估国外市场和寻找合作伙伴，为波兰企业开拓新的商业发展前景；为波兰企业安排与国外企业的会晤和组织经验交流，协助波兰企业解决在国外市场遇到的困难。

Employers of Poland was found in 1989. It is the largest employer committee in Poland. The committee has direct influence on industrial and commercial enterprises. The committee includes 12000 large

enterprises, includes some large enterprises, banks, and law offices that has many years trade ties with China. The main purpose of the committee is to help enterprises enhance the ability in both national and international market. This committee could: promote direct connection and communication with governments; evaluate overseas market and find business partners; develop new business development prospects for Poland enterprises; manage meetings with foreign enterprises and assist Poland companies to deal with the difficulties encountered in foreign markets.

瑞中企业商会 Swiss Chinese Enterprise

瑞中企业商会是一个总部设在瑞士的非盈利组织，专注于为在海外的中资企业国际化提供量体裁衣和专业优质的服务。商会的使命是推动瑞士 / 欧洲和中国之间的经贸合作及文化交流，帮助企业会员顺利地“招进来”和“投出去”实现共赢。商会服务的会员包括中国建设银行、国航、中山市政府等。

A Swiss-based non-profit association and chamber of commerce, focus on overseas Chinese companies, offering professional high-quality tailor-made services to Chinese and Swiss enterprises which develops business in Switzerland/Europe and China. SCE serves a wide range of members including China Construction Bank, Air China, ZhongshanCity, etc.

马来西亚中小企业公会 SME Association Malaysia

马来西亚中小企业公会成立于 1995 年 7 月 13 日，目的是提供支持、服务和解决方案，以实现马来西亚中小企业的最大利益。自成立以来，协会一直举办多次大型和国际会议，研讨会，奖励，展览和本地化项目，教育，提升并发展马来西亚的中小型企业。

该协会还积极与马来西亚政府各部门进行对话，向其提供更强大和更专业的中小型企业的及需求改进反馈，这些企业数量占马来西亚商业企业的 99.2%。

SME Association Malaysia (formerly known as SMI Association of Malaysia) was established on July 13, 1995. Its purpose is to promote development and provide support, services and solutions to achieve the best interests of Malaysian small and medium-sized industries and enterprises. Since its inception, the Association has organized numerous large and international conferences, seminars, awards, exhibitions, localization projects and education to improve and develop the small and medium-sized enterprises in Malaysia.

The Association is also actively engaged in dialogue with various departments of the Malaysian Government to reflect and provide feedback on the needs and improvements of more powerful and specialized small and medium-sized industries and enterprises, which account for 99.2% of the Malaysian economic enterprises.

马来西亚果农总会 Malaysia Fruit Farmers Association

马来西亚果农总会的成立是为了团结各州的水果种植人，将最新的信息传达给各州的果农。宗旨是促进各州会员之间的团结、亲善与互助的精神；提供农业最新资讯及先进农业科技技术供会员学习与参考；促进同业之间的经验与技术上的互相交流，提升农产品的质量；维护农产品的合理价格及国际市场之竞争力；作为官民之间的沟通桥梁，将农民面对的问题与困境传达给政府；为农民排忧解难，并促进会员之间的文化教育及慈善福利。Malaysia Fruit Farmers Association was established to unite the fruit farmers of the states and convey the latest information to them.

Purpose:

1. To promote the spirits of solidarity, goodwill and mutual assistance among the state members.

2. To provide latest agricultural information and advanced agricultural technologies for members to learn and consult.
3. To promote the exchange of experience and technologies among peers to enhance the quality of agricultural products.
4. To maintain the reasonable prices and the competitiveness in the international market of agricultural products.
5. As a communication bridge between the government and the people, to convey the problems and difficulties faced by the farmers to the government.
6. To solve problems for the farmers and promote cultural education and charity benefits among members.

俄罗斯圣彼得堡国际交流中心

St Petersburg International Exchange Center, Russia (APCC)

俄罗斯圣彼得堡国际交流中心成立于1998年,基于圣彼得堡州长于1998年8月20日签署的第829-p号令。中心旨在开发和整合圣彼得堡与亚太地区国家的经济、贸易、投资、科学和文化联系。十五余年来,中心与亚太地区的国家开展了富有成果的合作,合作伙伴的数量已经过千,其中包括中国、韩国、香港、新加坡、澳大利亚、马来西亚、越南的国家机关、机构和企业。中心与俄罗斯国家当局以及俄罗斯的科学、工业、贸易公司合作密切。

APCC is established in 1998 based on Order No. 829-p executed by the Governor of St Petersburg on the 20th day of August the same year. Thanks to the center, the connections of economy, trade, investment, science and culture between St Petersburg and Asia Pacific countries are developed. The past over fifteen years has seen the fruitful cooperation of the center and Asia Pacific countries. More than one thousand cases of partnership with governmental organs, agencies and enterprises of China, South Korea, Hong Kong, Singapore, Australia, Malaysia, and Vietnam have been built during this period. In addition, the center has gained close collaboration with Russian state authorities as well as science companies, industrial enterprises, and trade firms.

西班牙安达卢西亚UPA联盟协会 UPA-Andalucia

安达卢西亚农业与畜牧业联盟协会(简称安达卢西亚UPA联盟协会)是一个代表当地农业与畜牧业发展规划的专业组织机构。为安达卢西亚自治区的农牧业企业提供了专业性指导和服务。联盟协会拥有80000多名成员,遍及整个西班牙,联盟协会拥有众多农产品资源,如橄榄、橄榄油、向日葵油、草莓、西红柿、黄瓜、青椒、大麦、小麦、肉禽类产品等,同时该联盟协会为本自治区的中小农业企业提供广阔的贸易平台,助其农产品走向世界发挥着重要的作用。

UPA-Andalucia (Andalusia Agriculture and Animal Husbandry Alliance Association in English) is a professional organization that represents local agriculture and animal husbandry development planning. It provides professional guidance and service to local agriculture and animal husbandry. The association has over 80000 members and plenty of agricultural resources, such as olives, olive oil, sunflower oil, strawberry, tomato, cucumber, wheat, and the barley green pepper meat and poultry products, etc. Meanwhile, this association provides wide trade platform for local medium and small agricultural enterprises to help their agricultural production goes global.

澳大利亚商会 Australian Business Chamber

澳大利亚商会成立于 1825 年，总部设于悉尼，是全球第二大商会。经历了一百多年的发展，商会已发展成为拥有 18000 家会员企业，700 余员工，50 个分支机构的澳大利亚历史最悠久、规模最大、会员企业最多、影响力最强的全国性商协会组织。通过商会资助设立的澳大利亚工商业委员会，澳商会有三十万家企业的广泛商业网络。

Established in 1825, headquartered in Sydney, Australian Business Chamber is the world's second largest Chamber of commerce. After more than and 100 years of development, it has become the oldest, largest, and most influential business association in Australia with 18000 member enterprises, more than 700 employees, and 50 branches. The Australian Business Chamber has a wide range of business network of thirty hundred thousand enterprises.

澳大利亚国际商会 Australia International Trade Association & Associates

澳大利亚国际商会（简称：AITA）及其下属的服务机构，以民间的形式搭建了一个政府、政府各职能部门、行业协会、民间团体及企事业单位间的交流平台，促进相互之间在政治、经济、贸易、文化、教育等方面的交流与合作。通过交流，推动了在各个领域的项目合作。它包括政府间建立友好城市及经济协作友好城市、行业间项目考察、项目对接、招商引资以及文化教育培训方面的合作与交流。长期以来，澳大利亚国际商会组织了众多的澳洲联邦、州、市议员、各部部长、行业协会、企业、社区访华，并组织中国各级政府机构、各行业领域的代表团赴澳考察培训，为增进中澳友谊，促进中澳良好关系的发展作出了一定的贡献。

目前，澳大利亚国际商会的服务功能呈现多元化、全方位、跨行业的发展趋势，特别是连续多年成功举办“中澳（南太）城市合作峰会”，更提升了商会的服务功能，使澳大利亚国际商会业务范围扩展至整个南太平洋地区。商会的下属实体机构——爱尔塔集团、新西兰国际交流中心将会全力应对未来发展的需要，为创建一个国际化、友好区域而不懈努力。

Australia International Trade Association & Associates (AITA & Associates) aims at building a platform for bridging bilateral cooperation between Australia and China in various fields and promote the establishment of friendship cities from the government level.

AITA & Associates has been bridging the gap between China and the World in various field, including but not limited to political, economy, trade, education, agriculture, business, culture and technology.

AITA & Associates has since built many contacts and agreements at both the government, business and community levels, and is recognized as an ambassador for two-way exchange internationally. We are supported by a great number of governments, organizations and individuals from all industries throughout China and many other countries in the world.

Especially within China, AITA & Associates has built our strong partners network covering 30 provinces in which we have established thousands of cooperation relationships with center and local governments, organizations and associations, and companies.

Based on the mutual communication between China and the World, AITA & Associates provide with professional services in a broad range of field.

国际农产品贸易中心
International Agricultural
Product Trade Center

为了进一步推动我国跨境农产品贸易体系的发展，系统化的为各贸易参与方提供更加高效便捷的全链条服务，中国优质农产品开发服务协会联合各联盟成员提议并发起建立“国际农产品贸易中心”，在各国农业机构及外贸专业人士的支持与指导下，在联盟会员的参与支持下，通过全面整合跨境农产品供应链所涉及的信息流、资金流、物流资源，集中打造国际间农产品交易资源对接与贸易便利化服务平台，为跨境农产品交易提供集产地与品牌推广、产品引入与推广、集采与分销、基于供应链的金融服务、检验检疫、物流、仓储与分拨等功能于一体的全链条服务，通过市场化手段进行各方服务资源的优选、整合与集中调配，实现“一加一大于二”的系统效应，为跨境农产品交易提供一个更加完善与高效的贸易服务平台，实现四大核心目标：

In order to further promote the development of China's cross-border agricultural trade system and provide more efficient and convenient full-chain services for the trade participants systematically, China Good Agri-products Development & Service Association (CGAPA) and the members of the Union proposed and initiated the establishment of "the International Agricultural Products Trade Center". Under the support and guidance of agricultural institutions and foreign trade professionals across the world, and with the participation and support of alliance members, the center builds a platform for international docking of agricultural trade resources and facilitation, through the full integration of cross-border information flow, capital flow, logistics resources of cross-border agricultural products chain. And the center will provide gathered production place, and services for brand promotion, product introduction and promotion, intensive procurement and financial services based on supply chain, as well as integrated services for quarantine, logistics, warehousing and distribution. The center will integrate and allocate resources collectively, and achieve system effect of "one plus one is greater than two" through market and optimization of service resources, thus providing a more complete and efficient trade service platform for cross-border agricultural trade. In these ways, the four core objectives will be achieved.

1. 建立健全提供全链条服务的跨境农产品采购和销售网络。

We should establish cross-border agricultural products procurement and sales network providing full-chain services.

2. 进一步推进跨境农产品交易与流通的发展，通过更加深入的引入与整合“互联网+”、“金融+”的发展模式，为跨境农产品流通产业提供更强劲的增长动力。

We should further promote the modernization of cross-border trade and circulation of agricultural products, and achieve deep introduction and integration of "Internet +", "financial +" in terms of their development models to provide a more robust growth momentum for cross-border circulation of agricultural products.

3. 通过创新金融产品的整合运用，拓宽参与交易的企业，特别是中小企业的融资通道，促进加快流通流转。

We should widen the financing channels for enterprises involved, especially small and medium-sized enterprises, through the integrated use of innovative financial products, to accelerate the circulation.

4. 打造跨境农产品交易与流通领域食品安全与食品质量控制的重要屏障。形成跨境农产品市场价格调节的重要抓手。

We should control the quality of cross-border trade of agricultural products and food safety during circulation, focusing on price adjustment in cross-border agricultural market.

国际农产品贸易中心落地省市

International Agricultural Products Trade Centers are as follows





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