

ASIAN SEED

THE OFFICIAL PUBLICATION OF THE ASIA & PACIFIC SEED ASSOCIATION



ISTA's Annual Meeting in Estonia

Elects new Executive Committee



ASC 2016 Incheon Preview

Everything you need to know about Incheon and S. Korea



Strengthening Collaboration

AVRDC opens discussions with private sector



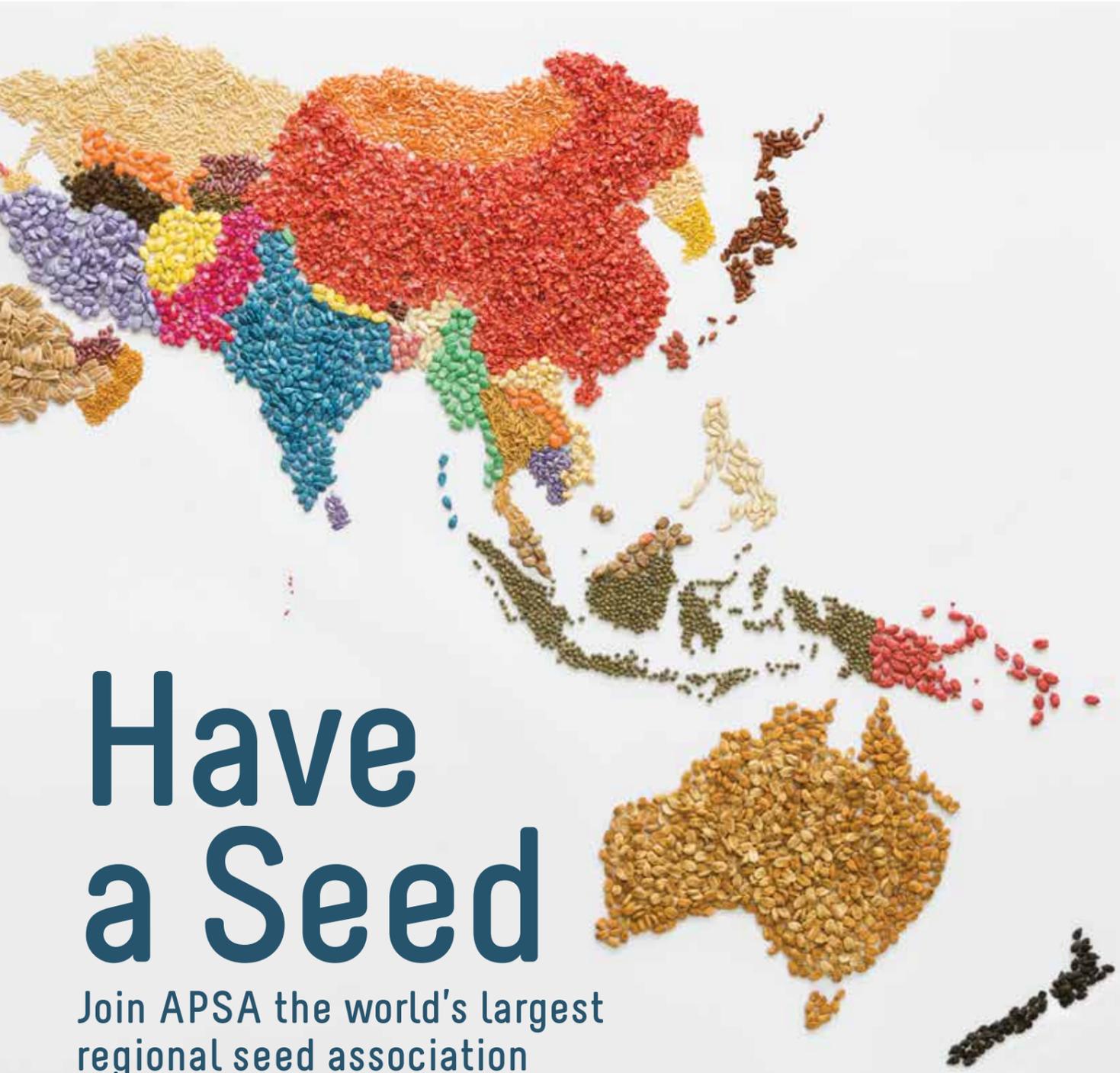
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ANPROS' Mario Schindler on Chile and the seed industry

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ASC 2016 INCHEON PREVIEW



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ASIAN SEED

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Asian Seed has a pass-on readership of 3,500 worldwide. Eighty per cent of our subscribers reside in the Asia-Pacific region and include senior executives in seed enterprises, government agencies, universities and national seed associations.

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All Roads Lead to Incheon...

We are getting close to Congress time and there are just a couple of months left before the 23rd Asian Seed Congress takes place in Incheon, South Korea. Preparations are at an advanced stage as staff at APSA's Secretariat and members of the National Organising Committee (NOC) work tirelessly to make sure everything is ready for APSA's delegates in November.

An APSA team led by APSA's new Director, Heidi Gallant, met with NOC members, Korean Seed Association officers and Songdo ConvensiA (the Congress venue) staff in May to discuss all aspects of the venue and facilities. This included registration arrangements, technical programmes and social events, transport, and accommodation.

As I have previously been to the venue along with my fellow OB members, I can report that Songdo ConvensiA is a first-class facility that is within walking distance of several Congress hotels and is easily reached by Incheon's efficient transportation systems.

APSA delegates have been active in booking their hotels, trading tables and booths. I can report that nearly all of them are fully booked; there are just a few trading and

semi-private trading tables left. Book quickly if you want to avoid disappointment.

This issue of Asian Seed magazine has everything you need to know about the Asian Seed Congress in Incheon – how to get to Incheon and how to get around, as well as highlights of the local sights, sounds, shops and food. In addition, there is a language primer for those who want to learn (and use) a little Korean and some fascinating background on Incheon's development into South Korea's second largest port.

As in previous years, APSA has arranged a one-day tour for 'accompanying persons' on 9 November, which includes visits to beautiful palaces and the trendy Myeong-dong shopping district in Seoul (see page 26 for details).

This year's APSA Golf Tournament will be held at the spectacular Sky 27 Golf Club on the Monday preceding the Congress. After visiting the club, which offers several alternative courses, the 18-hole Ocean course was selected because of its dramatic scenery and position along the shoreline. Please note that bookings must be made on the Congress website by 10 October (see page 24).



Photo by John Clewley

This year's choice of two one-day post-Congress tours will feature visits to top Korean seed companies; more details will be posted on the APSA website shortly.

The theme of this year's Pre-Congress Workshop will be on Intellectual Property Rights, which is a subject of great interest to APSA's members and one that promises to be well attended; I recommend that you make your booking for this workshop on the APSA website as the numbers are limited to 150 delegates.

At this year's General Assembly meeting on Thursday, 10 November members will have the chance to elect EC members. There will be both new positions and re-election opportunities for those APSA members keen to take part in APSA's activities and to help contribute to the development of the seed industry in this region.

I would like to extend my thanks to all those involved with the preparations for ASC 2016, especially to our sponsors and to members of the NOC, all of whom have been working tirelessly to make sure this year's Congress is a success. At APSA, we aim to keep moving forward. I'm looking forward to seeing all of you in Incheon. ☺



Songdo International City, Central Park at dusk.

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Settling In, Getting Ready for Congress



Photo by John Clewley



My first two months in office as the Executive Director of APISA have flown by. I have spent the majority of my time getting to know our APISA team and immersing myself in APISA activities. I have also had the great pleasure of meeting many members, both through Skype and in person, who are involved in our Special Interest Groups (SIGs) and Standing Committees (SCs). I am excited to report that the team and I are improving standard operating procedures at APISA and are implementing some new strategies that will show that we aim to exceed the expectations of our members.

We are also working on a new website and membership database for our members which should be

ready soon. We vetted numerous web vendors here in Thailand to be sure we had the right person for the job working on this very important communications tool. The new site will be more modern and in line with the common online presence of membership associations in general. We also wish to make it easier for our members to find each other for business purposes. Additional functions for members, like enhanced payment options and accurate membership reminders will also be part of the new site. We will reveal our new site in the coming weeks.

Dr. Dadlani, Director of Technical Affairs at APISA, is working on two study tours at the moment, both requiring detailed co-ordination with multiple overseas hosts. Our

members joining these tours to the USA and India are very excited for the extensive itineraries he and our partners in those countries have planned for our delegations.

Dr. Dadlani is also planning to speak at a UPOV Forum and at a seminar on the enforcement of Plant Breeders' Rights, which will be held in Vietnam early in September. As well as this engagement, Dr. Dadlani is planning a phytosanitary workshop for 5 and 6 September, for which APISA will host a delegation of Plant and Quarantine government officials from 8-10 countries in the region. Along with discussions on Pest Risk Analysis, this workshop will be mainly centred on making the movement of seeds easier for our members. APISA would like to see these countries

make their regulations regarding the import and export of seeds more easily accessible for those members who are involved in the movement of seeds across borders.

Our Events Organiser, Duangchai (Jim) Pancom and Events Assistant, Komsak (Bobbie) Kamjing are still very busy getting our members registered, invoiced, and confirmed for the Asian Seed Congress in Incheon, Korea, this November. Exhibition booths are sold out and trading tables are almost fully booked as well. This year we had more trading tables available than ever before, so it is amazing that we will be fully sold out. Our team would like to remind you that early bird registration for congress ends 31 August.

We are working very hard to secure excellent speakers for our SIG and SC meetings at Congress. We have asked members who are a part of these groups to provide us with their speaker suggestions at the

earliest opportunity.

We have also started preparations for the Asian Seed Congress 2017 and details on the host and venue should soon be available.

In other news, APISA is making steps towards an agreement with the World Vegetable Centre for future involvement and collaboration in plant breeding research. For more details on this initiative, please turn to pages 30-31.

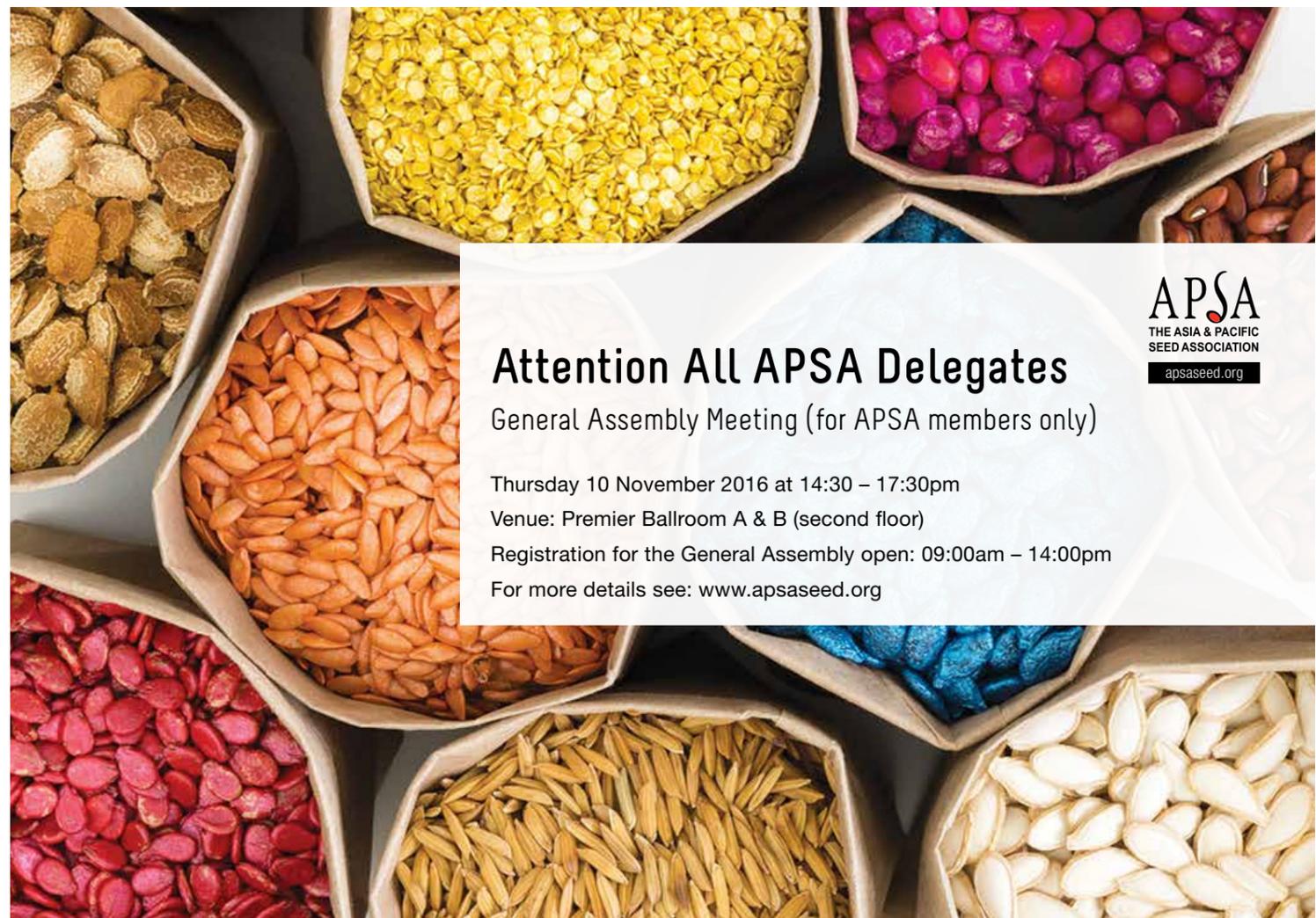
Also in progress are preparations for the upcoming Executive Committee election at the next General Assembly Meeting on Thursday, 10 November, 2016. We have received numerous nominations for consideration by our nomination committee. They will select the candidates to move forward and I will then contact each candidate in turn to inform them on the status of their nomination for the election. At the upcoming General Annual Assembly, members will vote to determine who will serve on

our Executive Committee for the next term.

The popular APISA 2017 calendar is now at the production stage, in order to be ready for distribution at the Asian Seed Congress 2016. I would like to extend a big thank you to those companies who sponsored pages in this publication. We look forward to seeing your artwork as we flip through the months of the coming year.

Here at the APISA secretariat, we always welcome your feedback and input on our activities. Our office team is eager to serve our members in ways that contribute positively to their business interests and advocacy concerns. If you have information you would like to share with us, such as company or new product information, please do not hesitate to get in touch by telephone or email.

See you at Congress! 🌱



Attention All APISA Delegates

General Assembly Meeting (for APISA members only)

Thursday 10 November 2016 at 14:30 – 17:30pm

Venue: Premier Ballroom A & B (second floor)

Registration for the General Assembly open: 09:00am – 14:00pm

For more details see: www.apsaseed.org





중자수출협의회
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Korean Seed

This illustration is Shin Yun-bok's 'Dan-opungjeong' which is Korean genre painting in the second half of the 18th Century.

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US Senate Approves GMO Food Labelling Legislation

On 7 July 2016, the US Senate approved legislation that would, for the first time, require food labels to include the disclosure of GMO ingredients in food through a digital QR code or symbol on food packaging. The consumer would then access information via a smartphone. The US Department of Agriculture (USDA) is the agency tasked with deciding which ingredients would be considered genetically-modified.

The move to create federal legislation was in response to

differing state laws and to introduce a national standard. Additionally, the nationwide labelling system is mandatory. Prior to the bill's approval, the debate on food labelling for food items with GM contents polarised around farmers groups lobbying against the introduction of state laws on GMO food labelling in Vermont state, and around consumer groups lobbying for GMO food labelling legislation.

The bi-partisan legislation approved by the US Senate was an attempt to nullify the more exacting Vermont legislation, which

was due to be enacted on 1 July, 2016. The American Seed Trade Association (ASTA) said that the Senate legislation was a common-sense food-labelling agreement. "The bi-partisan Roberts-Stabenow labelling proposal is a practical solution to prevent a costly and confusing patchwork of state food-labelling laws from being enacted across the nation", AFSTA President and CEO Mr. Andrew LaVigne told the SeedWorld website.

SeedWorld, USDA, agencies

Philippines Supreme Court Reverses GMO Ruling

On 26 July, 2016, the Philippines Supreme Court reversed its December 2015 decision to halt field trials of GMO talong (eggplant), thereby deregulating the vegetable and paving the way for it to become the first GMO vegetable to be commercially produced.

The Bt talong was developed to address issues involving the fruit and shoot borer, a pest that can destroy up to 70% of an entire crop. To combat the pest, the Bt talong carries a gene from *Bacillus thuringiensis*, which enables the plant to resist the fruit and shoot borer. Dr. Desiree M. Hautea of the Institute of Plant Breeding at the

University of the Philippines, Los Banos, told local media that once Bt talong was commercialised, farmers growing the crop could expect a significant improvement in income as it is high-yielding and reduces production costs.

agencies

Chinese Hybrid Rice Produces Record-Breaking Yield

China's legendary 'Father of Hybrid Rice', Professor Yuan Longping has broken the world record for yield in double-season early rice. The actual yield was 832kg per mu (0.0667 hectares), which compares to the average yield of early rice of 759.7kg in 2015. The high yields were the result of a project to make sure that early rice yields

exceeded 750kg per mu, so that late rice yields, which are generally higher than early season yields, could achieve a combined total of 1,500kg for early and late rice crops.

This is the fifth cultivation project related to super hybrid rice by Professor Longping and his team,

but the first to consider double-season rice. Chinese scientists believe that better seeds and better techniques (for instance on water usage, fertiliser usage, soil cultivation, etc.) will improve both the quality and yield of hybrid rice.

MOA, agencies



Seed Scientists Meet at 31st ISTA Congress

The 31st International Seed Testing Association (ISTA) Congress was recently held in Tallinn, Estonia on 14-21 June 2016. Some 241 participants across 52 countries, including ISTA delegates and representatives from the seed industry and public sector, attended the event.

ISTA, which was founded in 1924 with the aim of developing and publishing standard procedures in field testing, holds a congress every three years and, in between each congress, also holds annual meetings. The main business of these annual meetings is for ISTA members to decide on proposals for changes to the International Rules for Seed Testing, to present and consider the work of ISTA's technical committees, and to provide a forum for the exchange of scientific advancements in seed sciences and technology.

ISTA delegates joined the opening ceremony, which featured welcome

speeches by ISTA president Joel Lechappe, Urmas Kruuse, the Minister of Rural Affairs for the Republic of Estonia, and Sigmar Suu, the Deputy Chair of the National Organising Committee. Representatives of important international organisations such as ISF, UPOV, AOSA, ABRATES, AFSTA and ICARDA also attended the congress.

The highlight of the event was a three-day seed symposium under the title, "Progress in seed testing and seed quality improvement through science and technology", which was chaired by Laura Bowden, a seed physiologist at the official seed testing station in Scotland. The seven sessions in the symposium proved to be very popular and the diversity of topics and speakers attracted a sizeable audience.

Prior to the opening of the Congress, two well-attended pre-congress workshops were

held on quality assurance and germination testing.

For the official congress gala dinner, Margus Fiedenthal, Deputy Director of the Agricultural Research Center of Estonia, and Kristina Digryte, NOC member, made short speeches; at the same time, ISTA's seed symposium awards were presented.

The congress ended with an Ordinary General Meeting (OGM), during which ISTA's members voted on a variety of issues, including ISTA rule changes. At the meeting, a new Executive Committee (ECOM) was elected for the 2016-2019 term with a new president, Craig McGill (New Zealand).

ISTA's 2017 Annual Meeting will take place in Denver, Colorado, USA on 19-22 June 2016.

More information from: www.seedtest.org





ASIAN SEED CONGRESS

2016 INCHEON PREVIEW

This year's eagerly awaited Asian Seed Congress returns to the Republic of Korea for the first time since ASC 2004, which was held in the country's capital, Seoul. This time, Incheon, South Korea's first international port, has been chosen as the host city for ASC 2016.

As secretariat staff take bookings and prepare everything for Congress, APSA

members have been busy booking their accommodation, booths, trading tables and private meeting rooms. As of the end of July, 813 delegates and trade exhibitors had registered for Congress, a significant increase when compared to a similar stage last year.

All the premium (8), corner (18) and regular (33) booths have sold out, while only 13 regular trading tables are still available out

of a total of 179. In addition, only two private rooms, out of an available eight, and 11 semi-private rooms, out of 28, remain.

This year's Congress is set in a busy urban region that has been the driver for South Korea's industrialisation; several important industrial complexes were built in Incheon, boosting South Korea's manufacturing industries. However, the designation of the city as the Incheon Economic Zone in 2003 has been a game changer, helping to foster new growth industries such as 'bio-industry'.

South Korea is also home to a high-tech seed industry. The country has one of the highest growth rates for seed imports, outpacing even China. High production costs and unfavourable climatic conditions mean that Korean companies are forced to produce

more than 80% of their seed imports from overseas, with most of the country's vegetable seeds coming from China, Japan and the Netherlands. In addition to being ranked as the number three seed importer in Asia, South Korea also exports seeds – between 2009 and 2014, seed exports grew by 73% to \$26 million. Our choice of two one-day post-Congress tours offers members a chance to see how some of these major Korean seed companies operate.

With a packed programme, a one-day Pre-Congress Workshop on IPR issues, the APSA Golf Tournament, tours during and after Congress, and networking and trading opportunities, this year's Congress promises to be one of the best ever. If you haven't made your bookings or registered, do it now to avoid disappointment. 🍷



Photos by John Clewley

INCHEON – NE ASIA'S BUSINESS HUB

Welcome to Incheon, host city for the 23rd Asian Seed Congress. The city, which is part of the Seoul Capital Area, became Korea's first international port in 1883 and has led economic development as Korea modernised and industrialised. In 2003, Incheon was designated as South Korea's first free economic zone, the Incheon Free Economic Zone (IFEZ), which consists of the three regions of Songdo, Cheongna and the island of Yeongjong (see map on page 16).

The aim of IFEZ is to transform the three areas into hubs for logistics, international business, leisure and tourism for Northeast Asia. As a result, Songdo International City, the location for this year's Congress venue – the Songdo ConvensiA – was created in

1994 and is being built on reclaimed land. It is rapidly being transformed into a centre of diverse international businesses, knowledge-based industries, conferences and events, and as a hub for international trade.

The Songdo ConvensiA is conveniently located just 20 minutes by car from Incheon international Airport (see page 16 for transportation options) and is a custom-built convention centre that is able to provide a comprehensive package of Congress services in one facility; it is handily located within walking distance of most of the designated 'Congress' hotels, and is spacious enough to accommodate the more than 1,000 APSA delegates expected to attend this year's Congress (see map on page 15).

Getting There

Incheon, Korea's first gateway, is a transportation hub for the region that can be easily accessed by air or sea. Ranked as the world's top international airport in terms of airport service, and ninth in terms of passenger volume, Incheon International Airport connects with 194 cities in 54 countries. Shanghai, Beijing, Tokyo and Hong Kong are all within a 2.5 hour flight radius. To cope with growing passenger numbers, a second terminal will be opened in December 2017.

Incheon Port is an important commercial hub in the Yellow Sea region and boasts the largest sluice dock in Asia. Arrival by sea is to the International Passenger Terminal, which handled 1 million passengers and 2 million TEU of container traffic in 2013. From Incheon Port ferries operate to five Chinese cities and Incheon's outlying islands.



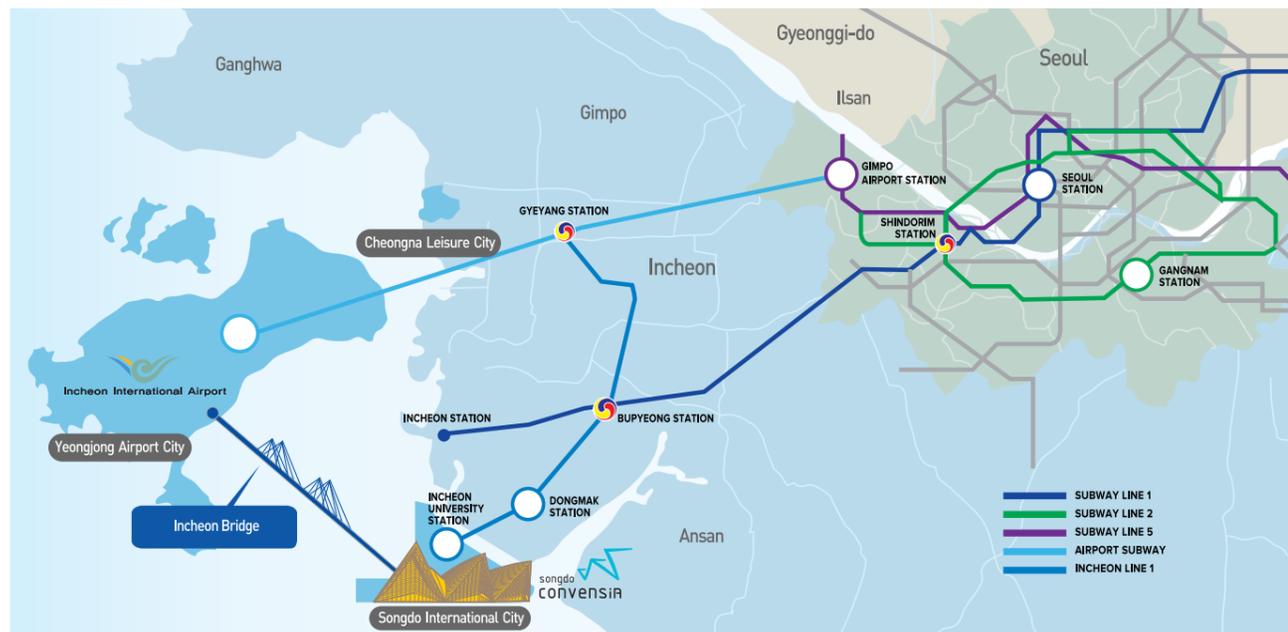
Getting to Songdo International Business District from the Airport

Upon arrival at Incheon International Airport, go to the information counter and get an Airport Guide, KAL Limousine Service brochure. If your hotel offers a shuttle service, it would be best to use that. If not, there are fast and convenient buses and limousines.

Ask for the Gate for the limousine bus service to Songdo (Exit 10), which is on the first floor. You can take the KAL Limousine service 6707B directly to Songdo (stops at Coast Guard, Hotels Orakai, Holiday Inn, Oakwood and Sheraton). Tickets cost 7,000 won and can be bought from the vending machines next to Exit 10 and at Exit 4. It is very easy to use this system. To go to Gimpo Airport take the 6707A limo.

It is quite expensive to go all the way to Songdo by taxi, so if you have missed the bus, take another to Coast Guard and then take a five-minute taxi ride to Songdo from there. If your taxi driver does not speak English, get out your Google translate or simply use a Google map and point!

The Airport Express (AREX) line runs from Incheon International Airport to Seoul Station via Gimpo International Airport, departing every 30 minutes; there is also a high-speed service stopping only at Incheon airport and Seoul, which takes 43 minutes.



map courtesy of www.songdocomwensia.com

Getting Around

South Korea has an extensive rail and road network; you can get to Seoul easily by bus or train from Incheon.

Bus: The Incheon Bus Terminal, located at the subway stop of the same name, has express buses to all parts of South Korea, with the base fare for inter-city travel being 1,100 won. The fare for buses to Incheon airport and for red buses that travel to Seoul and Gyeonggi-do is 2,500 won.

Taxi: Please note that the base fare is 3,000 won and the fare is applied to the first 2kms. Deluxe taxis charge a 5,000 won base fare and taxis hailed late at night are subject to a 20% surcharge. Ordered taxis charge an

extra 1,000 for their service (call Incheon 1577-5588 or go to www.incheon.com).

Subway: The Incheon Subway has a single line which connects to the Seoul Metropolitan Subway system at Bupyeong station and to the AREX line at Gyeonggi-do station (also connect here for Songdo International Business District). To purchase a Single Journey Ticket, choose your destination on the screen of the ticket vending machine and insert the fare; a security deposit of 500 won will be added which can be refunded by inserting your used card into the Deposit Refund Device found next to the ticketing machines in every station. ☺



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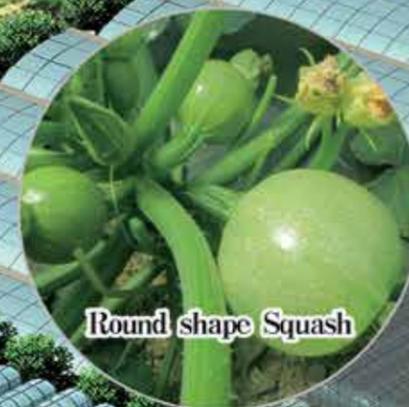
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Pink Tomato



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Black green Squash



Green Squash

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Photos by John Clewley

Hotels close to the Congress venue, Songdo ConvensiA, all have spectacular views of the city and its parks, with the sea in the background

INCHEON HIGHLIGHTS

Incheon has some fascinating sights, sounds and tastes, many of which are located nearby the Congress venue. At the heart of Songdo city is Songdo Central Park, which offers visitors and locals many outdoor, sporting and cultural activities, and will more than likely be the centrepiece of the view from your hotel room window. To enjoy your stay in Incheon, here are some highlights:



Local Sights and Sounds

The Songdo Central Park is known as the ‘green lung’ of Songdo. The park features a concert hall called the Tri-bowl which is set in the middle of a lake. This unique building looks like three bowls have been spliced together and the colour of the building changes with sunlight. At dusk, you can rent a water taxi to enjoy both nature and the dramatic colours of the sunset. Or you can settle down on the grass and

enjoy a picnic, rent a bicycle, or go to one of the many libraries, coffee shops or ancient buildings.

The NC Cube Canal Walk is a low-rise, open-plan shopping mall, which has several fashion boutiques and restaurants nearby. Not far from there is a bigger mall called Square One, which has sales and special events on the weekends. 🍷

ACCOMMODATION REVIEW

Six major international hotels are located within a 10-minute walk of the ASC 2016 venue, the Songdo ConvensiA, and from that group, four have been designated as Congress hotels, each offering special rates for APSA delegates. The APSA Congress hotels are: Sheraton Grand Incheon Hotel (327 rooms), Oakwood Premier Incheon Hotel (423 rooms), Orakai Songdo Park Hotel (300 rooms) and the Holiday Inn Incheon Songdo (202 rooms). Also, located just a 10-minute shuttle ride away is another Congress hotel, the Ramada Songdo Hotel (202 rooms).

Songdo International City offers some 3,168 rooms within a 10-minute walk and a further 1,876 rooms within a 20-minute drive from Songdo ConvensiA. 🍷



Chinatown and Walking the Boardwalk on Wolmi Island (Wolmido)

Chinatown is located across from Incheon Station near Jayu Park and is the only official Chinatown in South Korea. Located on one of the few hills in the area, you can find Chinese restaurants selling dumplings and moon cakes, as well as many kinds of local arts, crafts and souvenirs. Some of the oldest buildings in Incheon can also be found here.

the mainland by stone embankments. It is the Coney Island of the area, complete with a long boardwalk called Wolmi Culture Street, a monorail and the Wolmi Theme (Amusement) Park (for those with strong stomachs, try the ever-popular Viking Ride). Delicious local seafood is a specialty of the island. Ferries run from Wolmido to Yeongjongdo and Jakyakdo. 🍷

Wolmi Island (as its name suggests) was originally an island, however it has now been connected to





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Myeong-dong – Shopping Heaven

Seoul is about an hour by train from Incheon. Take a train to Myeong-dong Station and you will be immersed in the country's prime shopping area, especially for fashion items, shoes, antiques, and specialist shops selling Korean crafts and cosmetics. This is, however, more youth-oriented. For luxury items go to the Appujeong, Cheongdam-dong and Gangnam stations to find all the luxury boutiques you'll ever need. For more traditional and hard-to-find items, go to the wholesale markets of Dongdaemun and Namdaemun. 🇰🇷



Food

Korean cuisine is largely based on rice, vegetables and meats. Traditional Korean meals are noted for the number of side dishes (*banchan*) that accompany steam-cooked short-grain rice. Kimchi, a national side dish, is almost always served at every meal. Commonly used ingredients include sesame oil, *doenjang* (fermented bean paste), soy sauce, salt, garlic, ginger, pepper flakes, *gochujang* (fermented red chilli paste) and cabbage. Noodles feature strongly in the cuisine, as do barbecued meats and several kinds of stews and soups.

Kimchi is a traditional fermented Korean side dish made of vegetables (often made with napa cabbage, radish, and scallions or cucumber as the main ingredient) which comes in hundreds of variations and with a variety of seasonings. To gauge how important the dish is to Korean culture, it is worth noting that kimchi-related items have been inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity by both South and North Korea. For those interested, a visit to the Kimchi Field Museum in Seoul is a must. 🇰🇷



INCHEON FACT BOX

Incheon means 'kind river'. The city is located in northwestern South Korea, bordering Seoul and Gyeonggi to the east.

Inhabited since the New Stone Age, the city became an international port in 1883.

Population: 3 million (3rd biggest city in S. Korea). Part of the 'Seoul Capital Area', which along with Seoul and Gyeonggi province forms the world's second largest metropolitan area by population.

Incheon is designated as South Korea's first free economic zone.

Average temperature in November: 11.8°C (high), - 7.6°C (low)

Average rainfall in November: 51.0mm

Korean dialect spoken: Gyeonggi

Flower: Rose

Tree: Tulip tree

Bird: Crane

Contact: www.english.incheon.go.kr

Head:
295 - 303 Songsawad Road, Samphantawong District, Bangkok 10100, Thailand. Tel: +66 (2) 233 - 8191 Fax: +66 (2) 237 - 1540
70 Moo 6, Petchkasem Road, Omnoi, Krathumban, Samutsakorn 74130 Tel: +66 (2) 023 - 4920 Fax: +66 (2) 023 - 4921
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KOREAN LANGUAGE PRIMER

Korean is mainly spoken on the Korean peninsula, although it is also spoken in China, Japan, Russia and the USA. There are seven different dialects of Korean.

Originally written using Chinese characters ('*Hanja*'), the language is now mainly written in '*Hangeul*' or the Korean alphabet, which consists of 24 letters and 10 vowels. It is written in blocks of two to five characters, but the system, unlike Chinese and Japanese '*Kanji*', is not ideographic.

The romanisation of Korean Hangeul script has been revamped in recent years: the new system has

dispensed with the apostrophes and breve accents used to denote different letters of the alphabet, making it easier to understand and bringing romanised Korean fully into the 21st century.

However, one of the biggest disadvantages is that most place names (including street names) in South Korea have changed. Some maps and street signs within South Korea have yet to absorb the new system and a significant number of hotels and restaurants retain their old names, which can prove very confusing for non-fluent visitors. ☹

Useful Words

English	Korean
Hello/Good morning/Good afternoon/Good evening	Annyeonghasimnikka
Goodbye (said to somebody not departing)	Annyeonghi gyeseyo
Goodbye (said to somebody who is also departing)	Annyeonghi gaseyo
Can you speak English?	Yeongeo halsu isseumnikka?
Thank you	Gamsa hamnida
Excuse me	Sille hamnida
I'm sorry	Mian hamnida
You are welcome	Cheonmaneyo
Yes	Ne
No	Anio
Help!	Saram sallyeo!
My name is	Je ireumeun...imnida
I come from	Jeoneun...eseo wasseumnida
Airport	Gonghang
Subway	Jihacheol
Taxi	Taeksi
Seoul train station	Seoul yeok
Express bus terminal	Gosok teominal
Ticket office	Maepyoso
Entrance	Ipgu
Exit	Chulgu
Public bathhouse or private bathroom	Mogyoktang
Restroom	Hwajangsil
Restaurant	Sikdang, eumsikjeom
Tea or coffee house	Dabang, chatjip
Bank	Eunhaeng
Hotel	Hotel
A good Korean inn	Joeun yeogwan
Post office	Ucheguk
Post box	Uchetong
Police station	Gyeongchalseo
Embassy	Daesagwan
International	Gukje
Telecommunication office	(Jeonsin) jeonhwaguk
Dry cleaners	Setakso
Public telephone	Gongjung jeonhwa
Department store	Baekhwajeom
Duty free shop	Myeonsejeom
Marketplace	Sijang
Souvenir shop	Giny eompumjeom



Useful Questions and Sentences

English	Korean
Where is the bathroom?	hwajangshil eodi imnika?
How far is it from here?	Yeogiseo eulmana meomnikka?
How long does it take to go there?	Eolmana geollimnikka?
It takes 30 minutes/1 hour	Samsipbun/hansigan geollimnida
Please call a taxi for me	Taeksi jom bulleojuseyo
Just a moment please	Jamkkanman gidaryeojuseyo
Please go straight	Ttokbaro gaseyo
Please stop here	Seweojuseyo
What is this place called?	Yeogiga eodiimnikka?
Hello (to get the attention of a waiter, sales clerk, etc.)	Yeoboseyo
I will have coffee (or please give me some coffee)	"Coffee" juseyo
May I have the bill?	Gyesanseo juseyo?
Please show me another one	Dareun geot jom boyeojuseyo
How much does it cost; what is the price?	Eolma imnikka?
It's too expensive	Neomu bissayo
Do you understand me?	Ihae hasheosseoyo?
Please bring me some...	...jom gattajuseyo
...beer	...maekju
...cold drinking water	...naengsu
...hot water (for bathing or drinking)	...tteugeoun mul
...barley tea	...boricha
...Korean food	...hansik, hanguk eumsik
a full-course Korean meal	hanjeongsik
(Something, someone is) good	Josseumnida
(Something, someone is) bad	Nappeumnida

0 = yeong, 1 = il/hana, 2 = i/dul, 3 = sam/set, 4 = sa/net, 5 = o/daseot, 6 = yuk/yeoseot, 7 = chil/ilgop, 8 = pal/yeodeol, 9 = gu/ahop, 10 = sip/yeol, 11 = sibil, 20 = isip, 30 = samsip, 40 = sasip, 50 = osip, 60 = yuksip, 70 = chilsip, 80 = palsip, 90 = gusip, 100 = baek, 200 = ibae, 1,000 = cheon

ASIAN SEED CONGRESS 2016 PROGRAMME

Sunday 6 November

Programme	Participants	Location
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09:00 - 24:00	APSA Secretariat Meeting Room Open	Secretariat and NOC	Ground Floor : Room 102
13:00 - 17:00	Registration Opens	Delegates, Trade Exhibitors and Accompanying Persons	Registration Area
13:00 - 17:00	APSA EC Meeting	APSA EC Members	Ground Floor : Room 203

Day 1 - Monday 7 November

07:30 - 17:00	APSA Golf Tournament	Players	Sky 72, Ocean Course
09:00 - 17:00	Registration Opens	Delegates, Trade Exhibitors and Accompanying Persons	Registration Area
09:00 - 17:00	Pre-Congress Workshop	Workshop Attendees	Ground Floor : Room 116-117
13:00 - 18:00	Exhibits, Trading and Private Meeting Rooms Open	Delegates	Ground Floor : Exhibition Hall 1
19:00 - 22:00	APSA EC Dinner (by invitation)	APSA EC Members and invited guests	TBA

Day 2 - Tuesday 8 November

09:00 - 17:00	Registration Opens	Delegates	Registration Area
10:00 - 12:00	Inaugural Ceremony	Delegates and Trade Exhibitors	2 nd Floor, Premier Ballroom A & B
13:00 - 18:00	Exhibits, Trading and Private Meeting Rooms Open	Delegates	Ground Floor : Exhibition Hall 1
12:30 - 14:00	APSA Past Presidents' Luncheon (by invitation)	APSA Past Presidents and invited guests	2 nd Floor, Room 203
14:00 - 17:00	Crop Group on Vegetables & Ornamentals	Delegates	Ground Floor : Room 116 - 117
17:15 - 19:15	Activity Group on Seed Technology	Delegates	Ground Floor : Room 113
19:30 - 22:30	Welcome Cocktail Party	Delegates, Trade Exhibitors and Accompanying Persons	Ground Floor : Exhibition Hall 2

Day 3 - Wednesday 9 November

08:30 - 17:00	Registration Opens	Delegates	Registration Area
08:00 - 18:00	Exhibits, Trading and Private Meeting Rooms Open	Delegates	Ground Floor : Exhibition Hall 1
08:30 - 11:30	APSA - National Seed Associations Meeting	Delegates	Ground Floor : Room 116
09:00 - 17:00	Accompanying Person's Tour	Accompanying Persons	Seoul
09:00 - 17:00	Banquet Reservations Open	Delegates	Registration area
11:30 - 12:00	Crop Group on Cover Crops	Delegates	Ground Floor : Room 113
13:00 - 16:00	Activity Group on Intellectual Property Rights & Biodiversity	Delegates	Ground Floor : Room 116 - 117
16:15 - 18:15	Crop Group on Field Crops	Delegates	Ground Floor : Room 113

Day 4 - Thursday 10 November

08:30 - 13:00	Registration Opens	Delegates	Registration area
08:30 - 13:00	Banquet Reservations Open	Delegates	Registration area
08:00 - 12:30	Exhibits, Trading and Private Meeting Rooms Open	Delegates	Ground Floor : Exhibition Hall 1
08:30 - 10:30	Crop Group on Hybrid Rice	Delegates	Ground Floor : Room 113 - 114
09:00 - 12:00	GAM Registrations Open	Delegates	Registration area
10:30 - 12:30	Activity Group on Trade & Marketing	Delegates	Ground Floor : Room 116
12:00 - 14:00	GAM Registrations Open	Delegates	Registration Area
14:30 - 17:30	APSA General Assembly Meeting	APSA Members	2 nd Floor, Premier Ballroom A & B
19:00 - 22:00	Grand Banquet	Delegates, Trade Exhibitors and Accompanying Persons	Ground Floor : Exhibition Hall 2

Day 5 - Friday 11 November

08:00 - 18:00	Post-Congress Tour 1 Day	Delegates	Visit to Nongwoobio, Asia Seed, Koregon, & NH Seed
08:30 - 17:00	APSA EC Meeting	APSA EC Members	2 nd Floor, Room 203

SPECIAL NOTES

1. Trading table and booth areas now have extended times, opening from 13:00 to 18:00 Monday, 11:00 to 18:00 Tuesday, 08:00 to 18:00 Wednesday and 08:00 to 13:00 Thursday.
2. Coffee and tea are served from 08:30 to 17:00, daily.
3. Lunch will be served on 8, 9 and 10 November from 11:30 to 13:30 at Exhibition Hall 2 on the Ground Floor.

4. All meeting and trading rooms as well as the exhibition area will CLOSE during the Inaugural Ceremony on 8 November, opening at 13:00.
5. All meeting and trading rooms as well as the exhibition area will CLOSE at 13:00 on 10 November for the APSA General Assembly Meeting.
6. Private meeting rooms now have extended times, opening from 09:00 to 18:00 Monday, 11:00 to 18:00 Tuesday, 09:00 to 18:00 Wednesday and 09:00 to 13:00 Thursday.



TAKII SEED

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ASC 2017 TOURS

Accompanying Persons' Tour – 9 November 2016



This year's Accompanying Persons' Tour focuses on some of the highlights of South Korea and its capital city, Seoul. This is a full-day tour and is free for accompanying persons (others may join the tour, subject to available space, but they will need to pay the tour fee to the tour guide prior to embarkation).

The tour begins at 09:00am with a pick-up at the Congress venue (ConvensiA) which will then proceed to Gyeongbok Palace in Northern Seoul. The drive from Incheon to Seoul will take the participants past the imposing Presidential Blue House.

Gyeongbok Palace, sometimes called Gyeongbokgung Palace, is a royal palace in Northern Seoul constructed in 1394. The name of the palace means 'Palace of Shining Happiness'. It was nearly destroyed in the early 20th century and has since undergone renovation.

Not far from the Palace is the recently re-designed Gwanghwamun Square, which was reopened in 2009 to create a human-centred space that was in harmony with the nearby Gyeongbok Palace and Bukaksan Mountain. Tour goers can walk in the different

sections of the square, such as the "Civil Participation Urban Culture Plaza" or the "Recovering the History of Gwanghwamun Gate Plaza". In this area, tour participants will enjoy a Korean-style lunch.

After a morning of experiencing the beauty of traditional Korean culture, participants will then have the opportunity to go shopping in Seoul's famous Myeong-dong shopping district. This shopping 'heaven' is located around the Myeong-dong street area, between Lotte Department Store in Euljiro and the Myeong-dong Subway Station (Seoul subway line no. 4). Here you can find designer clothes, shoes and fashion accessories, as well as the ever-popular Korean cosmetics. The area is also well known for its food stalls, from which you can try out many kinds of tasty Korean street foods.

Transportation, an English-language speaking tour guide and lunch are provided. To register go to: <http://asianseedcongress.com/2016/index.php/component/k2/item/88-asc-2016-tours>

Post-Congress Tours to South Korean Seed Companies

At ASC 2016, two post-Congress tours to visit Korean seed companies are on offer. The tours are full-day, from 08:00am to 18:00pm, and will include transportation and lunch. APSA delegates may choose only one of the two courses available.

Please note that there are two options for APSA Congress delegates:

- Course A takes delegates to visit Koregon's R&D Center and Nonghyup Seeds Paprika Breeding Center.

- Course B takes delegates to Asia Seed's R&D Center and Nongwoo Bio's R&D Center.

The deadline for reservations is 30 September and places are limited. Please book early to avoid disappointment. Pre-payment of the tour fee by credit card requires only \$60. Tour buses will depart from and return to Songdo ConvensiA. To book, download the registration form from the Congress website, fill it out and return to apsa2016@koconex.com.

Discover Fun in Golf at the APSA Golf Tournament



The eagerly-anticipated annual APSA Golf Tournament is on the horizon and APSA's keen golf players have been practising and getting ready to battle for several coveted trophies (overall score, longest drive and closest to the pin), which are usually awarded at the gala dinner.

The venue for this year's tournament is the spectacular Sky 72 Golf Club, which opened in 2005 with four 18-hole courses: Hanul (7,146yd), Ocean (7,275yd) Lake (7,014yd) and Classic (6,879yd). The club is located next to Incheon International Airport and is known as the largest golf facility in Northeast Asia with a circular driving range that is the longest in the world. It is the Korean Professional Golfers' Association Official Golf Course.

The club also provides a range of top-class facilities, including a large clubhouse and various quality restaurants.

After considering the merits of each course, it was decided that the Ocean Course, with its spectacular Oceanside scenery would be the most suitable for the tournament. The Ocean Course was designed by American golf legend Jack Nicklaus, who finished his professional career with a record 18 major titles to his credit.

Nicklaus is well-known for his ability to create exciting golf venues and courses, which he has been doing for more than 30 years, and he put a great deal of effort into the course, which features long bunkers and mounds that follow the fairways, adding both charm to the picturesque nature of the course and a challenge as some of the holes, like par 3s and par 4s, are longer than usual. While it may sound like stern test, the relaxed nature of the venue will certainly make for an enjoyable day's golfing. As the slogan of Sky 72 says: "Discover Fun in Golf."

Pick up by bus is on Monday 7 November 2016 from 07:30am at your hotel lobby. Note that transportation to and from the gold club will be provided only to those staying at the official Congress hotels. The booking deadline is 10 October 2016 and all fees are payable on site (APSA is not responsible form collection or payment of any golf fees).

More information from <http://www.sky72.com/en/info> and all rates/equipment rental fees are listed on the APSA Congress website <http://asianseedcongress.com/2016/index.php/social/golf-tour>

CONTACTS & TAX REFUNDS

Shopping Guide:
http://english.visitkorea.or.kr/enu/1061_Shopping.jsp

Tax Refunds for Visitors to South Korea

The South Korean government has introduced tax free shopping for visitors who purchase goods Duty Free or at a Tax Free shop. In general, tax refunds can be received by a visitor when they submit receipts at tax refund booths, found at major stores and at the airport. However, since 1 January 2016, visitors can receive their tax refund (below a certain limit, please check the Korea Tourism Organisation's website for details) at certified Tax Free stores – there are currently 12,077 Tax Free stores in South Korea.

There are two methods of obtaining a tax refund on goods purchased in South Korea: by purchasing without paying tax; and by paying the full price and then later claiming a tax refund at the airport (you can do this electronically at Incheon International Airport, Gates 27-28, which has a Tax-Free ATM).

Contacts for tax refunds:
 KT Tourist Reward (www.koreataxfree.com)
 Easy Tax Reward (www.easytaxrefund.co.kr)
 CubeRefund (www.cuberefund.com)
 1330 Korea Travel Hotline: +82-2-1330



More Useful Contacts

Incheon Metropolitan City:
<http://english.incheon.go.kr/>

Tourism:
<http://english.visitkorea.or.kr>

Airports:
www.airport.kr/co/en/

Tourism Information Center:
 +82-32-7771330

Korean Seed Association (KOSA):
 +82-31-706-1620-1 (www.kosaseed.or.kr)

English-language newspaper:
 The Korea Herald (www.koreaherald.co.kr)

Korean Seed & Variety Service (KSVS):
 +82-54-912-0100 (www.seed.go.kr/english/)

T-money Card (Can be used on subways, tolls and cultural tours like palaces, galleries, museums and convenience stores) (www.t-money.co.kr), fully refundable



Pre-Congress Workshop

Developments & challenges for IPR
 in the Asia-Pacific region

Find out all you need to know about IPR issues in the region at this year's Pre-Congress Workshop. Numbers are limited to 150 but the workshop is open to all delegates and APSA members. Pre-registration is required.

To access the link to register and for information on the programme and speakers, go to the Congress website at: www.asianseedcongress.com/2016

Date: 7 November 2016, 09:00am – 17:00pm

Location: Songdo Covensia, ground floor, room no. 116-117



Photos courtesy of AVRDC

STRENGTHENING COLLABORATION

On 26 July 2016, a group of APSA members actively involved in seed research travelled to Taiwan for an open discussion with staff from the World Vegetable Center (AVRDC) on how private companies can work more collaboratively with the centre in future.

Participants were welcomed by the new Director of AVRDC, Dr. Marco Wopereis, who told them in his introductory speech that the Center was going through a period of change, and that a new strategy was being developed that would be more outcome-oriented. He added that as seed companies were very important stakeholders for the Center, they were being consulted with through meetings and workshops, such as the 26 July workshop, in order to ensure that the AVRDC's regional strategy was in line with the expectations of these stakeholders. "We want to make sure our products are relevant and make sense", said Dr. Wopereis. Plant breeder Dr. Peter Hanson, AVRDC's Global Theme Leader, then gave an overview of previous collaborations with private

seed companies, which included APSA's history with the Center. As an example, he showed a photograph of an APSA workshop at the Center from 2005 which many of the participants at the 26 July meeting had previously attended. He then gave an overview of the work at the Center, noting that, "the availability of high quality seeds is imperative for the horticulture sector", and that, "seed companies are doing the heavy lifting on the impact of varieties".

Dr. Hanson also stressed the importance of feedback from APSA members on their work at the Center. He explained that his team valued the fact that private sector seed companies were really tough critics of their work as it was the kind constructive criticism they needed in order to improve.

Next, Dr. Pepijn Schreinemachers gave a presentation on the impact of international vegetable breeding in Africa and Asia. After a short break, the meeting then reconvened for two breakout sessions.

Former APSA President Dr. Anthony Tse, Managing Director of Clover Seed, chaired the first session, "Redefining the role of the World Vegetable Center in a changing seed sector." Speaking on the needs of SMEs in the industry to have access to breeding materials, Dr. Tse said that, "Being from a small- to medium-sized company myself, the role of the Center in providing breeding materials to the private sector is very important".

Dr. Simon Jan de Hoop, Vice President at East-West Seed, followed Dr. Tse by chairing a discussion session entitled, "Improving collaboration and communication". Both Dr. Tse and Dr. Jan de Hoop noted that APSA members were keen to develop a closer connection to the World Vegetable Center moving forward. Moreover, the World Vegetable Center would benefit from more detailed and regular feedback from involved APSA members, while those members would also

have access to workshops, training and information that may not be widely circulated.

The World Vegetable Center is planning to further facilitate collaboration and communication with meetings throughout the region in the coming months. AVRDC is organising meetings in Tanzania in August, Central Africa in September, and Thailand and India in October. They will analyse the data they collect at their board meeting in November in order to define a new 6-8 year strategic plan and 3-5 year operational plan for the Center.

If you would like to be involved in APSA's collaboration with the World Vegetable Center, please contact the APSA office and we will keep you informed of new opportunities as they arise. 🐾

Workshop Objectives

- Identify the complementary roles of the World Vegetable Center and private seed companies in the development of improved vegetable cultivars.
- Define clear and mutually beneficial strategies and mechanisms to strengthen the collaboration between the World Vegetable Center and private seed companies, and to maximise benefits for farmers and consumers.

APSA Makes Courtesy Call to Rice Seed Department



Photos by John Clewley

From left: Executive Assistant Siwaporn Sittisart, APSA Director Heidi Gallant, Rice Seed Division Director Winai Chompukeaw and APSA Director of Technical Affairs Dr. NK Dadlani

A team from APSA visited the Thai Government's Rice Department on the campus of Kasetsart University in northern Bangkok to meet Mr. Winai Chompukeaw, the Director of the Rice Seed Division. Mr. Chompukeaw, who last year attended ASC 2015 in Goa, India, briefed the APSA team, which was led by Director Heidi Gallant and Technical Affairs Director Dr. NK Dadlani, on the work of the division. It was agreed that a representative from the division would make a presentation at ASC 2016 in Incheon on rice, rice seeds, hybrid rice and food security to the Standing Committee on Hybrid Rice. 🍌



RICE SEED DIVISION

New APSA Members

GREEN CARE AGRICULTURE CO., LTD.

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gca_seed@greencareagri.com

FUJIAN KEHUI SEED CO., LTD.

Da Yang Ping Industrial Park, Taining County, Sanming City, Fujian, Sanming 354400 China
tzf.123@126.com

SHANDONG SHUNHE VEGETABLE SEEDS INSTITUTE

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651839357@qq.com

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rzhseed@rzhseed.com

BRARD GRAINES SAS

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contact@brard-graines.fr

GENTA TARIM A.S

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info@gentatarim.com

BUNONGSEED CO., LTD.

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bunongseed@hanmail.net

TOZER SEEDS LTD

Pyports, Downside Bridge Road, Cobham KT11 3EH, United Kingdom
info@tozerseeds.com

TRINOG-XS (XIAMEN) GREENHOUSE TECH CO., LTD.

403-404, Building 25# , Wanghai Road, Soft ware Park II, Xiamen, Xiamen 361008, China
trinog@trinog.cn

M/S SAFAL SEED COMPANY

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THAIBINH SEED CORPORATION (THAIBINH SEED)

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thaihungtsc@gmail.com

SHENZHEN SEEDLAND SEEDS LTD.

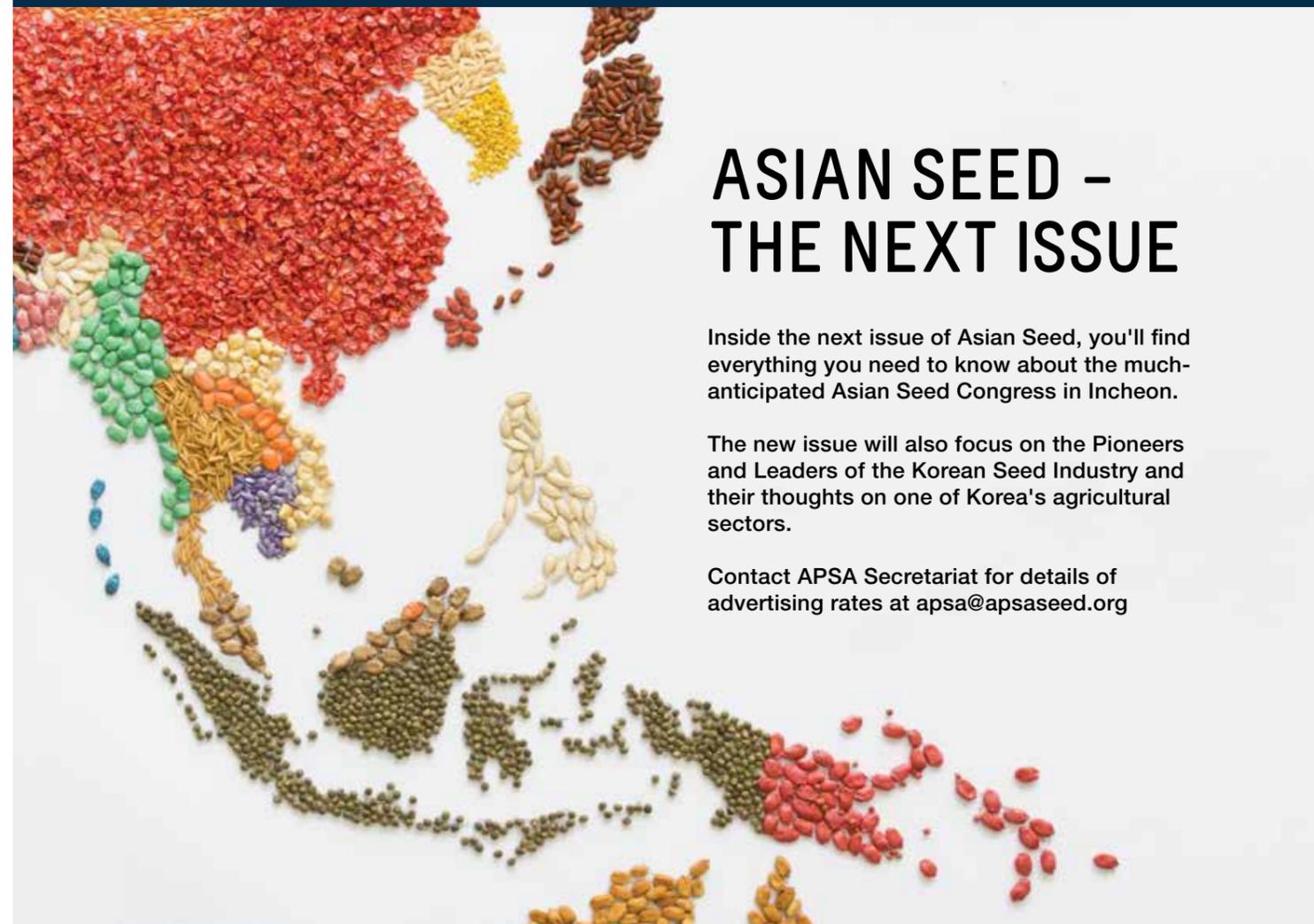
No. 2905. Bldg 28 Longyuan Garden, 1299, Hong Gang Rd, LuoHu Dist. Shenzhen Guangdong 518000, China
Info@seedlandseeds.com

MATSUI SEED CO., LTD.

272 Hatanosho Tawaramoto, Shiki, Nara 6360343, Japan
info@kandoumelon.jp

PRABHAKAR HYBRID SEEDS

No:2, Sri Saraswathi Complex, 2nd Cross, 3rd Main, Gandhi Nagar, Bangalore-560009, Karnataka, India
prabhakarseeds@gmail.com



ASIAN SEED – THE NEXT ISSUE

Inside the next issue of Asian Seed, you'll find everything you need to know about the much-anticipated Asian Seed Congress in Incheon.

The new issue will also focus on the Pioneers and Leaders of the Korean Seed Industry and their thoughts on one of Korea's agricultural sectors.

Contact APSA Secretariat for details of advertising rates at apsa@apsaseed.org

Chile – The Place for Seeds

Mario Schindler, Agronomist, National Secretary of the Chilean Seed Trade Association since 2003

Although I was born in an urban environment in Santiago, the capital of Chile, I was fascinated by agriculture from an early age. I always knew that I wanted to study it, but it took some time for me to figure out what area of agriculture I wanted to work in as a professional. During my studies, I remember that I was captivated by the sight of endless fields of crops where thousands of small plants mysteriously grew, and, in time, became various fruits and produce. All this was a wonder to me. I had discovered the world of seeds.



I realised then that I had met my future, not only in agriculture but also in life, and I have always maintained that there is no nobler activity than producing seeds. For many years I worked in the field, producing and then selling seeds, and I witnessed firsthand the excellent conditions that Chile possesses as a producer of quality seeds.

I also discovered another one of the many virtues of our profession, that is, accompanying farmers in their fields. From tilling the ground to harvesting the produce, I was part of this process for more than 15 years. I believe that the professional reward of being there with the farmers is inestimable, and that I owe everything to seeds – a feeling that I am sure many of us share.

In the middle of my professional studies, I had the chance to become a member of our National Seed Association (ANPROS). At first I was unsure of taking the position as it was a significant change for me. It meant leaving the farms to work in an office. However, I took the challenge because I knew it was an important project. Once again, seeds had created new opportunities for me. Working in the association brought many fascinating and challenging activities. I became acquainted

with all the seed companies in the country, I made professional contacts with the state authorities in the field, and I gained a real understanding of the role that Chile plays in the global seed market. I also understood the great responsibility that we have as the first seed exporters in the Southern Hemisphere. This responsibility, far from being only a business interest, plays a fundamental role in the production of seeds for all the farmers of the world. I was not only working for my country, but also for thousands of farmers in dozens of countries, contributing to every one of them and their families.

One of the important tasks of ANPROS has been to develop international contacts between our seed industry and various seed associations, seed federations and international regulating agencies.

I attended an Asian Seed Congress in Kuala Lumpur, as ANPROS' representative, the first time in the association's history, where I saw the great potential of the region. We decided to become an APSA member and have been able to learn about the professional and human wealth of all the countries we have since visited.

At each congress I see the progress of the Asia-Pacific region and the challenges lying ahead, and I am sure that Chile has a very important role to play in this development. For more than 30 years we have produced reliable, quality counter-seasonal seeds for the world. We have also developed niche production that perfectly matches the needs of seed companies based in Asia-Pacific. Chile was the first seed exporter in the Southern Hemisphere and currently ranks as the fifth largest seed exporter worldwide.

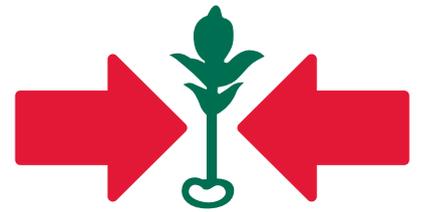
Many Asia-Pacific based companies already operate in Chile and have developed important working relationships with many domestically based Chilean companies. From this, we hope to continue being an important strategic partner for APSA's member companies. As technology and growing methods advance, so too does the quality of food and the quality of life around the globe. Chile wants to maintain its position as a primary contributor to the seed industry, not only to generate trade, but also to act as a driver for the improvement of agricultural workers' lives in the Asia-Pacific region. 🌱



Asian Seed Congress 2016 Incheon, Korea

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