



Community of Practice on Public-Private Partnerships



24 February, 2024



03.00 - 04.00 PM Bangkok time

MEET OUR SPEAKERS!



Jewel Rana

Senior Research Officer-DAFF, Australian
High Commission, Dhaka, Bangladesh

*Topic: The Role of PPP in Enhancing
Market Access*



Monjurul Islam

Adviser, BFVAPEA

*Topic: Challenges of Market Access in
Horticultural Commodities.*



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Proceedings of the Public-Private Partnership (PPP) Community of Practice (CoP) Meeting

Date: February 24, 2025

Venue: Online Session

Welcome and Opening Remarks

Homaira Jahan Sonom welcomed all participants and provided a brief recap of the previous meeting held on January 30, 2025. She highlighted the importance of the CoP as a platform for dialogue, knowledge sharing, and joint efforts to address trade-related challenges. She emphasized the role of the private sector in shaping policies and unlocking new opportunities in agricultural trade. The key focus areas included:

- Regulatory challenges in biopesticides and agri-exports.

- Strengthening regional collaboration for market access.
- Establishing clear policies for native microbiome pesticide registration and commercialization.

Keynote Address

Dr. Khetarpal shared insights from regional consultations and emphasized that the CoP should go beyond launching discussions to implementing actionable strategies. He introduced partnerships with UNEP and CABI in reducing reliance on chemical pesticides and strengthening PPP frameworks in Asia and beyond. He stressed the benefits of CoPs over standalone projects due to their regular engagement between public and private stakeholders.

Session 1: Expert Presentations

Presentation 1: Strengthening PPP for Market Access in Bangladesh

Speaker: Dr. Jewel Rana, Senior Agriculture Research Officer, Australian High Commission, Dhaka

- Discussed the concept, benefits, and roles of PPPs in agriculture.
- Highlighted Bangladesh's transition to a middle-income country and the need for economic sustainability.
- Shared a case study on Bangladeshi mango farmers facing export barriers due to SPS compliance, inadequate cold storage, and regulatory challenges.
- Proposed solutions, including investment in infrastructure, farmer training, and better regulatory frameworks.

Presentation 2: Challenges of Market Access in Horticultural Commodities

Speaker: Md. Monjurul Islam, Advisor, Bangladesh Fruit, Vegetable, and Allied Products Exporter Association

- Provided an analysis of export trends, showing a decline in fresh produce exports from Bangladesh.
- Highlighted key challenges, including non-compliance with international SPS standards, lack of GAP certification, and insufficient market intelligence.
- Proposed a structured approach, including contract farming, value chain strengthening, and risk-sharing mechanisms between public and private sectors.

Session 2: Open Discussion & Key Takeaways

Moderator: Dr. KS Varaprasad

Key discussion points raised by participants:

- **Dr. Jagot Chand Malaker:** Emphasized contract farming, GAP certification, and traceability for boosting exports.

- **Md. Afzal Hossain:** Raised concerns about repeated discussions without concrete action plans and urged APAARI to facilitate implementation.
- **Md. Ahsan Ullah:** Highlighted the lack of a PPP project in agriculture among the 79 existing PPP projects in Bangladesh and stressed the importance of collaboration.

Proposed Actionable Steps

1. PPP Policy and Regulatory Reform:

- Establish a clear and transparent framework for PPPs in agriculture.
- Align policies with international SPS standards for improved market access.

2. Capacity Building and Infrastructure Development:

- Invest in accredited testing labs and cold storage facilities.
- Train farmers and exporters on compliance requirements.

3. Strengthening Public-Private Coordination:

- Develop joint market intelligence platforms.
- Improve engagement with foreign missions for better trade facilitation.

4. Promotion of Pilot Projects:

- Initiate model PPP projects in priority commodities such as mangoes and vegetables.
- Strengthen branding and global positioning of Bangladeshi agricultural exports.

Conclusion and Next Steps

Dr. Ravi Khetarpal (APAARI) reaffirmed APAARI's commitment to working with stakeholders in Dhaka and across Asia to push forward actionable solutions. He urged participants to share specific action points via email for further deliberation. **Homaira Jahan Sonom** concluded the session with a vote of thanks, appreciating the speakers, participants, and organizing team for their engagement and contributions.

From Chat Box:

Md. Afzal Hossain: No doubt PPP is very impactful but difficult to implement. Respective public-private organizations should take responsibilities to get benefits from PPP. A networking organization should take the lead to make PPP functional.

Prabhakara S: Jewel Rana, what key points should be included in a transparent PPP framework?

Dr. Jagot Chand Malaker: Dear speaker, currently, the European Union and other developed countries emphasize GAP, Hazard Analysis and Critical Control Point (HACCP), and ISO-accredited laboratories (ISO 17025) for agro product exports. How can we address this concern? Production of fruits and vegetables through Contract Farming while maintaining Good Agricultural Practices (GAP), Good Hygiene Practices (GHP), and traceability. Standard Operating Procedures (SOPs), Cargo

planes/Chartered planes with available space for agricultural goods for exports. Agricultural goods airfare should be adjusted with neighboring Asian countries. Bangladesh's agriculture is transforming from subsistence to commercial farming. Farmers are not getting fair prices for their agro products. Farmers must be grouped to produce crops based on market demand or potential, maintaining GAP. Farmer groups should develop collection points in their areas for bulking, sorting, grading, packaging, and selling. Female farmers of the FO can lead these value-addition activities, creating employment opportunities for women.

