

**International Conference on Trade and Marketing for Coconut Products: Trends,
Challenges, and Opportunities**

Report

Non-Aligned Movement Centre for South-South Technical Cooperation

2023

March 31, 2023

No.: 058A/NAMCSSTC/III/2023

INTERNATIONAL CONFERENCE ON TRADE AND MARKETING OF COCONUT PRODUCTS: TRENDS, CHALLENGES, AND OPPORTUNITIES REPORT

I. INTRODUCTION

The “International Conference on Trade and Marketing of Coconut Products” is a two-day event set for February 27-28, 2023, in Hyderabad, India. The conference primarily focuses on the global trade and marketing of coconut products such as coconut oil, coconut milk, and coconut-based snacks. It brings together experts, policymakers, and researchers from around the world to share their knowledge and experiences in the coconut industry, and to discuss the latest trends, challenges, and opportunities. The conference has four sessions, each with a different speaker discussing a topic related to the coconut industry, and includes keynote speeches, panel discussions, and networking activities. Additionally, the International Coconut Community (ICC) hosted a welcome dinner and networking lunches.

II. CONFERENCE AGENDA AND SCHEDULE

DAY 1 - 27 February 2023	
Time (India Time)	Program
09.00-10.00	Registration and Arrival of Participants
10.00-10.30	INAUGURAL SESSION (separate program will be attached)
	Session 1 : International Outlook for Coconut Products
10.30-10.35	Session Chairman : ASEP JEMBARA MULYANA CEO of COCOCHA Indonesia
10.35-11.05	<i>International Lauric Oils Outlook with Special Emphasis on Coconut Products and Oleochemicals</i> - DR. Julian Conway McGill , Head South East Asia LMC International , Kuala Lumpur, Malaysia
11.05-11.35	<i>International Outlook for Coconut Products with Special Emphasis on India</i> - Mr. Nagaraj Meda , Transgraph Consulting Pvt. Ltd, India

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DAY 1 - 27 February 2023	
Time (India Time)	Program
11.35-11.50	Open Forum/Discussion
11.50-12.00	Networking Tea/Coffee
12.00-12.30	<p><i>Global Economics and Impact of Commodities with Reference to Coconut Products</i></p> <p>– Mrs. Yvonne Agustin, Executive Director, United Coconut Association of the Philippines (UCAP), Philippines</p>
12.30-13.00	<p><i>Oil World Perspective of Global Supply, Demand and Price Outlook for Coconut Oil</i></p> <ul style="list-style-type: none"> • -Mr. Siegfried Falk, Co-Editor, Oil World, Ista Mielke GMBH, Langenberg 25, 21077 Hamburg, Germany
13.00-13.20	<p><i>Market Led Extension: Learnings for Coconut Industry</i></p> <ul style="list-style-type: none"> • -DR. P. CHANDRA SHEKARA, Director General, MANAGE, India
13.20-13.30	Open Forum/Discussion
13.30-14.30	Networking Lunch
	Session 2 : Moving towards Sustainable Coconut Sourcing
14.30-14.35	<p>Session Chairman : MR. ASEP JEMBAR MULYANA, CEO PT. TOM Coccocha Indonesia</p>
14.35-14.55	<p><i>Ways and Means for Sustainable Coconut Sourcing – Experience Sharing and Way Forward</i></p> <p>– Mr. Bernie Ferrer Cruz, Administrator, Philippine Coconut Authority (PCA), Philippines</p>

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DAY 1 - 27 February 2023	
Time (India Time)	Program
14.55-15.15	<p><i>Ways and Means for Sustainable Coconut Sourcing – Experience Sharing and Way Forward</i></p> <p>– Mr. Andi Nur Alam Syah, STP,MT, Director General of Plantation, Ministry of Agriculture, Indonesia</p>
15.15-15.35	<p><i>Ways and Means for Sustainable Coconut Sourcing – Experience Sharing and Way Forward</i></p> <p>– DR. SHIKHA SHARMA, Manager Validation and Verification, KBS Certification Services Pvt. Ltd., India</p>
15.35-15.45	Networking Refreshments (Tea/Coffee)
15.45-16.05	<p><i>Industry Experiences on Global Market Prospects and Growth Prospects for Coconut Products</i></p> <p>– Mr. R.R.Shrinivasan, Managing Director of Apex Coco & Solar Energy Limited, India</p>
16.05-16.25	<p><i>Strategies for Overcoming Tariff and Non-tariff Barriers</i></p> <p>– Ms. Ursula Hermeling, Manager, Non-Tariff Measures, International Trade Centre, Geneva, Switzerland</p>
16.25-16.40	Open Forum/Discussion
19.00-22.00	Welcome Dinner by International Coconut Community (ICC)

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DAY 2 -28 February 2023	
	Session 3 : Global Market Prospects and Growth Prospects for Coconut Products
10.00-10.05	Session Chairman : DR. JULIAN CONWAY MCGILL , Head South East Asia LMC International, Kuala Lumpur, Malaysia
10.05-10.25	<i>Industry Experiences on Global Market Outlook and Growth Prospects for Coconut Products with Special Reference Coconut Briquette</i> – Mr. Asep Jembar Mulyana , CEO, TOM COCOCHA, Indonesia
10.25-10.45	<i>Industry Experiences on Global Market Prospects and Growth Prospects for Coconut Products</i> – Mr. Ferdinand Dela Cruz , President & CEO, Franklin Baker Co, Philippines
10.45-11.05	<i>Industry Experiences on Global Market Prospects and Growth Prospects for Coconut Products</i> – MRS. PEYANOOT NAKA , Vice Chairman Conservation and Development of Coconut Oil Forum of Thailand (CDCOT), Thailand
11.05-11.25	<i>Industry Experiences on Global Market Prospects and Growth Prospects for Coconut Products</i> – Mr. Suresh Silva , Chief Executive Officer, Silvermill Group of Companies, Sri Lanka
11.25-11.45	<i>Supply Chain Dynamic for Coconut Products</i>

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DAY 2 -28 February 2023	
	Session 3 : Global Market Prospects and Growth Prospects for Coconut Products
	– DR. RAMESH MITTAL , Director, CCS National Institute of Agricultural Marketing (CCS-NIAM), India
11.45-12.00	Open Forum/Discussion
12.00-12.10	Networking Refreshments (Tea/Coffee)
	Session 4 : Innovative Industry Practices and Application of Technology in Coconut Sector
12.10-12.15	Session Chairman: MS. DEEPTHI NAIR , Director (Marketing) Coconut Development Board, India
12.15-12.35	<i>Relevance of Quality Certifications in Global Market</i> – DR. Manish Pande , Director and Head, Quality Council of India
12.35-12.55	<i>Application of Block Chain Technology in Coconut</i> – Mr. Sudesh Narayanan , Technical Head, TRACE, Fair Food, Netherlands
12.55-13.15	<i>Digital Marketing – Prospects and Challenges</i> – Mr. Dian Martin , Chairman of Indonesian Digital Marketing Association, Indonesia
13.15-13.35	<i>Industry - Farmer Interface – Modes for Ensuring Inclusive Development</i> – MR. ARUN V. , Head- Copra Buying, Marico Ltd., India
13.35-13.45	Open Forum/Discussion
13.45-14.45	Networking Lunch
14.45-15.00	<i>Outcome of the conference and the way forward</i> – ICC/CDB
15.00-16.00	Feedback from participants
16.00-16.30	Valedictory session

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A. Session 1 : International Outlook for Coconut Products

In the international market for lauric oils, coconut products, and oleochemicals, the limited supply of raw materials in Indonesia and the Philippines, along with low demand and prices for coconut oil, are expected to impact the industry in the coming years. This will lead to reduced inputs from producers, oversupply, and further price depression. In India, emerging trends and opportunities for the coconut industry include increased production of matured coconut, copra, and dry coconut exports, as well as the potential for economic growth through diversification of products and reducing trade barriers. The global economic impact of coconut products is demand-driven, with fluctuations in demand and price affecting economies of countries that rely on production and export of these commodities. In recent years, the uncertain global economic landscape has also affected the demand, supply, and pricing of coconut products, potentially impacting producers, exporters, and consumers. Key learnings from successful market-led extension initiatives that can enhance productivity and profitability in the coconut industry include investing in agriculture, utilizing existing resources and knowledge, and linking farmers to the market through social mobilization and food processing activities.

B. Session 2 : Moving towards Sustainable Coconut Sourcing

Mr. Bernie shared best practices for sustainable coconut sourcing, including providing training on sustainability and the government passing regulations. Industry stakeholders can work together by involving farmers as participants in the training. Mr. Shrini discussed the current experiences and potential growth prospects for coconut products. India has started R&D to achieve self-resilience and is producing coconut water, milk, drink, powder, flour, sugar, and milk powder. Coconut water has a positive outlook until 2025 due to growing demand from vegans, cosmetic usage, dairy-free demand, and pharma applications. Mr. Samidh highlighted the need for effective strategies to overcome non-tariff measures (NTMs) related hurdles in international trade. NTMs should be easy for producers to comply with, and transparency should be enhanced. Businesses and governments can work together through equal procedures, single windows, certification bodies, and providing advisory for businesses.

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C. Session 4 : Innovative Industry Practices and Application of Technology in Coconut Sector

Part 1: Importance of Quality Certifications in the Global Coconut Market - Dr. Manish

- What is the significance of quality certifications such as Organic, Fair Trade, and Rainforest Alliance in the global market for coconut products, and how do they affect consumer choices and trade relationships?

Significance of quality certifications: Ensuring food safety, hygiene, cleanliness, maintenance, and good agricultural practices.

Impact on consumer choices: Consumers are more likely to purchase certified products as they indicate the safety level of the foods they consume.

Part 2: Application of Blockchain Technology in the Coconut Industry - Mr. Sudeesh

- How can blockchain technology be utilized in the coconut industry to improve transparency, traceability, and accountability throughout the value chain?

Utilization of blockchain technology: Digitally connect farmers, enhance traceability from farm to fork, and verify promises made by the industry.

Part 3: Prospects and Challenges of Digital Marketing in the Coconut Industry - Mr. Dian

- How can the coconut industry leverage digital marketing to reach global consumers, and what are the challenges in implementing a successful digital marketing strategy?

Leveraging digital marketing: Conduct market research, personalize marketing strategies, analyze big data, engage with customers using chatbots, and reduce advertising costs.

Challenges in implementing a digital marketing strategy: Technical skills, crowded market, content creation, and adapting to changing algorithms.

Part 4: Strengthening the Industry-Farmer Interface for Inclusive Development in the Coconut Sector - Mr. Arun

- How can the industry and farmer interface be strengthened to ensure inclusive development in the coconut sector, and what are some effective modes of collaboration between the two?

Inclusive development: Providing scientific-based farming practices information to farmers, focusing on improving yields, and learning from development agencies like ADB.

Effective modes of collaboration: Utilizing social media, established apps, and other access points to connect with farmers.

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III. KEY LEARNINGS AND TAKEAWAYS

The international coconut industry faces challenges such as limited supply, low demand and fluctuating prices, impacting economies that rely on these commodities. To enhance productivity and profitability, key learnings from successful market-led extension initiatives include investing in agriculture, utilizing existing resources, and linking farmers to the market. Sustainable sourcing practices can be achieved through government regulations and involving farmers in sustainability training. The application of blockchain technology can improve transparency and traceability throughout the value chain. Digital marketing can be leveraged to reach global consumers by conducting market research, personalizing strategies and engaging with customers. Strengthening the industry-farmer interface through providing scientific-based farming practices information and utilizing social media can ensure inclusive development in the coconut sector.

V. SUGGESTIONS AND RECOMMENDATIONS

To address challenges facing the international coconut industry, stakeholders should consider investing in agriculture and utilizing existing resources to improve productivity and profitability. Governments can play a role in promoting sustainable sourcing practices by passing regulations and involving farmers in sustainability training. Additionally, utilizing blockchain technology can improve transparency and traceability throughout the value chain. To reach global consumers, businesses should leverage digital marketing by conducting market research, personalizing strategies, and engaging with customers. Finally, strengthening the industry-farmer interface through providing scientific-based farming practices information and utilizing social media can ensure inclusive development in the coconut sector. Overall, a collaborative approach involving industry stakeholders, governments, and farmers can drive innovation and sustainable growth in the coconut industry.

VI. CONCLUSION

In conclusion, the international coconut industry faces several challenges that impact economies relying on these commodities. However, there are several strategies that can be adopted to address these challenges and promote sustainable growth. Stakeholders can invest in agriculture, utilize existing resources, and link farmers to the market. Governments can promote sustainable sourcing practices by passing regulations and involving farmers in sustainability training. Blockchain technology can improve transparency and traceability

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throughout the value chain. Digital marketing can be leveraged to reach global consumers, and strengthening the industry-farmer interface can ensure inclusive development in the coconut sector. A collaborative approach involving industry stakeholders, governments, and farmers can drive innovation and sustainable growth in the coconut industry.

FOTO DOCUMENTATION INTERNATIONAL CONFERENCE ON TRADE AND MARKETING OF COCONUT PRODUCTS 27-28 FEBRUARI 2023, HYDERABAD, INDIA





