



## **AGENDA**

### **VIII REGULAR MEETING**

**HOTEL FIESTA AMERICANA - REFORMA**

**MEXICO CITY, MEXICO**

**OCTOBER 7th – 9th, 2009**

**MIOA Technical Secretariat – IICA • 5757 Blue Lagoon Drive Suite 200  
Miami, Florida 33126 • USA • 305.260.90.10 • [frank.lam@iica.int](mailto:frank.lam@iica.int)**

# WELCOME

It is our pleasure to welcome you to our VIII Market Information Organization of the Americas (MIOA) Regular Meeting to be held in Mexico City, Mexico from October 7<sup>th</sup> to 9<sup>th</sup>, 2009.

MIOA is a network of agencies and institutions whose main functions are the collection, processing and dissemination of agricultural market information and currently, our organization has more than 25 country members from the Americas and the Caribbean.

The beautiful Mexico City is the political and economical heart of the country as well as the second most populated city in the world with more than 20 million inhabitants. In this glamorous city, the visitor will find not only archeological and colonial sites but also a myriad of cultural and culinary options.

The true benefits from this meeting lie in the knowledge transfer that occurs during both formal discussion sessions and the networking opportunities. We hope that your experience is enjoyable and helps to build your knowledge base and strengthen your network for more effective decision making.

Terry Long  
MIOA President

**MARKET INFORMATION ORGANIZATION OF THE AMERICAS**

**VIII Regular Meeting**

**Hotel Fiesta Americana**

**Mexico City, Mexico**

**Nuevo León I Room**

**October 7th – 9th, 2009**

**Wednesday October 7th, 2009**

09:00 a.m.	Delegates Registration	
09:30 a.m.	Call to Order	Dr. Terry Long
09:35 a.m.	Welcome and Inauguration	
	MIOA President	Dr. Terry Long
	Sub secretary of Industry and Commerce of Mexico	Dr. Lorenza Martínez Trigueros
	Minister Counselor for Agricultural Affairs United States of America Embassy (Mexico)	Mr. Allan Mustard
	IICA Representative in Mexico	Mr. Gino Buzzetti
10:30 a.m.	Agenda Adoption	Dr. Terry Long
10:45 a.m.	Participants and Guest Presentation	Dr. Terry Long
11:00 a.m.	MIOA President's Report	Dr. Terry Long
11:15 a.m.	BREAK	
11:30 a.m.	Voting Process – Rules of Procedure	Mr. Frank Lam
11:45 a.m.	Andean Region Presentation	Mr. Carlos Tellez
12:00 n	Caribbean Region Presentation	Mr. Aziz Mohammed
12:15 p.m.	Central Region Presentation	Mrs. Erika Ruano

12:30 p.m.	Northern Region Presentation	Dr. Terry Long
12:45 p.m.	Southern Region Presentation	Mr. Jorge Esquivel
01:00 p.m.	Q & A for the MIOA Regional Representatives	
02:00 p.m.	LUNCH	
03:00 p.m.	2009-2010 MIOA Working Plan	Dr. Terry Long Mr. Frank Lam
04:30 p.m.	BREAK	
04:45 p.m.	Technical Secretariat Report (Private)	Mr. Frank Lam
05:30 p.m.	Wrap – up and Adjournment. Voting Results (Private)	Dr. Terry Long
07:00 p.m.	Welcoming Cocktail (Sponsored by the host country)	

<b>Thursday October 8th, 2009</b>
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09:00 a.m.	Call to Order	Mr. Terry Long
09:15 a.m.	Panel. Mexico SIM: Lessons to share	
	Conference: MIS Presentation – SNIIM - Mexico	Mrs. Blanca Guarneros
	Conference: Market Information Importance for the Price Index Calculation	Dr. Javier Salas
	Conference: Study of the methodology used in conducting surveys (Application and analysis)	Dr. José María González Dr. Silvia Ruiz Dr. Alberto Contreras
	Moderator:	Mrs. Erika Ruano
11:00 a.m.	BREAK	
11:15 a.m.	Conference: Effective Use of the AMS Webpage	Dr. Luis Palmer

12:15 p.m.	Conference: Caribbean and Central American Consulting findings	Mr. John Van Dyke
01:15 p.m.	Next MIOA Meeting Host Country 2010: Trinidad & Tobago	Mr. Elbert Johnson
02:00 p.m.	LUNCH	
03:00 p.m.	Conference: Enhancing language capacity	Mr. Ron Gerold
03:30 p.m.	Open discussion: MIOA Future Activities	Dr. Terry Long
04:00 p.m.	BREAK	
04:15 p.m.	Regional Meeting	Regional Representatives
06:00 p.m.	Wrap-up and Adjournment.	Dr. Terry Long

<b>Friday October 9th, 2009</b>
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08:00 a.m.	Departure from Hotel to Central de Abastos (Mexico City)	
09:00 a.m.	Arrival to Central de Abastos (Mexico City)	
09:15 a.m.	Meeting at Bodega del Arte and video presentation Technical conference: Fresh produce origin and quality	
10:00 a.m.	Central de Abastos Visit	
12:00 n	Departure to Hotel Fiesta Americana	
01:00 p.m.	Arrival to Hotel Fiesta Americana	
01:30 p.m.	Reports from the Regions Meeting evaluation and final comments	Dr. Terry Long Mr. Frank Lam
02:30 p.m.	ADJOURNMENT LUNCH  Dr. Terry Long, MIOA President  Ing. Claudia Ivette García Romero, Directora General de Comercio Interior y Economía Digital	
08:30 p.m.	Farewell Activity: Noche Típica Mexicana (Mexican Nigth) at Garibaldi	

**Dress Code**

MIOA Meetings:

Business Attire

Market visit and other activities:

Casual – Seasonal



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**MIOA Executive Committee**

**Terry Long, President and Northern Region Representative**

**Adriana Senior, Vice President and Andean Region Representative**

**Blanca Guarneros, Host Country 2009 Representative**

**Jorge Esquivel, Southern Region Representative**

**Aziz Mohammed, Caribbean Region Representative**

**Erika Ruano, Central Region Representative**

**MIOA Technical Secretariat**

**Miguel García, IICA**

**Frank Lam, IICA**

**5757 Blue Lagoon Drive**

**Suite 200**

**Miami, Florida**

**USA**

**Tel. 305.260.90.10**

**Fax 305.260.90.20**

**frank.lam@iica.int**