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Project Director at Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) in Bangkok, Thailand

Matthias Bickel holds two diploma degrees (master level) in Economics and Business Administration as well as a master in Business Law and Economic Law from Martin-Luther University of Halle-Wittenberg, Germany. He has also studied at University of Sydney, Australia, having specialized in development economics and international finance and banking. He is just about to submit his PhD thesis in public international law, which deals with the “Justification of Non-Actionable Subsidies in World Trade Law”.



After his graduation in 2005, Mr. Bickel worked as Research Assistant at “Transnational Economic Law Research Center (TELC)” at the Faculty of Economics and Law, Martin-Luther-University of Halle-Wittenberg and was responsible for the cooperation with the “Southwest University of Political Science and Law”, Chongqing, China.

In 2007, he joined GIZ (German International Cooperation), a German government-owned private company for sustainable development, as Junior Planning Officer for Value Chains and Agricultural Trade Policy working on new businesses and grant management with the Bill and Melinda Gates Foundation. Since then, he held various positions at GIZ including Planning Officer for “Financing of Agricultural Development” based in Eschborn, Germany or Advisor for Land Management in Phnom Penh, Cambodia.

In 2011, Matthias Bickel was assigned as Project Director in Bangkok leading an international team of agricultural experts advising the ASEAN Secretariat and the ten ASEAN Member States in the field of Sustainable Agrifood Systems.

Mr. Bickel has lived and worked in Santiago de Chile (Chile), Sydney (Australia), Addis Ababa (Ethiopia), Accra (Ghana), Phnom Penh (Cambodia) and Bangkok (Thailand) and has spent about five years in Asian countries. Over and above, he has published various journal articles, discussion papers and monographs in the fields of international finance, agricultural development, regional integration and trade law.



Better Rice Initiative

South-East Asian agri benchmark
Rice Network
Bangkok, 20th of March 2013



- 1 Starting Point – Sustainable Agrifood
- 2 Snapshot of Thai Rice Sector
- 3 “Better Rice Initiative”



What we do – Objectives & Activities (1.1)



Overall objective (2011-2017)

ASEAN has adopted one regionally coordinated policy and two guidelines addressing **sustainable agriculture and food production**.

Indicators (2011-2013)

- ☐ 1.1 ASEAN has at least identified three areas of intervention
- ☐ 1.2 Implementation ASEAN Integrated Food Security Framework
- ☐ 1.3 ASEAN Guidelines for registration, trade and use of biological plant protection products are available
- ☐ 1.4 Processes for trading BCA are agreed upon between at least four relevant government agencies
- ☐ 1.5 The amount of registered biological plant protection products in the ASEAN region has increased by 50%

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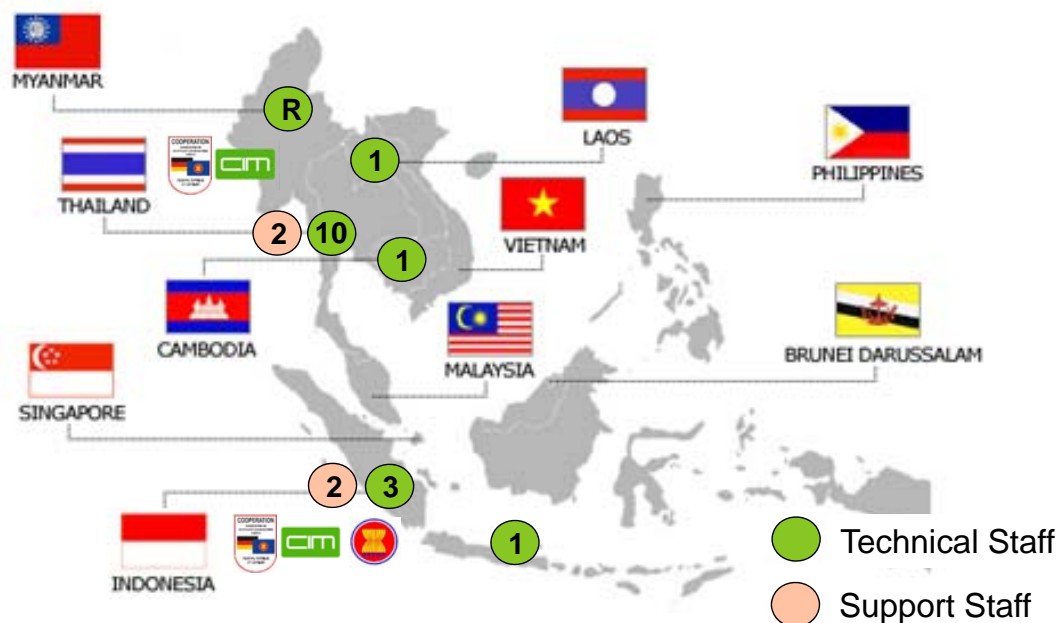
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Team of “ASEAN Sustainable Agrifood Systems”



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“One Vision, One Identity, One Community”

What we do (1.3)

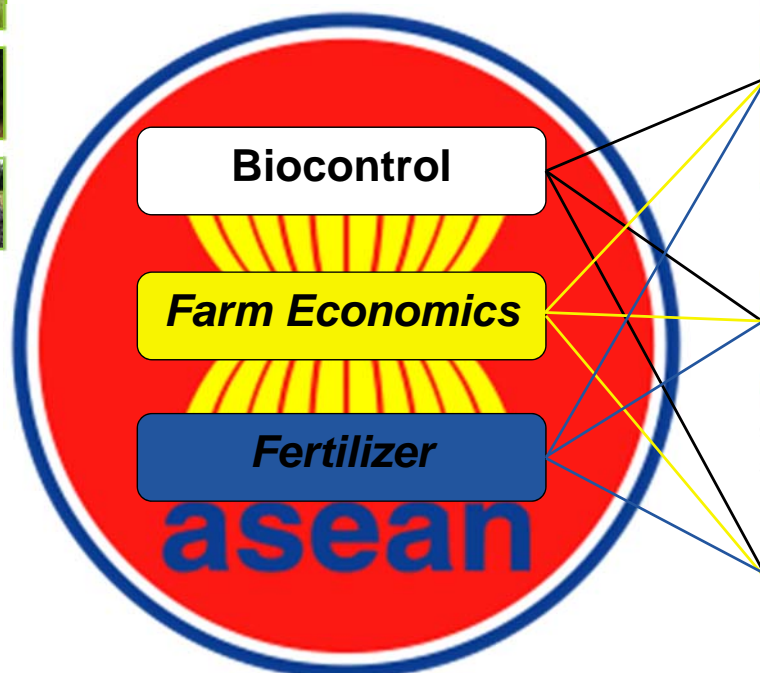


Priority Topics

Priority Crops



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What is sustainable
agriculture?

Published by: **giz** Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

- ❖ Soil management
- ❖ Organic agriculture
- ❖ Mineral Fertilizer
- ❖ (Genetically modified) seeds
- ❖ Agricultural biodiversity
- ❖ Smallholders
- ❖ Sustainable agriculture
- ❖ Agripreneurs
- ❖ Climate change
- ❖ Water
- ❖ Food security
- ❖ Post harvest
- ❖ The Green Economy



Integration of development worker – CEDAC (Cambodia)

Organic Rice and Biocontrol in Cambodia



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SAHAKREAS CEDAC

Claudius Bredehöft



Integration of development worker – CEDAC (Cambodia)



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“Remote sensing-based Information and Insurance for Crops in Emerging economies (RIICE)” (1.7)



CAM, THA, VTN



Focus
Food Security / Rice

Partners



SEP 2012 – JAN 2015
150,000 €



Challenge

- Rice price increases lead to food insecurity and are connected to political instability

Approach

- To map and monitor the rice growing areas
- To estimate actual rice yields and forecast future ones
- To develop insurance solutions

Impact

- Information on rice growth areas and expected yields is increased
- Insurance solutions for intermediaries and rural farmers are accessible

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Mortgage Scheme (in thousand THB/ton)

- ☐ White rice 15
- ☐ Phatumthani 16
- ☐ Fragrant 18
- ☐ Hom Mali 20
- ☐ Level of moisture at 15%
- ☐ Registered with DOAE

Consequences

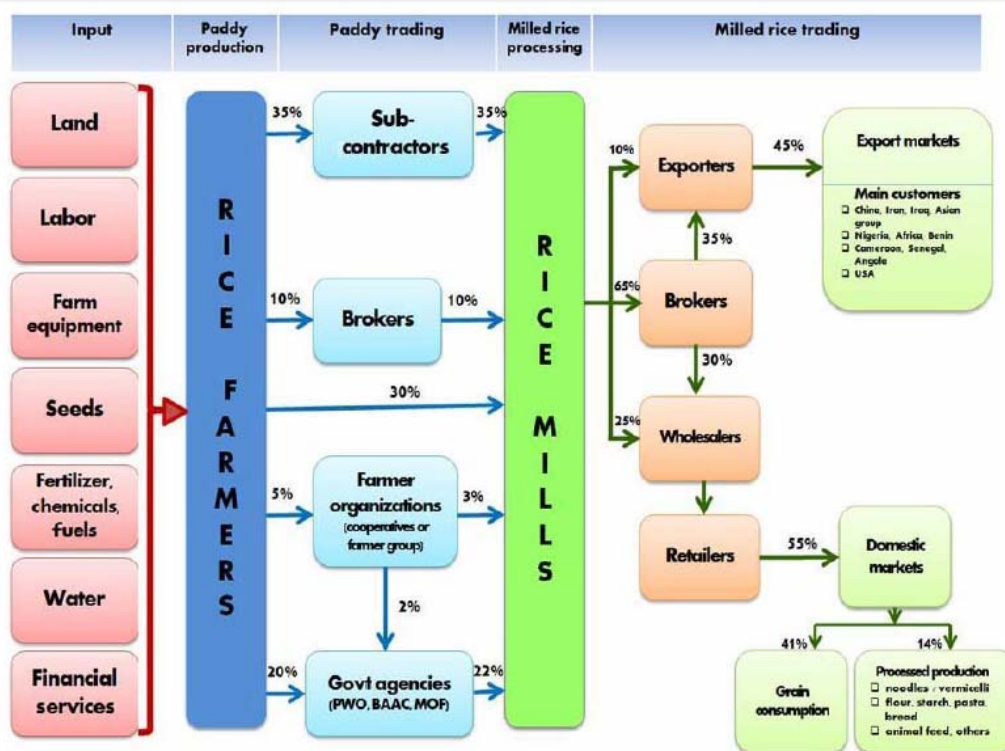
- ☐ 50% drop in export quantity since Q4 of 2011
- ☐ 280 bn THB spent and carried stock of 17 m tons of paddy rice
- ☐ Intensification of rice farming led to low quality
- ☐ Corruptions, and rice market distortion
- ☐ Burden on public debts and impact on consumers



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Source: Sub-study 4, UNEP 2010, derived from MoC

→ Input service → Paddy service → Milled rice service



ASEAN Biocontrol for Sustainable Agrifood System

- Needs assessment in THA
- Conducted from March to August 2012
- 4 regions in Thailand
- 30+ farming groups interviewed (2.5-4 hours)
- Bulk, organic, premium

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- ✓ Thai Rice Production
- ✓ Land use in Thailand and sizes of rice farms
- ✓ Government policies
- ✓ Selected field sites
- ✓ Recommendations & possible interventions



Labour & Farm equipment

- (1) Collective labour & farm machinery ownership; and
- (2) Mechanisation of farming

Seeds

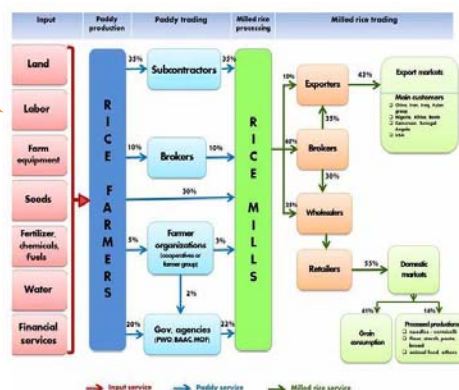
- (1) Production of quality rice seeds

Fertilizer, chemicals, fuels

- 1 (1) Product registration process for biocontrol agents (BCAs);
- 2 (2) Partnerships to produce/distribute BCAs and database;
- 3 (3) Promotion of renewable energy.

Financial Services (Revolving fund)

- (1) CD in farming technologies;
- (2) Cost of assessment and certification;
- (3) Dissemination of best practices;
- (4) Establishment of demonstration plots.





Paddy production

- (1) Production, post-harvest and processing technologies;
- (2) Young Farmers Networks;
- (3) Integrated information system; and
- (4) Food safety and food security awareness.

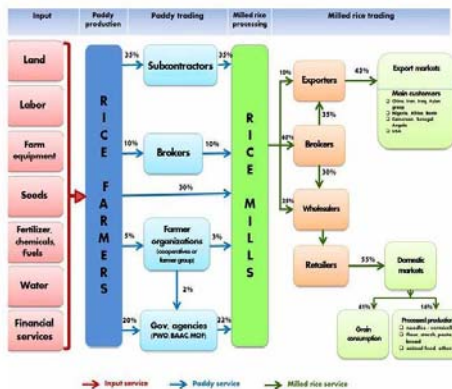


Paddy trading

- (1) Increase share in trading, milling, and processing;
- (2) Promote sustainable rice trade;
- (3) E-commerce/websites for FG; and
- (4) Product development.

Access to export markets

- (1) Public Private Partnership with European importers, brokers, wholesalers, or retailers;
- (2) Technology transfer;
- (3) Market information system; and
- (4) Certification systems.



Snapshot of the Thai Rice Sector (2.6)



Indonesia:

To **maintain** a self-sufficiency level in rice

1. Rehabilitating idle land
2. Ensuring access to seeds and fertilizers
3. Boosting irrigation systems



Philippines:

To **achieve** self-sufficiency in rice

1. Rehabilitating irrigation infrastructure
2. Greater cultivation of high yield varieties
3. Reducing post-harvest losses

Thailand:

To capacity
develop farmers

1. Innovations: cost reduction and boosting yields
2. Developing new rice varieties
3. Developing farmers school

Vietnam:

To become the world's biggest rice exporter

1. Improving irrigation systems
2. Reducing summer crops, but planting more autumn-winter crop

Natural disaster, BPH

Natural disaster

Natural disaster, BPH

Black dwarf disease



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www.germanfoodpartnership.org



Context



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- German Agribusiness and Food Industry around 35 participants
- June 2012: Launch under the patronage of BMZ
- Private and public sector cooperation: Food security and agribusiness projects
- Sector-wide and strategic approaches
- GIZ
 - Partner of the initiative
 - GFP Coordination office on behalf of BMZ

Better Rice Initiative

Objectives

- Improvement of rice quality
- Increased income in the rice VC
- Ecological sustainability

Target Countries

- THA, VTN, PHL, IDN

Main Activities

- Sustainable increase in productivity
- Reduction of greenhouse gas emissions
- Fortification & Rice farming as a future profession



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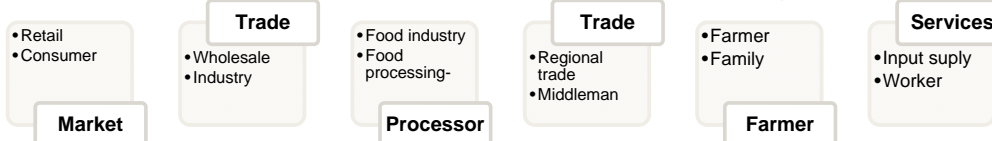
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- Supported by German Ministry of Cooperation and Development (BMZ)
- Strategic alliance with the private sector



Intervention: Sustainable supply Chains Intervention: Quality and Standards Intervention: Inclusive Business models



Intervention: Fortification

Intervention: Improvement of food technology

Intervention: Capacity Development, e.g.
Education of rice farmers and workers





Thailand



Focus
Income / Rice

Partners



Jan 2014 – DEC 2018
3,000,000 €



Challenge

- Most farmers do not have full control of production inputs
- Overuse of chemical fertilizers, insecticide and herbicides lead to increased production costs
- Lack of competitiveness

Approach

- Sustainable increase in productivity and marketability, income generation
- Inclusive business development
- Technology transfer from Europe

Funding and Contributions

- AGCO, Bayer, BASF
- MoAC, RD, DoA, DoAE
- Thai partners (tbc)

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Components of the Asian-German Better Rice Initiative



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Better Production

Marketing for better quality rice

Standards, traceability and certification

Improved processing

Increased production

Assessment of situations & needs

Better Nutrition

Quality & nutrition awareness

Improved nutrition through innovation & fortification

Quality & innovative rice and rice products

Improved nutrition conservation

Better Education

Moving down stream in the CV

Basic education for farmers

Farm economics

Compiling best practices

Young farmers network



Milestones and Next Steps



- 2nd half of 2012
 - Concept development by country working groups
Indonesia, Philippines, Thailand, Vietnam
- January 2013
 - First green light by BMZ
 - 30 January: Roundtable BMZ (Minister Niebel), Bill Gates, private sector representatives
- 1st half of 2013
 - Further project development:
- June 2013
 - 2nd approval of full proposals by BMZ to be expected

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Thank you!
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