

Demonstrations on Digital Agriculture in the GMS

Promoting International Standards in the Cross-Border Traceability of Fruits: Two Pilot Demonstrations on Digital Agriculture in Thailand, Viet Nam, and China

Presenter's BIO

Vichelle Roaring-Arunsuwannakorn is currently the International Food Safety and Quality Specialist in the Greater Mekong Subregion Sustainable Agriculture and Food Security Program supported by the Asian Development Bank. She worked as a Trade Facilitation Specialist under the GMS Core Agriculture Support Program Phase 2 (GMS CASP 2), where she led key regional projects to evaluate and accelerate market access of agriculture products and enhanced food quality, safety, and traceability in the GMS through strengthened and harmonized policies, value chain integration, institutional capacity-building, and research. Vichelle also brings over 17 years of professional experience with the ADB, UNDP, and other international organizations on regional cooperation, cross-border trade, transport and trade facilitation, agriculture policy development, economic corridor development, strategy planning, monitoring and evaluation, and social development. This includes stints on major regional integration bodies and initiatives in Southeast Asia and South Asia including IMT-GT, BIMP-EAGA, and the GMS.

In her multiple consulting roles for ADB, she led pioneering initiatives on trade, transport, and customs facilitation, food quality and safety, and in Cambodia, People's Republic of China, Lao PDR, Myanmar, Thailand, and Viet Nam, working closely with national agencies, SMEs, NGOs, farmer associations, and research institutes. Projects worth noting are multilateral undertakings in cross-border trade operations, customs procedures/transit systems, standards harmonization and equivalence, multilateral trade, and transport agreements (e.g., GMS Cross-Border Transport Agreement), cross-border software information systems, and SPS cooperation among ASEAN member countries, as well as mitigation of transboundary animal diseases. Previous professional roles also include working as a regional strategy specialist at World Vision International, as a project associate for poverty reduction for UNDP, editorial associate of the Philippine Review of Economics Journal, and as a research associate at the University of the Philippines School of Economics. She pursued graduate research on Innovations on Food Quality and Safety under the United Nations University-Maastricht Economic and Social Research Institute on Innovation and Technology and has completed a Masters Degree in Public Policy from the National Graduate Institute of Policy Studies (GRIPS) in Tokyo, Japan and an undergraduate degree in Economics from the University of the Philippines School of Economics.

Bui Ba Chinh is the Director of National Numbering and Barcodes Center National Numbering and Barcodes Center, Directorate for Standards, Metrology and Quality of Viet Nam (STAMEQ) a governmental agency under the Ministry of Science and Technology. He also holds the position of Chief Operating Officer (COO) of GS1 Viet Nam. GS1 standards are one of the most widely used system of standards in the world, and the company offers a portfolio of services and tools to support adoption of its standards. Mr. Bui is involved in supporting agri-foods supply chains and developing harmonized food standards; and applying barcodes and numbering technologies to develop traceability solutions ensuring food safety across supply chains.

He has supported the Viet Nam government in the management development, implementation, and application of traceability system of Viet Nam, connecting domestic and international traceability systems.

Suporn Pongnumkul is a Senior Researcher at the National Electronics and Computer Technology Center (NECTEC), under the National Science and Technology Development Agency (NSTDA) an agency of the government of Thailand which supports research in science and technology and its application in the Thai economy. Dr. Suporn Pongnumkul's background is in Computer Science and her Ph.D. dissertation focused on improving the interactions between humans and computers. In recent years, Suporn's research interests include the utilization of blockchain technology as a solution to help people share data in a meaningful and trustworthy way. She is conducting a project to investigate how to use blockchain to help data sharing in the food supply chain.