



Effective Public Policies for the Marketing of Lebanese Agro-food Products

Tuesday February 16, 2010

Under the patronage of the Ministry of Agriculture, the Faculty of Agricultural and Food Sciences at the American University of Beirut, in collaboration with the Faculty of Agriculture at the Lebanese University, is organizing a conference on marketing Lebanese agro-food products on Wednesday, February 17, 2010, at 9.30 a.m. at the Agriculture Lecture Hall, AUB.

Program:

Registration: (9:30-10:00)

Opening remarks (10:00-10:30)

- Welcoming remarks: Dr. Jad Chaaban, Assistant Professor of Economics, Department of Agricultural Sciences, AUB
- Dr. Taysir Hamieh, Dean, Faculty of Agriculture, Lebanese University
- Dr. Nahla Hwalla, Dean, Faculty of Agricultural and Food Sciences, AUB
- HE Dr. Hussein Al Hajj Hassan, Minister of Agriculture

Coffee break (10:30-10:45)

Main session (10:45-12:30)

- Dr. Jad Chaaban (AUB), “The value chain of agricultural commodities in Lebanon: who gets what?”
- Dr. Tayssir Hamieh (Lebanese University): “State of the agriculture economy in Lebanon: problems and solutions”
- Eng. Hala Abdallah (Ministry of Agriculture): “The value of marketing in agriculture”
- Representative of IDAL
- Representative of Agro-food exporters

Open discussion and recommendations (12:30 – 13:00)

The conference language is Arabic.