



## SPONSORSHIP PROPOSAL

Global Conference on Aquaculture 2010



Symposium Theme

**"Farming the Waters for People and Food"**

9-12 June 2010  
Bangkok, Thailand

## GLOBAL CONFERENCE ON AQUACULTURE 2010

### Background

Currently aquaculture is providing nearly 50 percent of fish consumed globally and supporting more than five million livelihood opportunities, directly, worldwide. Aquaculture increasingly contributes to the alleviation of malnutrition, hunger and poverty, and enhances food security, especially in developing countries. It has been estimated that to maintain the current global per capita fish consumption of 16.7 kg/year, aquaculture needs to produce more than 78 million tonnes by 2030, i.e., 20 years from now, aquaculture will need to produce 27 million tonnes of more fish than the current annual production. This also means that the sector will have to continue its fast growth to sustain the projected demand for aquatic food, whilst ensuring environmental integrity and social responsibility. Emerging issues and other challenges will need to be addressed in a timely manner along the development paths as well in order for the industry to fully utilize its potential and contribute to the Millennium Development Goals.

In 1976, the Food and Agriculture Organization of the United Nations (FAO) held the first ever global conference on aquaculture in Kyoto, Japan, known as the Kyoto Conference. This conference explored a variety of opportunities for aquaculture development, including technology, science, networking, and manpower and institutional strengthening. It triggered the recognition of aquaculture into a higher plane. Almost 25 years later, in 2000, the Network of Aquaculture Centres in Asia and the Pacific (NACA) and FAO along with the Thai Department of Fisheries convened the “Conference on Aquaculture in the Third Millennium”, in Bangkok, Thailand. The

Bangkok Millennium Conference reflected on the 25 years of aquaculture development globally, and examined the role of aquaculture and its likely role in the overall development context, and mapped out a plausible global development strategy for the sector, through the “The Bangkok Declaration and Strategy for Aquaculture Development” (Bangkok Declaration).

Over the past decade aquaculture is being increasingly recognized as *the emerging agriculture, the fastest growing food producing sector and the future of fisheries*. It is, therefore, timely to evaluate where the sector stands today, how far it had travelled since 2000, what challenges and opportunities are encountered by the various stakeholder groups and to consider collectively the common quest for its continued sustainable development.

Cognizant of the guidance from the 1995 FAO Code of Conduct for Responsible Fisheries and the 1996 FAO World Food Summit and with the above as a backdrop, FAO, NACA and the Kingdom of Thailand will convene the “Global Conference on Aquaculture 2010”, from 9 to 12 June 2010, back-to-back with the 5<sup>th</sup> Session of the FAO Committee on Fisheries, Sub-Committee on Aquaculture, 14 to 18 June.

The final outcome of the conference - the Consensus and Strategy document - will provide critical guidance for all with an interest in aquaculture – farmers, planners, investors, donors, technical assistance agencies, producers, civic organizations, community advocacy groups, and consumers – in their common efforts to attain the envisioned state of sustainable aquaculture development.

## Purpose

The objectives of the Conference are to:

- review the present status and trends in aquaculture development including an evaluation of the successes and limitations in implementing the Bangkok Declaration and Strategy;
- identify and address emerging issues in aquaculture development;
- assess opportunities and challenges for future aquaculture development; and
- build consensus on the way forward for the sector as a global, sustainable and a competitive sector, contributing to food security and poverty alleviation.

## Process

The organization of this four-day global conference will be driven by different committees (i.e. an International Organizing Committee, an International Programme Committee, a Local Organizing Committee, a Conference Consensus and Strategy Drafting Committee and a Conference Secretariat).

The Conference Programme will consist of introductory *Plenary Keynote Presentations* and *Invited Guest Lectures*. *Plenary Keynote Presentations* will provide a scenario of the state and prospects of aquaculture and requirements for its development while *Invited Guest Lectures* will address salient issues on aquaculture, and its relevance as a major food production sector in the current context of globalization and other developments. The plenary presentations will set the scene for the subsequent two parallel sessions on thematic areas that will form the basis for achieving the objectives of the conference. The parallel sessions will

present the *Thematic Reviews* to be followed by a panel of expert discussions, and will develop conclusions and recommendations pertaining to the themes discussed that will be fed into the consensus and strategy document. A *Concluding Plenary Session* will present a Draft Consensus and Strategy document for discussion and adoption, in principle.

Pre-conference activities include preparation of six regional reviews and a global synthesis on aquaculture development status and trends in Africa, Asia-Pacific, Europe, Latin America and the Caribbean, Near East and North America. Thematic reviews will cover major aspects of aquaculture development and management (e.g. policy, planning and governance; food security and socio-economics; resources utilization and conservation; marketing and trade; capacity building and knowledge sharing; emerging issues; opportunities and challenges for future aquaculture development). Every attempt will be made to cover as many relevant issues as possible within the above major themes.

A Poster Session, to be incorporated in the conference programme, will allow individual participants to present technical and experience papers. Abstracts of these papers will be made available to the Chairpersons of thematic sessions as appropriate, and will eventually be published.

## Participation

Major stakeholders interested in aquaculture development and management including the public sector, private industry, academia, development partners, civil society around the globe are expected to participate in this important and unique global conference.

## SYMPOSIUM SPONSORSHIP

The Conference Secretariat invites your organization to become a sponsor of the Global Conference on Aquaculture 2010 to be held from 9-12 June 2010 in Bangkok, Thailand.

If you are interested in becoming a sponsor, please contact the Conference Secretariat by email at [Aqua-Conference2010@fao.org](mailto:Aqua-Conference2010@fao.org) using the subject: **Sponsorship**

### Disclaimer

Becoming a sponsor of the conference does not imply endorsement on the part of the Conference Organization of any product or company. The Conference Organization reserves the right to accept or decline a potential sponsor.

### Administration of Sponsorship Funds

Upon receipt of expression of interest for sponsorship and acceptance of the type of sponsorship desired, the Conference Secretariat (FAO) will prepare a sponsorship contract on behalf of the Conference Organization with the potential sponsor. Sponsorship funds will be deposited to an account, specially designated for this purpose, at the Network of Aquaculture Centres in Asia and the Pacific (NACA).

## Types of Sponsorship

**Sponsorship Type 1** can be monetary and/or in-kind contribution, specifically designed to support delegates from developing countries. Sponsors using this type will be duly acknowledged in the Conference documents, and/or at the relevant event.

**Sponsorship Type 2** is a monetary contribution (with four sponsorship packages available as described below). Sponsorship of the Conference (Type 2) will provide your organization with the following key benefits:

- Gain **maximum access** to an interested, influential, international audience of people you need to meet before, during and after the event
- Obtain **excellent networking opportunities** during the event for your representatives to **promote and showcase** your products and services
- **Position your organization prominently** by providing naming rights to specific events/functions
- **Provide your publicity** material directly to all delegates
- Ensure that your **organization is acknowledged** by inclusion in all promotional material

For Sponsorship Type 2, the following categories are listed below, including a proposal for sponsorship payment:

<u>Type of Sponsorship</u>		<u>Sponsorship Payment (Payment Deadline)</u>	
Principal Sponsor:	USD 30 000	USD 15 000	(November 2009)
		USD 15 000	(February 2010)
Major Sponsor:	USD 20 000	USD 10 000	(November 2009)
		USD 10 000	(February 2010)
Sponsor:	USD 10000	USD 5 000	(November 2009)
		USD 5 000	(February 2010)
Supporter:	USD 5 000	USD 5 000	(January 2010)

## THE PROPOSAL

The Conference Secretariat invites organizations to participate in the Global Conference on Aquaculture 2010. There are currently four sponsorship packages available:

### Principal Sponsor – USD 30 000

- ☒ Naming rights to a Conference Session
- ☒ Naming rights to a Conference luncheon and morning/afternoon tea/coffee
- ☒ Principal Sponsor Acknowledgement
- ☒ Symposium Endorsement
- ☒ Web Site Acknowledgement
- ☒ Three Complimentary Registrations
- ☒ Complimentary Satchel Insert
- ☒ Logo board display

### Major Sponsor – USD 20 000

- ☒ Naming rights to a Conference luncheon and morning/afternoon tea/coffee
- ☒ Major Sponsor Acknowledgement
- ☒ Symposium Endorsement
- ☒ Web Site Acknowledgement
- ☒ Two Complimentary Registrations
- ☒ Complimentary Satchel Insert
- ☒ Logo board display

### Sponsor – USD 10 000

- ☒ Sponsor Acknowledgement
- ☒ Symposium Endorsement
- ☒ Web Site Acknowledgement
- ☒ One Complimentary Registration
- ☒ Complimentary Satchel Insert

### Supporter – USD 5 000

- ☒ Supporter Acknowledgement
- ☒ Symposium Endorsement
- ☒ Web Site Acknowledgement
- ☒ One Complimentary Registration
- ☒ Complimentary Satchel Insert

The details of the above offers are as follows:

#### **Naming rights to a Conference session**

Your organization will be given the naming right as the sponsor for one of the Symposium sessions (except keynote speaker sessions).

#### **Naming rights to a Conference luncheon and morning/afternoon tea/coffee**

Your organization will receive the naming right as the sponsor for one of the Conference social functions. This includes acknowledgement in the program and the Naming rights to Conference Social Functions (one lunch and two coffee breaks).

#### **Sponsorship Acknowledgement**

Your organization will be acknowledged, at the appropriate sponsorship level, as sponsor in the Conference documents and website, i.e. your organization's logo will be displayed prominently in the Conference website and handbook.

#### **Symposium Endorsement**

Your organization will be endorsed, at the appropriate sponsorship level, as sponsor of the Symposium, and will be able to use this on any promotional material until June 2010, e.g.:

*Principal Sponsor of the  
Global Conference on Aquaculture 2010*

*Major Sponsor of the  
Global Conference on Aquaculture 2010*

*Sponsor of the  
Global Conference on Aquaculture 2010*

*Supporter of the  
Global Conference on Aquaculture 2010*

#### **Website Acknowledgement**

As a sponsor, your organization may provide a logo for inclusion on the Conference website including a link to your organization's website.

#### **Complimentary Registration**

As a sponsor, you will be entitled to a number of complimentary registrations, as indicated above for each category, as part of your sponsorship package. Registration includes attendance at all Conference sessions and social functions.

#### **Complimentary Satchel Insert**

Each delegate will receive quality printed reference material in the Conference satchel. Your organization will be entitled to provide material for inclusion in this, as appropriate, placing your message directly in the hands of each Conference delegate.

#### **Logo board**

Your organization's logo will be prominently displayed in the main session room on a logo board or banner and on a PowerPoint slide during the Symposium.