



MARKET INFORMATION ORGANIZATION  
OF THE AMERICAS  
MIOA  
**X Meeting of the Executive Committee**  
**Swissotel**  
**Quito, Ecuador**

September 11, 2007

List of Participants

Mr. Terry Long, President of MIOA

Mr. Marco Moscoso, Vice-President of MIOA

Mr. Pedro Martinez, President Ex Officio

Mr. Hernan Velasquez, Representative from the Host Country 2007

Ms. Andrea Dansa, Representative from the Southern Region

Ms. Adriana Senior, Representative from the Andean Region

Mr. Luis F. Palmer, USDA

Mr. Frank Lam, Executive Secretariat, IICA

Mr. Guillermo Ortega, MAGAP Ecuador

## **AGENDA**

9:00 a.m.	Call to Order Discussion of the Agenda	Terry Long
9:10 a.m.	Update by the Executive Secretariat	Frank Lam
9:40 a.m.	Central and Caribbean Region Project	Marco Moscoso Frank Lam
10:15 a.m.	Break	
10:30 a.m.	New Countries	Frank Lam
11:00 a.m.	Regional Updates	
12:00 p.m.	Lunch	
1:00 p.m.	Rules of Procedure	Fernando Palmer
2:00 p.m.	Agenda for the next Regular Meeting of MIOA	Terry Long
2:30 p.m.	Break	
3:00 p.m.	Future Activities	Group Discussion
4:00 p.m.	Next Executive Committee Meeting	Terry Long
4:30 p.m.	Close of Meeting	

Tuesday, September 11, 2007

## **Welcoming Remarks**

Mr. Terry Long, President of MIOA welcomed the participants.

Mr. Guillermo Ortega, on behalf of the Ministry of Agriculture, Livestock, Aquiculture, and Fisheries (MAGAP) of Ecuador, welcomed the Executive Committee (EC) of MIOA.

Next, Mr. Terry Long thanked the hosts for their hospitality.

## **1. Call to Order and Discussion and Approval of the Agenda**

- 1.1. Mr. Terry Long submitted the Agenda to the EC for approval. The Agenda was approved. The Minutes of the IX EC Meeting were also presented for their signature.

## **2. Update by the Executive Secretariat**

- 2.1. Mr. Frank Lam, on behalf of the Executive Secretariat of IICA, indicated that he would present a follow-up to the EC agreements, the financial report, and the budget for the VII Regular Meeting.
- 2.2. With regard to the implementation of the Agreements reached at the IX EC Meeting, in Panama City, Panama, Mr. Lam noted that: 1) The Rules of Procedure were reviewed; 2) Belize, Haiti, Grenada, and Venezuela were invited as Observers to the VII Regular Meeting of MIOA. However, the invitation made to Venezuela did not materialize; 3) All Member Countries were invited to the VII Regular Meeting of MIOA by the President of the Organization; 4) A payment of \$5,000.00 (Five thousand dollars) was made to the Consultant (Mr. Gilberto Mendoza) and the Executive Summaries of the 19 countries were published both in English and Spanish in the Web page of MIOA; 5) The Technical Secretariat prepared the Terms of Reference of the Market Intelligence Project for Central America, Panama, and the Dominican Republic. Also, a working meeting was held in Managua in early August with the purpose of drafting the project proposal; 6) The Technical Secretariat is waiting to receive comments from the EC with regards to the Rules of Procedure of MIOA; 7) Mr. Marco Moscoso, Ms. Andrea Dansa, and Mr. Luis Palmer are in the process of preparing the document on the History of MIOA; 8) Mr. Frank Lam, Mr. Luis Palmer, and Ms. Adriana Senior are gathering information on the different options that are available to obtain a legal status for MIOA.
- 2.3. Mr. Pedro Martinez asked about the MIS (Market Information System) in Venezuela, and Mr. Lam said that IICA had contacted the Ministries of Agriculture in Haiti, Belize, and Venezuela. In Venezuela, IICA's Representative is making efforts to contact the Ministry of Agriculture.
- 2.4. Mr. Lam went on to present the financial report of MIOA for the period ending in September of 2007.

- 2.5. Mr. Long inquired about USDA reimbursement of expenses incurred in the EC meetings. Mr. Lam indicated that so far no reimbursements had been received for the last three EC meetings.
- 2.6. Mr. Long noted that it would be important for Member Countries to report their contributions to MIOA.
- 2.7. Mr. Lam went on to present the budget for the VII Regular Meeting of MIOA, and the cost per participant.
- 2.8. Mr. Marco Moscoso explained that *Per Diems* vary depending on the country, and that they have a significant impact on the budget for the meeting.
- 2.9. Mr. Long indicated that all the paperwork had been completed to receive a new contribution from the USDA.

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### **3. Central and Caribbean Region Project**

- 3.1. Mr. Marco Moscoso, Representative from the Central and Caribbean Region, presented the proposal for the Market Intelligence Project for Central America, Panama, and the Dominican Republic. He presented the background, the objectives, the components, the budget, and the timeline of the project. Mr. Lam supplemented this presentation by underscoring the role played by MIOA in preparing this initiative.
- 3.2. Mr. Lam indicated that the proposal is not yet finished, although it will be completed over the next few days. Mr. Long stated that the project should focus more on capacity building rather than on improving competitiveness. Ms. Dansa commented on the definition of the project's objective.
- 3.3. Mr. Lam added that the MIS contribute to improving competitiveness by providing information to decision-makers.
- 3.4. Ms. Dansa said that the MIS should not only be used in the private sector, but also in the public sector.
- 3.5. Ms. Adriana Senior suggested that the name of the project be changed and that participating countries be included. Furthermore, she noted that the EC should lead the project. Finally, she requested that counterpart funds be included.
- 3.6. Mr. Martinez said that MIOA should not execute but rather promote the project. He proposed that MIOA become involved in the Technical Committee of the project. He added that from the presentation one could see that the project had a logical design. He suggested determining what strategy would be used to seek funding.
- 3.7. Mr. Lam elaborated on the project, referring in particular to the budget, the schedule of activities, and each of the components.
- 3.8. Mr. Moscoso added that activities like this contribute to the strengthening of MIOA.
- 3.9. Mr. Long said that initially the idea was to work more on market intelligence and market information (value-added), focusing on three components: Information Gathering, Analysis, and Dissemination. One concern is that the proposal is not

focused on any of those components. Another concern is what will happen to the other Member Countries of MIOA; will they benefit as well?

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#### **4. Central and Caribbean Region Project (continued)**

- 4.1. Mr. Lam suggested finishing the proposal since many issues are still pending. He requested support from the EC, especially during this last phase, although the donor will be the one to decide when the proposal is completed. He proposed to the EC that deadlines and responsibilities be established for completing the proposal.
- 4.2. Mr. Martinez requested more time to finish the proposal. He also suggested reviewing the distribution of administrative costs in the project. Finally, he stated that one should not fear if other regions wished to replicate these type of initiatives.
- 4.3. Mr. Long suggested that a deadline be established, since he has not seen the English version. He requested members of the EC to send their comments and suggestions. He also asked if these comments should be sent to Mr. Marco Moscoso or to Mr. Frank Lam.
- 4.4. Mr. Lam suggested a two-month deadline. Mr. Hernan Velasquez noted that the EC should take ownership of the project while it is being streamlined. Mr. Martinez expressed that the Central and Caribbean Region should determine who the leader of the project will be. He went on to say that the President of MIOA, the Regional Representative and the Technical Secretariat should be the ones representing the project before the donors. Finally, he suggested revisiting the proposal during the next EC meeting.
- 4.5. Mr. Terry Long added that the goal now was not to delay the project, but rather to contribute to its success. For this purpose he suggested that more time be allocated to its analysis.
- 4.6. Mr. Moscoso stressed that support is needed from the Ministries and Secretariats in order to gain political endorsement. Furthermore, he proposed that the project be finally approved by the EC in the next meeting.
- 4.7. Mr. Long expressed that regardless of the project, MIOA may continue building capacities within the MISs in Member Countries.

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**AGREEMENT CE-X-2007-01: The EC acknowledges the initiative presented by the Central and Caribbean Region, and the Regional Representative shall receive comments and suggestions from the EC within the next 45 days (October 26, 2007).**

**Party Responsible: EC and the Representative from the Central and Caribbean Region.**

## **5. Agenda for the next Regular Meeting of MIOA**

- 5.1. Mr. Terry Long presented the Agenda for the Regular Meeting of MIOA, to be held on September 12 – 14. He went on to say that for the next meeting he wished to propose that Mr. Marco Moscoso, Luis F. Palmer, and Pedro Martinez prepare the agenda and send it to Member Countries two months prior to the meeting.
- 5.2. Mr. Moscoso informed that Mr. Gonzalo Cambefort, General Director of IMA, would join the meeting in Quito to reiterate the support of his organization to MIOA and to the 2008 Annual Assembly to be held in Panama. To this end, he asked to be included in the Agenda for the 14<sup>th</sup> in order to thank the representatives for electing Panama as the host country for 2008.

**AGREEMENT CE-X-2007-02: Mr. Marco Moscoso, Luis F. Palmer and Pedro Martinez shall be responsible for preparing and sending the agenda two months prior to the 2008 Regular Meeting of MIOA.**

**Party Responsible: Marco Moscoso, Luis F. Palmer, and Pedro Martinez**

## **6. Next Regular Meeting of the Executive Committee**

- 6.1. Mr. Terry Long proposed holding the next Executive Committee Meeting on Thursday, December 6, and Friday, December 7, of 2007 in Miami, Florida.

**AGREEMENT CE-X-2007-03: The next EC meeting shall be held on Thursday, December 6, and Friday, December 7, of 2007, in the city of Miami, Florida.**

**Party Responsible: Executive Committee**

## **7. Rules of Procedure**

- 7.1. With regards to the Rules of Procedure (RP), Mr. Terry Long stated that they should be submitted to the Assembly 24 hours prior to their review. Mr. Lam added that the Technical Secretariat had reviewed the original document and was drafting a proposal taking into account different issues such as the role of the Technical Secretariat, the presentation of initiatives, updating mechanisms for Member Countries, etc. He requested two additional weeks to finish the draft version of this document.
- 7.2. Mr. Long went on to say that the RP did not yet contemplate the role of observers, nor the addition of new regions, etc. He said that these issues should be included in the new version of the RP (v.2.0).
- 7.3. Mr. Moscoso said that during the Assembly in Quito, Ecuador, Member Countries should be urged for feedback.
- 7.4. Mr. Palmer suggested granting 90 days for Regional Representatives to make the respective consultations in their countries.

**AGREEMENT CE-X-2007-04: Member Countries shall send to Mr. Luis F. Palmer and to the Technical Secretariat their comments and suggestions regarding the Rules of Procedure within the next 90 days (December 11, 2007).**

**Party Responsible: Luis. F. Palmer and Frank Lam**

## **8. Regional Updates**

- 8.1. On behalf of the Northern Region, Mr. Terry Long informed that the countries met in Oklahoma City to discuss issues pertaining to the MIS. One of the issues discussed was the languages that were being used in their Information Systems. Also, Mexico will develop a training activity on ISO-9001-2000 for the region. Finally, the Glossary for the three countries was discussed.
- 8.2. On behalf of the Southern Region, Ms. Andrea Dansa, informed that Uruguay was contacted and information about MIOA was provided. However, the response for participation came in late. Also, the area was changed to that of International Negotiations. In Paraguay, the delegate was changed and two new persons would attend the meeting. Work had also been done on the Pan-American Dictionary.
- 8.3. Ms. Adriana Senior, from the Andean Region, informed that Peru and Bolivia were contacted. However, they did not respond. Bolivia has requested to participate in MIOA through Ms. Cristina Lopez as Representative. In the case of Ecuador, support has been provided to its MIS.
- 8.4. On behalf of the Central and Caribbean Region, Mr. Marco Moscoso, informed that the countries met in Managua, Nicaragua, on August 6, 7 and 8 to draw up the proposal for the Intelligence Market Project. Also, there are two new delegates from Guatemala to MIOA. In the case of Honduras, only one delegate, who has not been directly linked to the MIS over the last two years, will attend. In the case of Nicaragua, the two delegates are in two different areas from the MIS. For these reasons, the issues discussed within MIOA do not reach the MISs directly; the delegates have other responsibilities that are not related to the regular activities of the MIS.
- 8.5. Mr. Frank Lam informed that Belize, Haiti, and Grenada will attend the Regular Meeting of MIOA in Ecuador as Observers. Mr. Long said that a presentation on MIOA will be made on Monday, September 17, in Costa Rica, before the Caribbean Food Crop Society (CFCS). He thanked IICA for the efforts made to participate in this activity.
- 8.6. Mr. Terry Long invited the EC and the other participants to the Inaugural Ceremony on Wednesday, September 12, and asked them to be punctual. Finally, he thanked the interpreter.

THE SESSION IS ADJOURNED AT 5:55 P.M.

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**Terry Long, MIOA President and Representative for the Northern Region.**

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**Marco Moscoso, MIOA Vice-President and Representative for the Central American Region**

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**Adriana Senior, Representative for the Andean Region**

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**Andrea Dansa, Representative for the Southern Region**

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**Pedro Martinez, President Ex - Officio**

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