



MINISTRY OF FOOD,
AGRICULTURE AND LIGHT
INDUSTRY



International
Sea buckthorn
Association (ISA)



"DEVELOPMENT OF SEA BUCKTHORN AND OTHER HORTICULTURAL MARKETS IN THE ASIA REGION"

AsiaBerry-2024

Ulaanbaatar, Mongolia

October 30 – November 1, 2024

Dear colleagues – researchers and developers of sea buckthorn and other fruit markets – cordial greetings from Sunny Mongolia, located in the highlands of Central Asia.

In Mongolia, there is a traditional proverb: "If you keep in mind, you will get there." Guided by this wisdom, we eagerly invite you to our homeland in October 2024 to discuss and disseminate the market-friendly development of the fruit industry. This occasion is to celebrate the 70th anniversary of the establishment of the fruit and berry industry in Mongolia, a country with natural endowments in terms of fruit and berries. We are planning to organize an international scientific conference to encourage interactive learning and share attractive development experiences with you.

Sea buckthorn is a native plant that grows in the harsh climate of Mongolia. Our latest survey indicated that natural sea buckthorn covers approximately 14.3 thousand hectares in the western and central regions of Mongolia. Since the 1960s, we have actively worked on cultivating sea buckthorn and developing local varieties.

Although this work slowed down a lot during the transition stage to the market economy, it re-emerged in the early 2000s and nowadays we have seen a resurgence in interest and activity through the fruit cluster development approach. Currently, over 7,000 hectares are occupied by cultivated fruits and berries, with sea buckthorn constituting more than 90% of this area.

It is our pleasure to release that processing enterprises in Mongolia are evolving, offering a variety of food, health, and beauty products to both the domestic and international markets, including Japan, South Korea, China, and Taiwan.

Therefore, we cordially invite you to visit our sunny and hospitable country. Let us share research and business experiences under the theme: "Development of Sea buckthorn and other horticultural markets in the Asia region."

COMMON INFORMATION

Hosted by

Mongolian National Association of Fruits and Berries

Organized by

The Economic Institute, National University of Mongolia
Mongolian University of Life Sciences

Supported by

Ministry of Food, Agriculture and Light Industry (MOFALI)
International Seabuckthorn Association (ISA)

DATES AND VENUE

The conference will be held October 30 – November 1, 2024, at the Conference Hall of the National University of Mongolia as well as Tuushin Hotel, Bagatoiruu, Sukhbaatar district, Prime Minister Amar's Street 15, Ulaanbaatar 14200, Mongolia. More details about the venue are at <https://bestwesternmongolia.mn>

CENTRAL THEME OF THE CONFERENCE

Market Development of Horticulture and Sea Buckthorn in the Asian Region

OBJECTIVES OF THE CONFERENCE

- to share, exchange, and update the latest research on sea buckthorn.
- to promote new knowledge about the benefits of sea buckthorn and other horticultural niche markets of the Asian region
- to discuss long-term strategies and partnerships for scientific and commercial cooperation in sea buckthorn and other horticultural niche markets in the Asian region
- to adopt the Good Agricultural Practice (GAP) in the sea buckthorn and other horticultural niche markets of the Asian region

MAIN SESSIONS OF THE CONFERENCE

First session (scientific research)

- Gene resource utilization and breeding of sea buckthorn and other biodiversity.
- Plantation and cultivation technologies in horticulture;
- Nutritional and pharmaceutical application of sea buckthorn.

Second session (applied and empirical research)

- Good Agricultural Practice through Sea buckthorn Value Chain;
- Supply chain collaboration of sea buckthorn and other horticultural products;
- Fruit market strategy, vision, mission, and values in the Asian region until 2030.

Third session (industry excellence and competitiveness)

- Institution for Collaboration: platforms, initiatives in the Asian region;
- International cooperation on Sea buckthorn through Asian niche markets;
- Health, food security, and job creation

CONFERENCE LANGUAGE

The official language of the conference will be English and Mongolian simultaneously.

CALENDAR

July 30, 2024	Deadline for abstract submission
Aug 30, 2024	Review and notification of acceptance
Sep 30, 2024	Deadline for submission of Papers for the Proceedings and Poster Presentations
Sep 30, 2024	Deadline for registration submission and tour reservation
Oct 29, 2024	Registration & Accommodation, Meeting of ISA Board
Oct 30, 2024	Conference
Oct 30, 2024	Opening Ceremony, Welcome and Keynote Speeches, Invited Presentations, Peer discussions
Oct 31, 2024	Technical Sessions and Disseminations, Technical tours, Closing Ceremony, and Celebration 70 th Anniversary of the Fruit and Berry Industry in Mongolia
Nov 1, 2024	Post-conference tour to the Kharkhorin soum, Uvurkhangai aimag (320 km from UB)
Nov 2, 2024	Arrival in UB

LOCATION

The academic part of the Conference will take place in Ulaanbaatar. Peer discussions and technical tours are planned to Kharkhorin soum, Uvurkhangai aimag.

Weather

At the end of October, the average air temperature in Ulaanbaatar is about of -5°C at night with a minimum of -15°C. The day temperature is about +1 °C. Snow may occur.

Time

Local time is Greenwich Mean Time +8 hours.

Electricity

220 volts, 50 Hz, 2-pin round plugs.

Currency and banking

The local currency is MNT (tugrik).

Shops

The supermarkets are generally open from 7.00 am to 9.00 pm 7 days a week.

TRAVEL INFORMATION

International Airport is in Khushigt Valley, 45 km from UB center. To get to the Tuushin Hotel from the Airport you need to take a taxi or shuttle bus.

REGISTRATION FEE

Conference registration fee rates are as follows:

- 200 US\$ for commercial participants;
- 150 US\$ for scientific participants.

The Conference registration fee is to be paid in cash at the registration desk or by transfer before the Conference.

Registration fee includes attendance at all scientific program events:

- attendance at the Opening Ceremony.
- attendance at all sessions.
- attendance at the technical tours.
- conference bag with the conference program, stationery, etc.
- morning and afternoon tea/coffee.
- audio-visual equipment hire.
- name badge.

The registration fee does not include the cost of accommodation, meals, and post-conference tours.

CALL FOR ABSTRACTS

The deadline for Abstract Submission is July 30, 2024.

Abstracts should be sent to the Secretariat at the following e-mail:

khandsuren@chatsargana.mn and tsevelmaa@chatsargana.mn

Submitted abstracts will be reviewed and notification of acceptance will be sent to authors no later than August 30, 2024. The Papers with the Accepted abstracts will be submitted no later than September 30, 2024, and published in the Conference Proceedings. Proceedings will be issued as print or PDF before the Conference.

The Organizing Committee has the right to reject the abstracts that will come after the deadline or are prepared against the rules.

Abstracts must be written in English and not exceed 1 page, being A4 format using 12-point Times New Roman font. The text should be single-spaced with 3 cm from the left margin and 2 cm from other margins and justified.

The title should be centered and typed in bold capital letters (14-point Times New Roman font)

Papers must also be in English and not exceed 12 pages, and the format is identical to the above-mentioned.

Poster Presentations

The poster presentation should include:

- Title
- Name of authors
- Abstracts
- Subject, i.e. research objective
- Experimental materials and methodology
- Key conclusions
- Major references

Each poster presenter will be provided with one board each being 90 cm by 120 cm for displaying.

ADDITIONAL INFORMATION

For additional information feel free to contact the Organizing Committee via:

info@chatsargana.mn – Nasanjargal Darjaa

uchral@chatsargana.mn – Uchral Purev

ganchimeg@chatsargana.mn – Ganchimeg Tserendavaa