



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

### **SECOND ANNOUNCEMENT**

#### **Invitation to the International Scientific Conference**

Dear Colleagues – Researchers and Developers of seabuckthorn and other fruit markets,

Warm greetings from sunny Mongolia!

We are delighted to remind you of the upcoming international scientific conference titled: **"Development of Sea Buckthorn and Other Horticultural Markets in the Asia Region"**.

This event will take place in Mongolia from **October 30 to November 1, 2024**. The conference aims to foster discussions and share market-friendly development strategies within the fruit industry. It will be a fantastic opportunity for interactive learning and exchanging valuable experiences.

We cordially invite you to visit our sunny and hospitable country and participate in this significant event. Below is a reminder of the conference details:

**Conference Theme:**

- Development of Sea Buckthorn and Other Horticultural Markets in the Asia Region

**Dates:**

- October 30 to November 1, 2024

**Location:**

- Mongolia

We look forward to welcoming you to Mongolia and are excited about the prospect of sharing knowledge and fostering collaboration in the fruit market development sector.

## **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
Oct 30, 2024	Conference
Oct 30, 2024	Opening Ceremony, Welcome and Keynote Speeches, Invited Presentations, Technical Sessions
Oct 31, 2024	Technical Sessions, Peer discussions, Closing Ceremony, and Celebration of the 70 <sup>th</sup> Anniversary of the Fruit and Berry Industry in Mongolia
Nov 1, 2024	Technical tour to the Kharkhorin soum, Uvurkhangai aimag (320 km from UB)
Nov 2, 2024	Arrival to UB

## **LOCATION**

The academic part of the Conference will take place in Ulaanbaatar. Technical tour is 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 technical tour.

## **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](mailto:khandsuren@chatsargana.mn) and [tsevelmaa@chatsargana.mn](mailto: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](mailto:info@chatsargana.mn) – Nasanjargal Darjaa

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