# BRAND-BUILDING AND AGROTRADE: BOOSTING AGRICULTURAL RESILIENCE FOR GLOBAL FOOD SECURITY

**Date:** 14:30—17:05, November 5th , 2026
**Venue:** 4.2 Hall B2
**Hosts:** Ministry of Agriculture and Rural Affairs, P.R.China
Ministry of Commerce, P.R.China
**Organizers:** Agricultural Trade Promotion Center of the Ministry of Agriculture and Rural Affairs, P.R.China；China International Import Expo Bureau
**Supported by:** Agricultural Bank of China Limited

**Introduction:**

As profound changes unseen in a century are accelerating across the world, with risk factors including geopolitical conflicts, extreme weather events and trade protectionism intertwined and compounded, global agricultural development and food security are facing unprecedented challenges. It is imperative to deepen international cooperation and build more resilient agricultural production and supply chains. Developing agriculture through strong brands focuses on improving quality domestically and fostering internal driving forces for industrial growth; boosting agriculture via trade aims to raise efficiency internationally and galvanize external engines for industrial development. Brands underpin trade with value, while trade expands market access for brands. The two reinforce each other, jointly forming a robust bulwark against risks and challenges. The parallel session aims to bring together guests from governments, businesses, and academia worldwide to share practices of developing agriculture through strong brands, discuss pathways for boosting agriculture via trade, and explore solutions to address risks and challenges, thereby contributing wisdom and strength to enhancing the resilience of agricultural development and safeguarding global food security.

**Program:**

| Agenda | Timeslot | Honored Guests | Title & Organization |
|---|---|---|---|
| Opening Remarks | 14:30-15:00 | Zhang Zhili | Member of the CPC Leading Group and Vice Minister, Ministry of Agriculture and Rural Affairs of China (MARA) |
| | | Heath MacDonald | Minister of Agriculture and Agri-Food of Canada |
| | | Meng Fanjun | Executive Vice President, Agricultural Bank of China Limited |
| | | Moderator: Ma Hongtao | Director General, Department of International Cooperation, MARA |
| Thematic Discussion I | 15:00-16:00 | Theme: Brand-building: practices in driving growth from within | |
| | | James Zimmerman | Chairman of the Board of Governors 2026, American Chamber of Commerce in China |
| | | Zhang Hecheng | Member of the 14th CPPCC National Committee; President, Rural Revitalization Academy, Chinese Academy of Agricultural Sciences (CAAS) |
| | | Peng Tingjun | Director General, Agricultural Trade Promotion Center(ATPC), MARA |
| | | Tu Changming | Deputy Secretary of the CPC Committee and Senior Director, Yihai Kerry Group |
| | | Xu Ke | Vice President, Yili Group |
| | | Moderator: Liu Xin | Host, China Global Television Network (CGTN) |
| | | Theme: Agrotrade: pathways to tap external opportunities | |
| | | Eugeniu Osmochescu | The Minister of Agriculture and Food Industry of the Republic of Moldova |

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| Thematic Discussion II | 16:00-17:00 | Du Zhixiong | Member of the 14th National Committee of the Chinese People's Political Consultative Conference |
| | | Jim Sutter | Chief Executive Officer, U.S. Soybean Export Council (USSEC) |
| | | Thomas Counteaudier | Chief Strategy Officer，Louis Dreyfus Company (LDC) General Manager, Operations Management |
| | | Wang Dengliang | Department, COFCO Corporation |
| | | Moderator：Liu Xin | Host, China Global Television Network (CGTN) |
| Closing Remarks | 17:00-17:05 | Ma Hongtao | Director General, Department of International Cooperation, MARA |