

2019

国际澳洲坚果发展年会暨临沧坚果文化节

International Macadamia Annual R&D Conference
& Lincang Nuts Culture Festival



Lets make a difference!

让我们做出改变！

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FROM/单位： IMSC Chair and CEO of the Australian Macadamia Society/国际澳洲坚果大会委员会主席兼澳洲坚果协会首席执行官

What is the IMSC ?

IMSC是什么？

- **A legacy of the 2018 International Macadamia Symposium in Lincang. The IMSC secretariat is based in Lincang.**
2018年临沧国际澳洲坚果年会的传统。国际澳洲坚果大会委员会（IMSC）秘书处设在临沧。
- **Established by the key international industry associations of Yunnan, South Africa and Australia**
由云南、南非、澳大利亚等重点国际行业协会联合创办
- **Governing council has representatives of South Africa, Vietnam, China, Australia, Brazil and Kenya**
理事会由南非、越南、中国、澳大利亚、巴西和肯尼亚的代表组成
- **Incorporates the International Macadamia Research and Development Centre**
组成国际澳洲坚果研究与发展中心
- **Compliments the Global Macadamia Council**
向全球澳洲坚果理事会致敬
- **Generously supported by the Lincang People's Government**
得到临沧人民政府的大力支持

What does the IMSC do?

IMSC做什么？

- **Select the location of the next International Symposium**
选择下一届国际大会的地点
- **Provide assistance and experience to the host Association**
为主办协会提供帮助和经验
- **Conduct an annual R&D forum in Lincang**
在临沧举办年度研发论坛
- **Oversee the activities of the International Macadamia R&D Centre (IMR&DC)**
监督国际澳洲坚果研发中心（IMR&DC）的活动
- **Guide and support collaborative macadamia R&D**
指导和支持协作澳洲坚果的研发
- **Support the Global Macadamia Council of INC with standards and data collection as required**
根据需要，为INC全球澳洲坚果理事会提供标准和数据收集方面的支持
- **To host and manage the World Macadamia History Museum in Lincang**
主办和管理位于临沧的世界澳洲坚果历史博物馆

The International Symposium 国际澳洲坚果大会

- To choose the host Association of future Symposia (every 3 years). Nutpak will host the 2021 Symposium in Nairobi, Kenya
选择主办未来大会的协会（每3年一次）。Nutpak将在肯尼亚内罗毕主办2021年的大会
- To assist the host in the planning, organising and promoting the Symposium
协助主办单位策划、组织和推广大会
- To provide a central resource for information about past and future Symposia
提供有关过去和将来大会信息的中心资源
- To facilitate international cooperation on industry development and networking
促进工业发展和联网方面的国际合作

**TOGETHER FOR
BETTER!**

携手共创美好未来!

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Research & Development 研究与开发

- **Facilitate communication between international macadamia research organisations and individuals**
促进国际澳洲坚果研究机构与个人之间的沟通交流
- **Identify potential gaps in macadamia R&D and opportunities for international collaboration**
确定澳洲坚果研发中的潜在差距以及国际合作的机会
- **Scope & prioritise potential collaborative R&D**
范围和优先考虑潜在的合作研发
- **Based at the IMR&DC in Lincang but global in reach**
总部设在临沧的IMR&DC，但研究遍及全球
- **The IMSC has appointed Dr Chris Searle as Director of the IMR&DC and he will talk more about its program**
IMSC已经任命克里斯·赛尔博士为IMR&DC的总监，他将详细介绍其计划

A collaborative program 合作项目

- This is the first R&D Forum the IMSC has held
这是IMSC举办的第一个研发论坛
- Held in conjunction with a Macadamia Cultural Festival
与澳洲坚果文化节同时举行
- The Forums are intended to foster and build communication and collaboration between international macadamia organisations and research providers
论坛旨在促进和建立国际澳洲坚果组织与研究提供者之间的交流与合作
- The IMR&DC will fund collaborative research projects
IMR&DC将资助合作研究项目
- Limited seed funding should leverage international funds
有限的种子资金应该利用国际资金
- The format and scope will develop over time and we welcome your suggestions
形式和范围会随着时间的推移而发展，我们欢迎您的建议

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How do I join? 我如何加入?

- **Membership of the IMSC is open to all organisations or associations involved in the global macadamia supply chain including research and other service providers**
IMSC的成员资格对参与全球澳洲坚果供应链的所有组织或协会开放，包括研究和其他服务提供商
- **The Foundations Members make up the governing council**
基金会成员组成管理委员会
- **All members are entitled to participate in Council activities**
所有成员都有权参加委员会的活动
- **There is no individual membership of the Council but individuals are able to become Associates of the R&D Centre as either Research Associates (research scientists) or as Affiliates (consultants and other engaged in industry development)**
理事会没有个人成员，但个人可以成为作为研究者（研究科学家）或联盟会员（顾问和从事行业发展的其他人员）的研究中心助理
- **Contact the Secretariat for more information**
更多信息请与秘书处联系

You know the what, but why? 你知道是什么，但是为什么呢？

- **A small industry with limited resources; 2% of the world tree nut trade**
一个资源有限的小行业；世界坚果树贸易的2%
- **A fast growing industry with many new players**
一个快速发展的行业，有许多新的参与者
- **Challenges around quality, consistency and yields**
质量、一致性和产量方面的挑战
- **A relatively new crop with little historical R&D to build on**
一种相对较新的作物，几乎没有可依靠的历史研发
- **Few dedicated macadamia researchers with limited budgets**
在有限的预算下，很少有专业的澳洲坚果研究人员
- **Very limited investment in Marketing; US\$3 mil/yr compared with almond US\$80 mil/yr**
市场营销投资非常有限；每年300万美元，相比之下杏仁每年8000万美元
- **A huge opportunity to leverage these limited resources through cooperation and collaboration**
通过合作与协作来利用这些有限资源的巨大机会

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- **Due to the vision and support of the Lincang Peoples Government we have a great opportunity**
由于临沧市人民政府的远见卓识与大力支持，我们有很大的机会
- **Gatherings such as this a few and far between**
像这样的聚会少之又少
- **Yet the opportunities to leverage our individual efforts are huge**
然而，利用我们个人努力的机会是巨大的
- **Each country will continue to compete in markets around the world but we will be limited by the weakest link**
每个国家都将继续在全球的市场中竞争，但我们将受到最薄弱环节的限制
- **I urge you all to spend your time in Lincang productively and positively**
我希望你们都能在临沧度过一段富有成效和积极向上的时光
- **Good Luck!**
祝你好运!

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THANKS

感谢聆听



IMSC

国际澳洲坚果大会委员会
International Macadamia Symposium
Committee



临沧市人民政府
Lincang Municipal People's Government



云南坚果行业协会
Yunnan Macadamia Society