



World Organisation  
for Animal Health  
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## CONCEPT NOTE

### Private Sector Consultative Committee (PSCC) Virtual Meeting

*“Strengthening coordination and engagement of Veterinary Services, and private sector to enhance  
Foot and Mouth Disease (FMD) prevention and control”*

**Thursday, 16 March 2023 (2.00 PM Bangkok time)**

#### **Background:**

With the recognition that close partnerships of public and private sector have the potential to improve the quality of Veterinary Services and should be considered to improve the robustness and sustainability of animal health systems. WOAHP encourages greater engagement and promotion of public-private partnership (PPP) and making use of the [WOAH PPP Handbook on Guidelines for Public Private Partnerships in the Veterinary Domain](#) to facilitate a collaborative approach in which the public, and private sectors share resources, responsibilities and risks to achieve common objectives and mutual benefits in a sustainable manner.

Private Sector Consultative Committee (PSCC) for SEACFMD Campaign which was established and first met in 2007. With the intention to revive this initiative, [Private Sector Consultative Committee \(PSCC\) workshop](#) was organised on 28 Nov 2019 in Bangkok, Thailand reiterated that PPP is crucial, recommended that Member should consider when and how a PPP could be supportive of FMD control and prevention. Furthermore, In order to build a sub-regional network of traders which could support the SEACFMD Campaign, each country should identify three or four traders who can represent the traders in their country. WOAHP would then ensure that this network of traders is invited to relevant meetings and activities.

[SEACFMD roadmap \(2021-2025\)](#) under the output “multidisciplinary and multisectoral efforts implemented to control FMD and other related TADs” encourages SEACFMD Members to improve ownership of the SEACFMD campaign and enabling environment at national and regional level. In relation to improving ownership, and efficiency of FMD control roadmap highlights the importance of collaboration, and partnerships. With the view that the public sector alone cannot conduct all of the activities needed to control FMD or to maintain freedom from FMD. Therefore, the roadmap also highlights that partnerships with the private sector have the potential to improve the quality of Veterinary Services.

Considering this context, the World Organisation for Animal Health (WOAH) Sub-Regional Representation for South-East Asia (SRR-SEA) is organizing Private Sector Consultative Committee (PSCC) virtual meeting on 16 March 2023 at 2 PM (Bangkok time).

#### **Objectives:**

The objectives of the PSCC are

- to strengthen coordination and engagement of Veterinary Services (VS) and Private Sector.
- to better understand the challenges, Private Sector, industry, VS facing in FMD prevention and control, and opportunities going forward.
- to explore the creation of a sub-regional network of representative traders acknowledging their important role in FMD transmission in the sub-region and, thus, their potential role in FMD control.

**Meeting schedule, and format:**

Thursday, 16 March 2023 at 2 PM (Bangkok time).

Virtual format with translation available in Bahasa, Burmese, Khmer, Malay, Mandarin, Thai, and Vietnamese.

**Tentative participants:**

- Private Sector participants in particular **National livestock traders, and /or National livestock trader association** representatives in SEA (minimum 3 -4 participants per country).
- Private Industry: National Chambers of Commerce, and /or its nominated representative
- Private Sector /Industry liaison officer from Veterinary Services if any
- SEACFMD Members - Delegates, National Coordinators, EpiNet and LabNet Focal Persons, and other technical staff
- FMD Reference Laboratories and other Laboratories
- Representatives from Donors, International organizations, and Partners.

**Contact persons:**

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