



World Organisation
for Animal Health



**16th Meeting of the Upper Mekong Working Group
on Foot and Mouth Disease Zoning and Animal
Movement Management Back-to-back Private Sector
Consultative Committee meeting**

***Review previous PSCC meeting
recommendation/
implementation, WOAH PPP
guideline***

***Ashish Sutar
Capacity building coordinator***

***8 April 2026,
Chiang Rai, Thailand***



Outline of the presentation

- Past PSCC Meetings and recommendations
- PPP roles and services in Veterinary Services
- Case studies on PPP
- Make high level case for entering PPP
- WOAAH tools
- Key messages



Public Private Partnership (PPP)



*Public-private partnership is a **joint** approach in which the public and private sectors agree **responsibilities** and share **resources** and **risks** to achieve common **objectives** that deliver **benefits** in a **sustainable** manner.*



PSCC workshop (2019)

- With the intention to revive this initiative, Private Sector Consultative Committee (PSCC) workshop was organised on **28 Nov 2019 in Bangkok, Thailand** with SEACFMD members, representative of private sector, and partners, and share **WOAH PPP Handbook on Guidelines for Public Private Partnerships in the Veterinary Domain**.
- Members participated in PSCC (2019) : Cambodia, China, Indonesia, Lao PDR, Malaysia, Mongolia, Myanmar, Philippines, Singapore, and Thailand.



PPP is crucial to FMD control and prevention Each country should consider when and how a PPP can be supportive of FMD control and prevention.

In order to build a sub-regional network of traders and each country should identify the one or two traders which can represent the traders in their country. WOAHP would then ensure that this network of traders is invited to relevant meetings and activities.

Access to good quality vaccine is a key challenge in South-East Asia, WOAHP will explore how PPP could support a better access to good quality vaccine in the region.

An enabling policy from the government to enhance engagement of farmers and traders to support vaccination such as requiring that all animals for shipment should be vaccinated, and for traders to buy only vaccinated animals.

PSCC (Mar 2023) participants

Representatives of the Public sector



13 Members
representing
Veterinary Services

Cambodia, China, Indonesia,
Laos, Malaysia, Myanmar, Thailand, Mongolia,
Singapore,
Philippines, PNG, Timor Leste, Thailand

Partners

LVRI, Pak-Chong FMD Laboratory

41 Participants from the Private Sector



Livestock trading companies, Traders,
Animal Feed Industries, Livestock
Breeding, Pharmaceuticals,
Swine Raiser Association, Thailand,
Thai Ruminant Veterinary Association,
Mongolian Veterinary
Cooperative

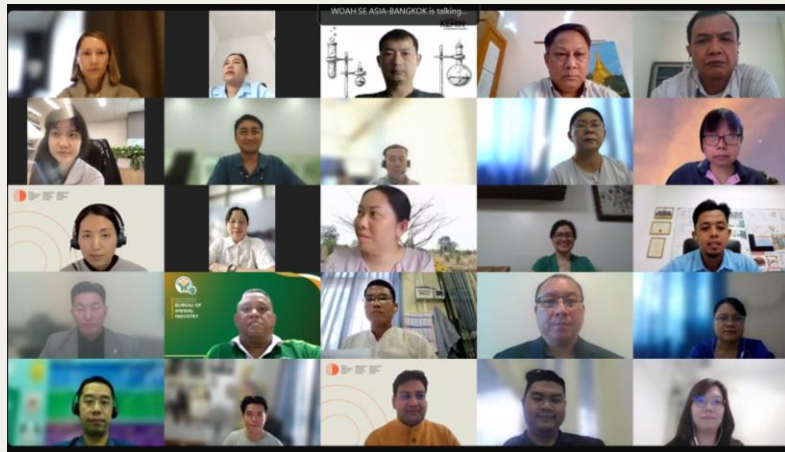
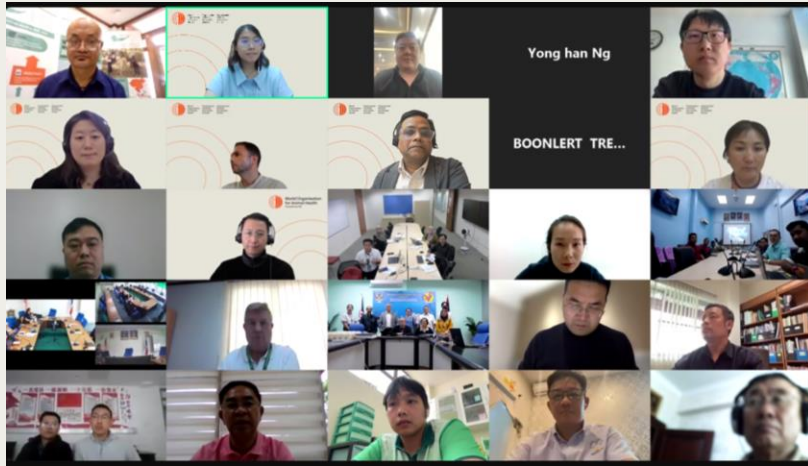
Virtual PSCC 2023

- SEACFMD Members and the private sector support **implementing awareness, advocacy initiatives, surveys, and studies** to **better understand and support role of private sectors in veterinary domain** , **livestock trades in animal movement**, safer trade, TADs prevention and control etc.
- Noted that **Performance Veterinary Services (PVS) PPP targeted support** available for Members.
- **WOAH online PPP database** and can submit stories to highlight the success and lesson learned.
- WOA **PPP through E-learning courses**, and other training programmes to improve awareness and advocacy on PPP.
- **WOAH Guidelines on Public Private Partnership (PPP)** to enhance FMD prevention and control including safer trade and to reduce impact of FMD.

SEACFMD Sub-commission Meeting (2024)

*SEACFMD Sub-commission meeting agreed to **strengthen coordination and partnership with the private sector in the veterinary domain** in line with WOAHA Guidelines on Public-Private Partnership to ensure sustainable FMD and other Transboundary Animal Diseases (TADs) control.*

Virtual PSCC 2025 (18 March)



Member	Presentation topic
China	Recognition of FMD-free zones in China and promoting secure trade with Southeast Asian countries
Malaysia	FMD activities in Sabah Strategies to Maintain FMD Free Zone Without Vaccination in Sarawak
Thailand	The Collaboration between the Government sector, the Department of Livestock Development of Thailand (DLD) , Private sector agencies, and Pig farmers
Vietnam	Public-Private Partnership (PPP) for FMD control focused on the zoning approaches currently being implemented in Vietnam

PSCC (Mar 2025) participants

Representatives of the Public sector



**12 Members
representing
Veterinary Services**

Cambodia, China, Indonesia,
Laos, Malaysia, Myanmar, Thailand, Mongolia,
Singapore,
Philippines, Timor Leste, Thailand

38 Participants from the Private Sector



Vaccine manufacturers, livestock
traders, livestock farms, livestock
federations, veterinary ruminant, and
swine associations, agriculture
cooperatives, meat
trade industry association and farmer
representatives.

100 + participants





Virtual PSCC 2025 (18 March)

1. SEACFMD Secretariat and Members to strengthen coordination and partnership with the private sector in the veterinary domain in line with WOAHA Guidelines on Public-Private Partnership.
2. Members to share success stories and lessons learned to other Members via WOAHA online PPP database.
3. Members undertake PPP-focused e-learning courses and training programs to increase awareness and advocacy which is available on WOAHA e-learning platform.
4. WOAHA SRRSEA to circulate the draft Terms of reference (TOR) to PSCC meeting participants and SEACFMD Members to seek their feedback; and subsequently to share ToR to the SEACFMD Steering Committee for the validation and to the Sub -Commission for the endorsement.
5. SEACFMD Secretariat to organise physical PSCC meetings that can be held alone or at the sideline of other regional private sector forum or SEACFMD governance meetings to maintain regional coordination and foster public and private sector collaborations in Veterinary domain.

Highlights of the key discussion to enhance partnership by the Public sector

SN	Section	Public sector
1	Assess market demand 	Understanding the real demand for animals and animal products in the region and establishing a link between trade and the market demand
2	Agreements, regulation and its enforcements 	Setting up agreements between governments, advocacy to policy makers to align directives, enforcement of laws and update regulations to facilitate incentives safer cross border trade.
3	Coordination platform 	Establish platforms to facilitate more frequent communications among countries to continue animal health information and disease status sharing and promote transparency

Highlights of the key discussion to enhance partnership by the Private sector

SN	Section	Private sector
1	Access and affordability of vaccines 	Provisions of access to government vaccines and subsidies vaccine and vaccination
2	Tax incentives 	Developing more solid strategies in taxation to alleviate informal/illegal trade.
3	Certification 	Smooth certification process to promote trade
4	Investment 	More investments in livestock market facilities, attention to laboratory accreditation

12 Principles for Creating Public-Private Partnerships in the Veterinary Domain

1

Either sector may initiate the PPP.

2

Public partners must ensure the service fits their **statutory or political** mandate.

3

The PPP must be **lawful, with legal obligations and constraints** understood and implemented by all parties.

4

The partnership should be **transparent, with equal opportunities** for relevant private actors to engage.

5

All parties must **agree on service definition, delivery methods, and monitoring and evaluation** arrangements.

6

Services may generate different **impacts and benefits** for the public and private sectors.

7

These **benefits and impacts must be clearly defined, understood, and respected** by both parties.

8

The **duration** should be predefined, with extension possible after joint review and evaluation.

9

All parties **must commit the resources needed** for strong joint governance.

10

Private partners should be able to capitalise on benefits **transparently and without undermining service delivery**.

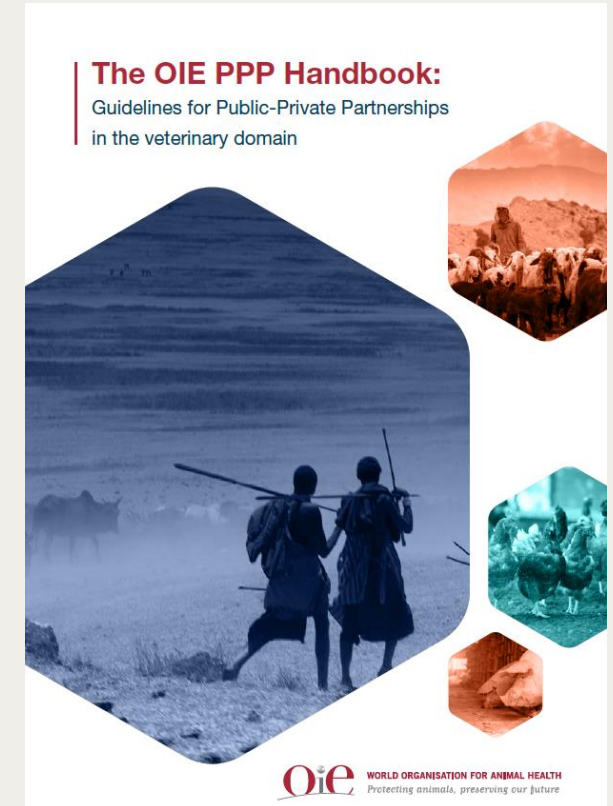
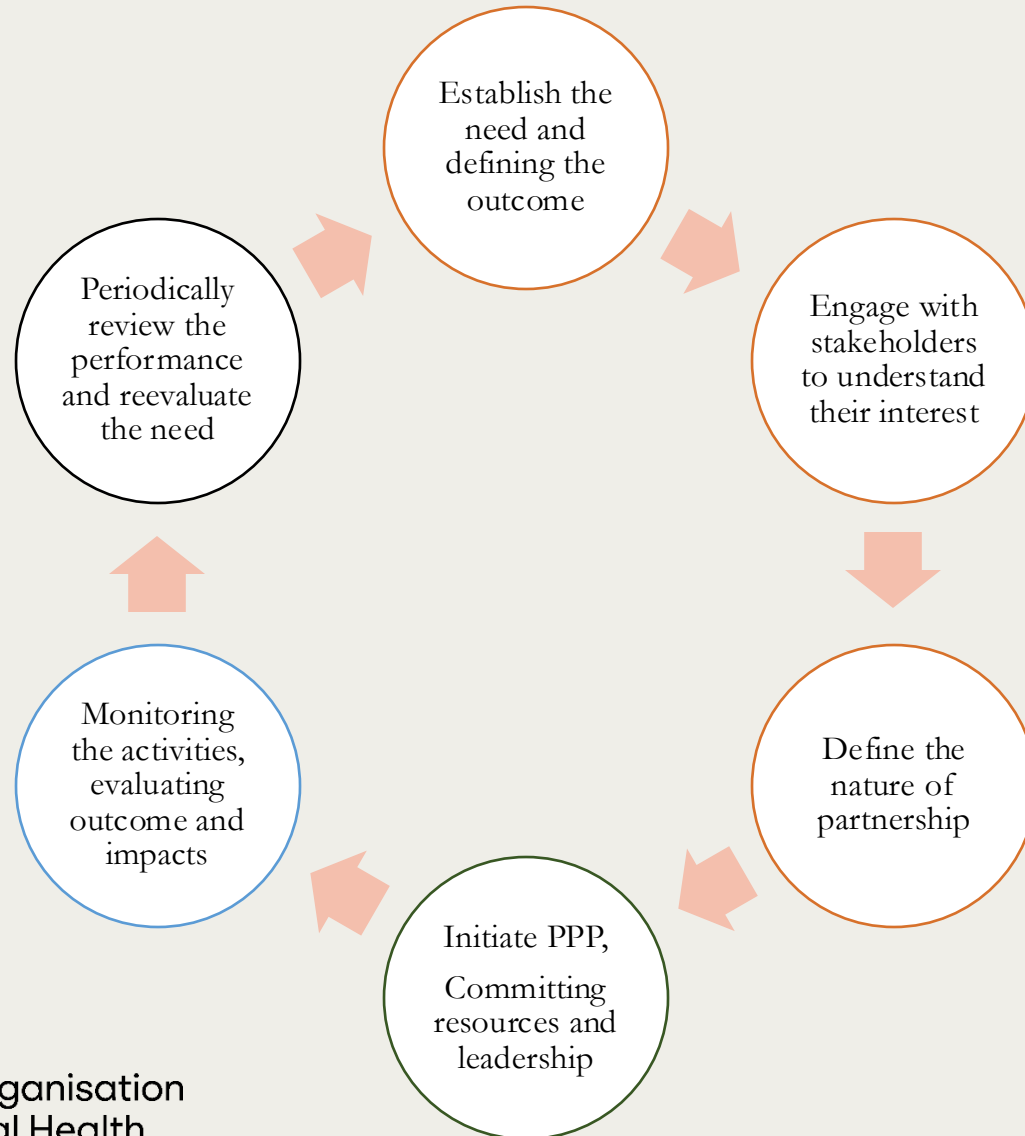
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Terms must be clearly set out in a **contract or another form acceptable** to all parties.

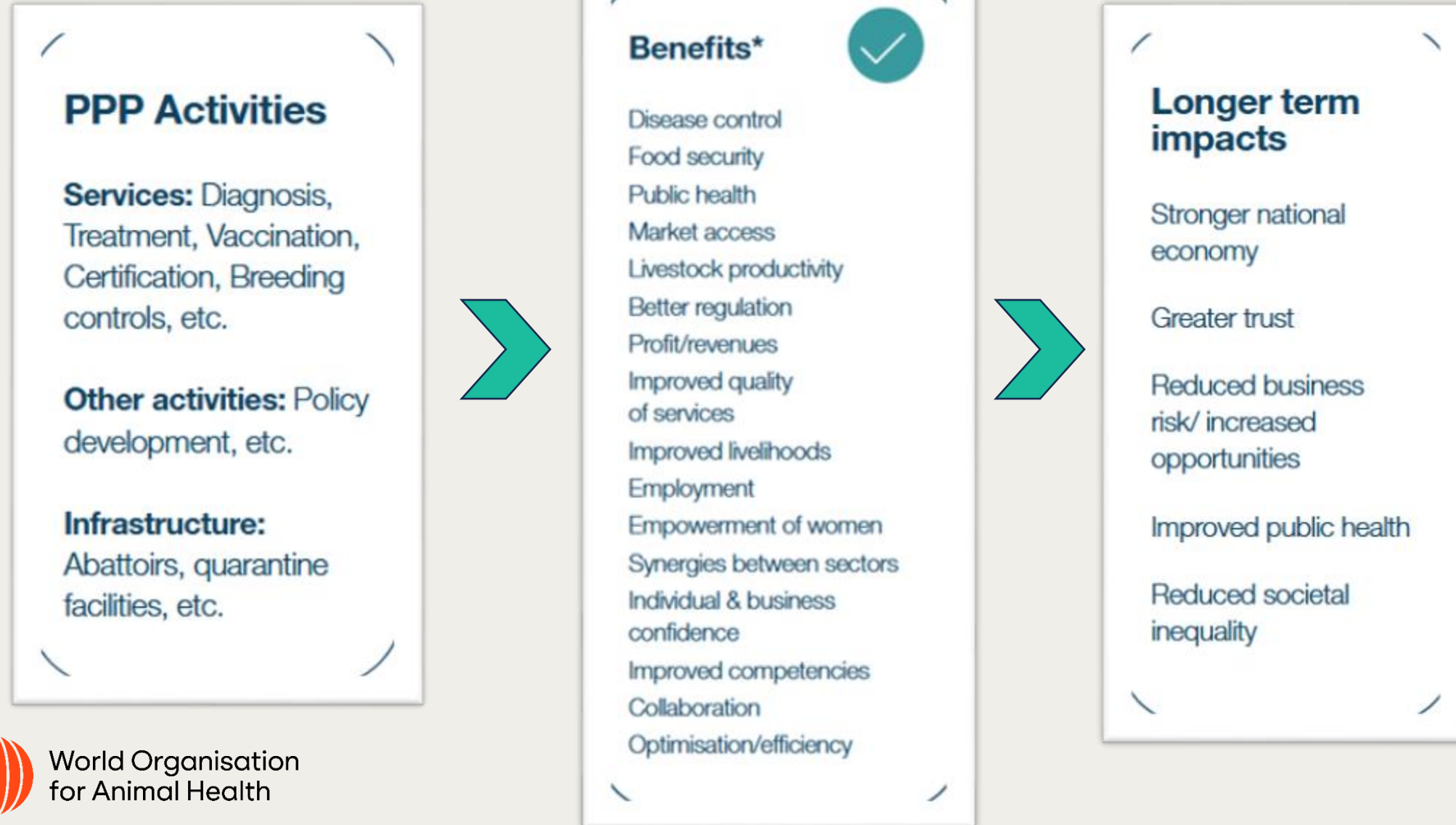
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A **stakeholder engagement and communication strategy**, including approvals, must be agreed.

PPP Cycle

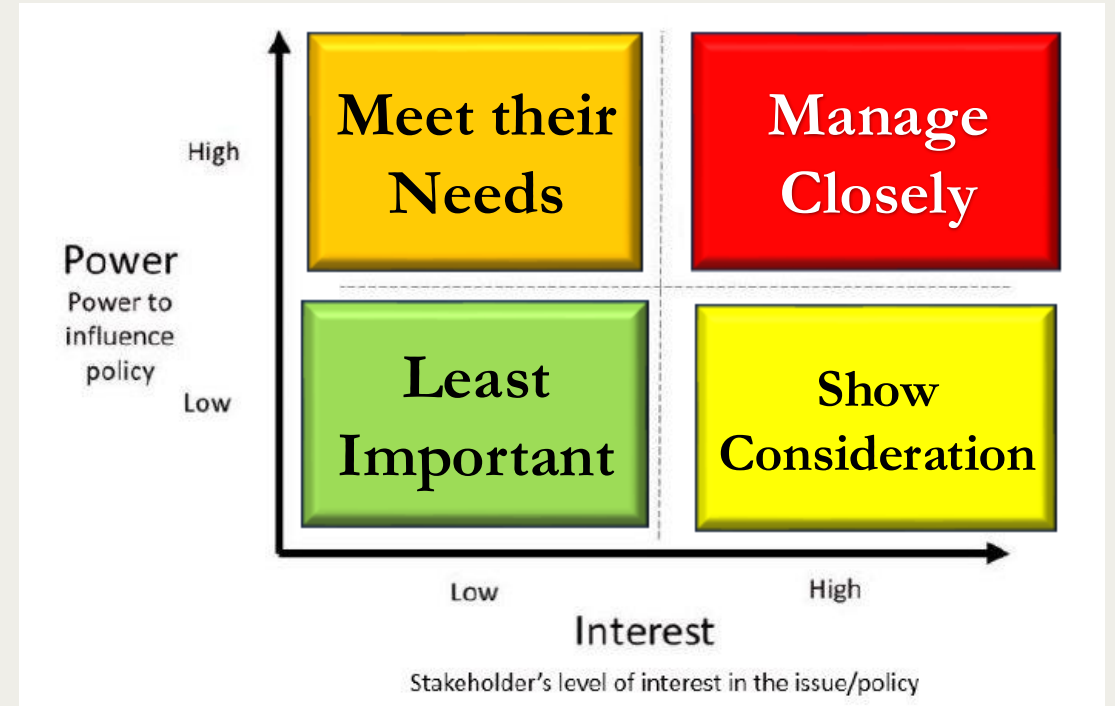


Benefits and impact of PPP



Stakeholder mapping

- Mapping of stakeholders is an approach to position the various stakeholders in relation to one another to determine the necessary level of engagement
- Everyone with an interest in a proposed PPP and the services or outcomes that it is intended to deliver is a stakeholder.
- Not all stakeholders have the same importance to the success of PPP, but this should be considered carefully according to the particular situation.
- **First identify all the people or groups with an interest in the PPP initiative.**



- Stakeholders with a high level of power and interest on the issue need to be managed closely
- Other stakeholders may need:
 - to be kept inform regularly through updates
 - their issues/concerns should be addressed as they arise
- Stakeholders in the lower quadrant do not require much time/effort

Diversity of Private Partners



Veterinary
Education and
training institutes



Policy Makers, Animal
Health services
providers
Veterinary
Professional,
Paraprofessional,
community animal
health workers



Farmers, Communities
producer association,
livestock entrepreneurs
and industries, civil
society



Livestock Traders,
slaughterhouses,
Processors for Value
added livestock
products



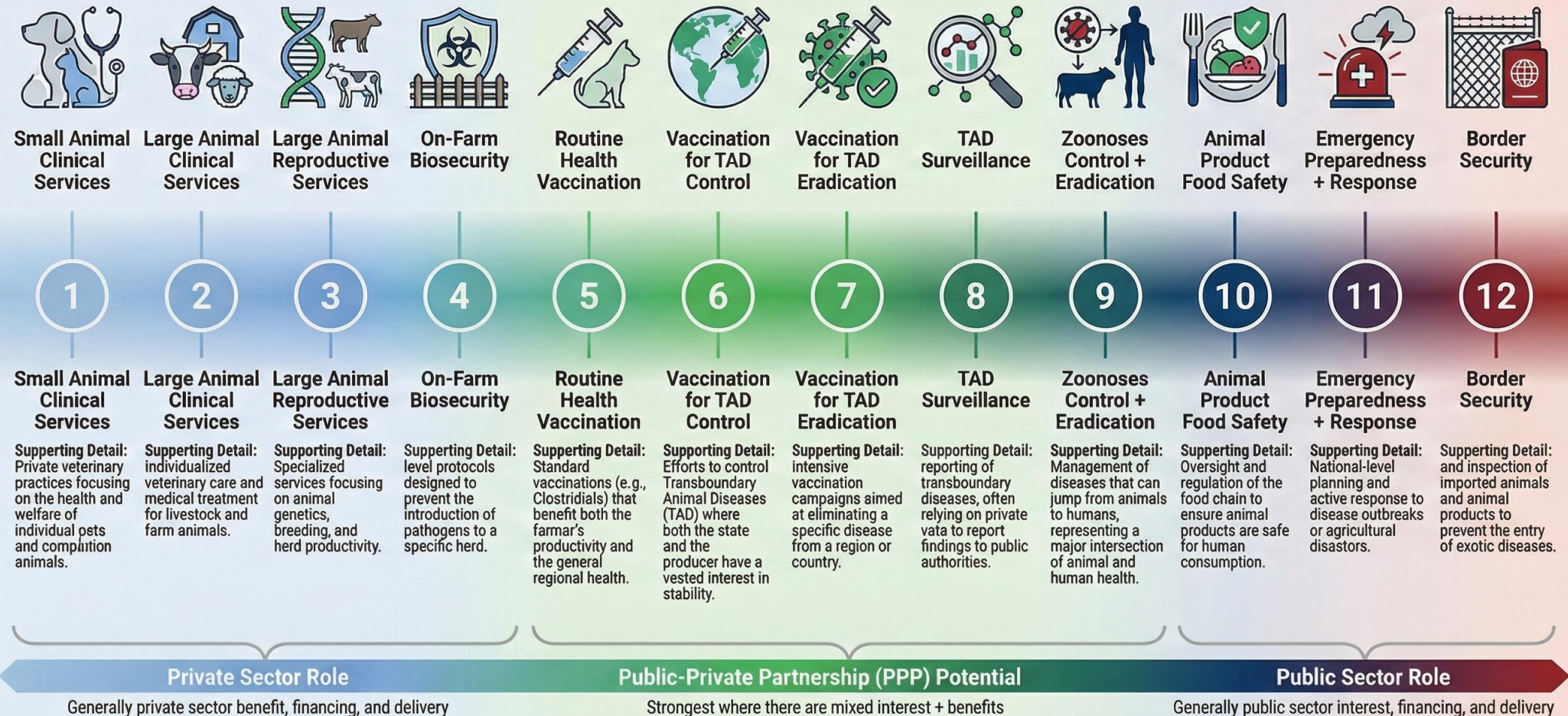
Manufacturers,
Importers and
Distributors of
veterinary inputs,
livestock and livestock
products, exporter of
value-added livestock
products



Research on area
specific veterinary
inputs,
socioeconomic
research for
sustainable livestock
production , Donor/
international
development

PPP roles and services in Veterinary Services

Balancing the Burden: The Public-Private Continuum in Veterinary Services



Case studies: SEACFMD Members

- Public Private Partnership (PPP) on **FMD vaccination in Thailand** presented by Thai Holstein Friesian Association. '**KHOK KHO Model**' partnership with **Milk Collecting Centres (MCC)**, and **Department of Livestock Development (DLD)**.
- **Vietnam** highlighted the **investment in private companies** like Dairy Food Joint Stock Company, a dairy farm that fully covers **FMD vaccination for its operation** and provides training for private veterinarians to support vaccination campaign.
- Partnership of General Authority for Veterinary Services (GAVS) with the **Private Veterinary Units (PVUs)** to implement **FMD vaccination, and its reporting in Mongolia**.



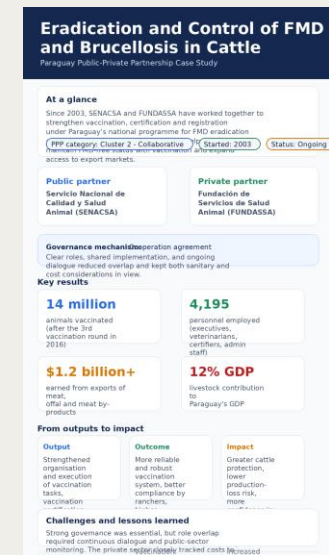
Transactional PPP's

- Transactional PPP is a government-funded or government-initiated arrangement where private veterinary providers deliver defined official services under a sanitary mandate or contract, supported by strong communication, clear standards and fair payment.
- Government procurement of specific animal health/sanitary services from private veterinary service providers, usually private veterinarians and veterinary paraprofessionals (VPPs), Community-based Animal Health Workers (CAHWs) and/or their associations.



Collaborative PPP

- **Collaborative PPP** is a **Joint commitment between the public sector and end-beneficiaries**, often producer associations, sometimes a consortium of producer associations and a range of other interested private organisations such as veterinary associations, to deliver mutually agreed policies/outcomes.
- Collaborative PPPs may be initiated by either the public or private sectors and jointly resourced, possibly by non-monetary commitments such as personnel.
- In the WOAHP survey, examples of collaborative PPPs were often driven by trade interests, however, can also be joint programmes, e.g. for AMR control. Governance ranges from regulated by legislation (e.g. joint delivery programmes, strong governance) to non-official agreement (e.g. consultation on animal health policies, light-touch governance), and decision making is shared between the collaborating parties






Transformative PPP

- **Transformative PPP** aims to establishing sustainable capability to deliver otherwise unattainable major programmes. Often initiated by the private sector but sanctioned by, and working with, the national Veterinary Services.
- **Funded by national or multinational private sector companies** (possibly initially enabled by international development assistance, national/international or the philanthropic/charitable sector) to achieve long-term sustainable business returns and/or a public good commitment of the private partner.
- **Joint governance, such as MoU**, with the public partner.


India

Hester Biosciences is collaborating with the Government of Jharkhand, an Indian State, to create a sustainable supply chain for animal vaccines.

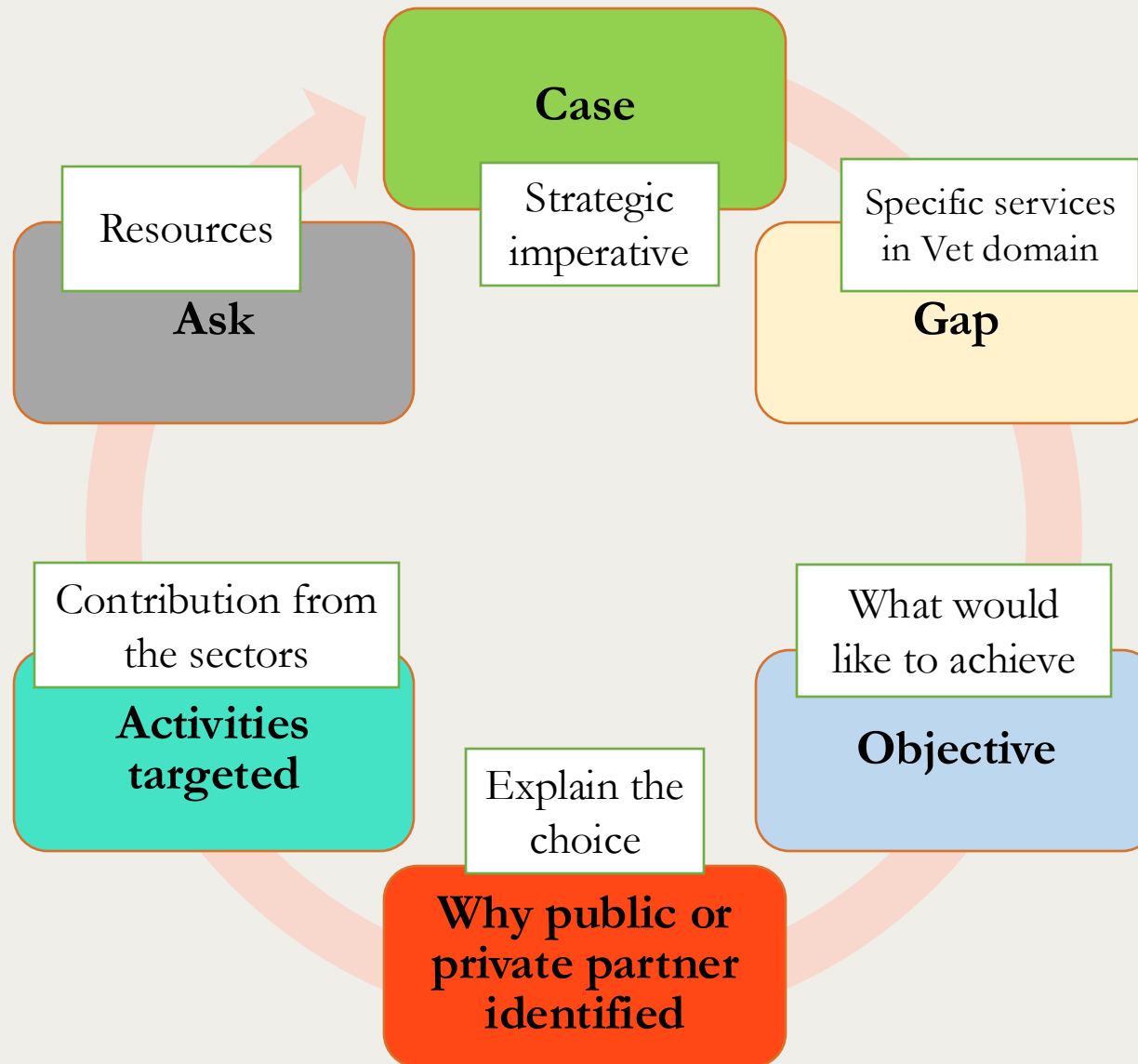
Under this partnership, initially supported by GALVmed:

-  751 private service providers, mostly women, were trained
-  Vaccinated around 1 million birds against Newcastle Disease
-  76,000 goats against PPR

The PPP is now expanding to serve more areas in Jharkhand and other Indian States.



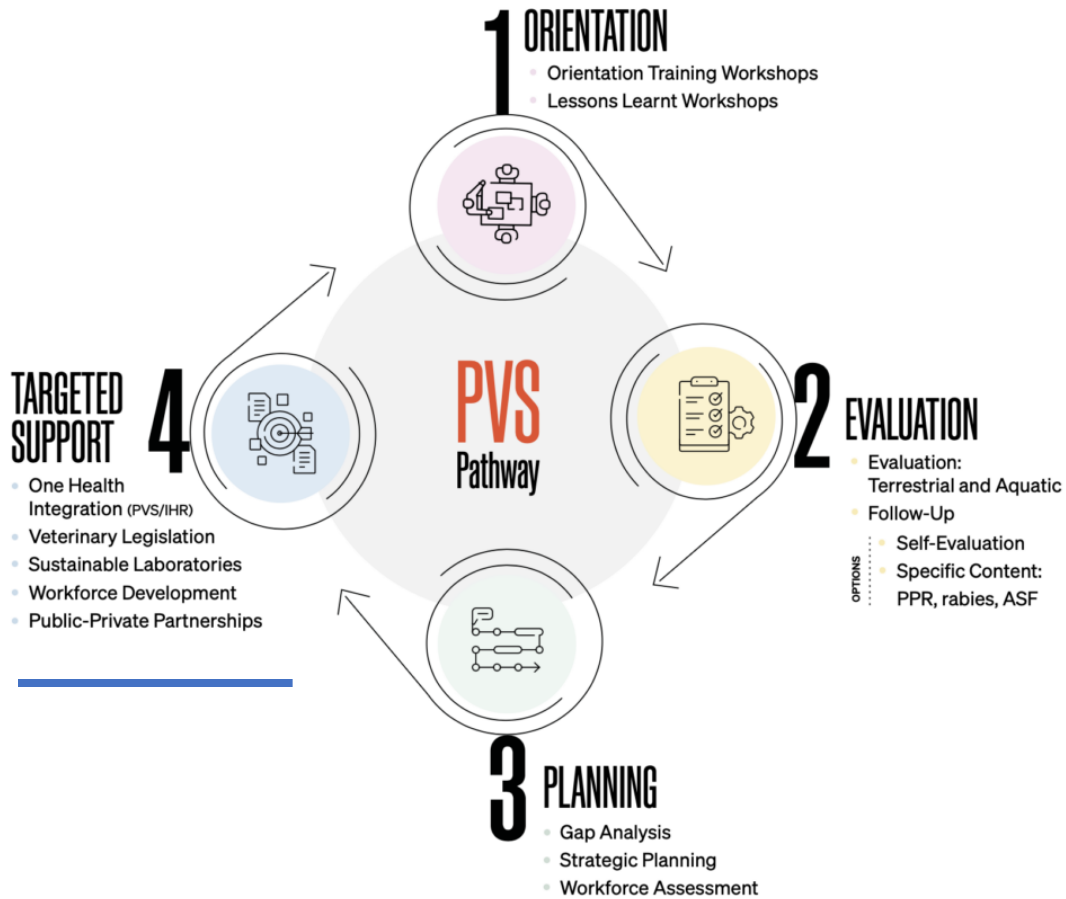
Make a high-level case for entering PPP



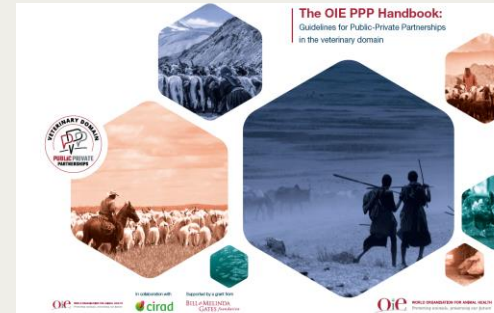
WOAH PPP Tools

Performance of Veterinary Services Pathway

PVS targeted support

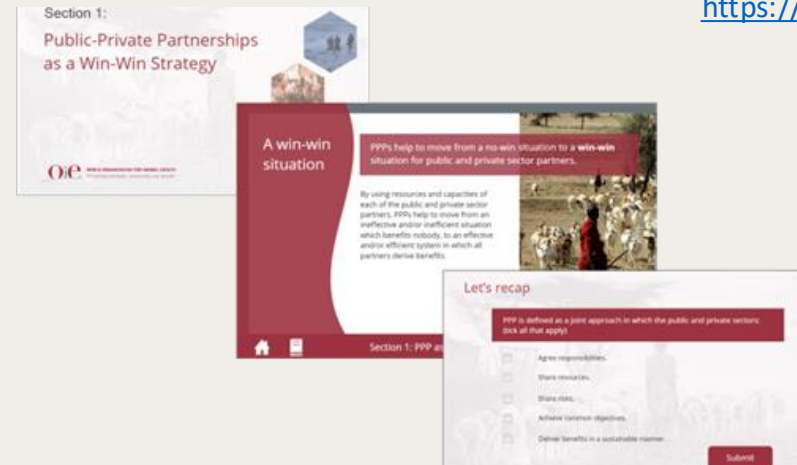


WOAH PPP Handbook



https://www.woah.org/fileadmin/Home/eng/Media_Center/docs/pdf/PPP/oie_ppp_handbook-20190419_ENint_BD.pdf

E-Learning courses



<https://training.woah.org/course/index.php>

Public-Private Partnership Database

The World Organisation for Animal Health launches a database on public-private partnerships in the veterinary domain



<https://www.oie-ppp-database.com/>

WOAH eModules on Partnership

[EN] CP10 - Partnership

eCatalog / CP10 - Partnership / [EN] CP10 - Partnership

Search courses



Public-Private Partnerships: Opportunities for Progressive Control of Transboundary ...

Duration: 2 hours
Enrollment method: self-enrolment
Level: Day 2



Animal Health Surveillance and Partnerships

Duration: 3 hours
Enrollment method: self-enrolment
Level: Day 2



Public-Private Partnerships in the Veterinary Domain: An Introductory Module

Duration: 1 hour
Enrollment method: self-enrolment

Key message

- WOAHA is committed to helping governments make informed decisions about improving access and quality of veterinary services, including, where appropriate, using PPP as one delivery option.
- PSCC to provide platform and organise meeting with private sector stakeholder group.

Thank you