

DECEMBER ISSUE 2013

Website: <http://www.faopma.com>
President: Myeon-Ha Park - (kpca2000@hanmail.net)
Administrator: Catherine Yan - (info@faopma.com)
Editor: Doug Howick - (doug@tpaa.com.au)



NEW PRESIDENT'S MESSAGE

Dear FAOPMA Members:



On behalf of KPCA, I appreciate all of you for your attendance and support to make the FAOPMA 2013 Convention and Exhibition a great success.

I hope you had a wonderful time and some meaningful experiences during your stay in Seoul, Korea and during the 25th FAOPMA event.

For me, it was sometimes difficult during the preparation of the event but it was also a great opportunity to bring all our members together. As the host, we put numerous efforts together over the past two and a half years in order to succeed. It was a big responsibility but we were happy that so many FAOPMA members enjoyed the occasion.

Without the willing support and encouragement from our members of KPCA and FAOPMA, we would not have been able to achieve such a successful Convention.

So many delegates experienced and enjoyed various places, food, entertainment and even Koreans' hospitality while visiting Soeul.

Finally, in starting my presidency term now after that of **David Gay**, I promise to fulfill my commitments to developing and promoting FAOPMA as well as the pest management profession and industry.

Once again, thank you very much for your wonderful presence and friendship.

I will see you next year in Hong Kong for the next AGM and have a beautiful year-end holiday with your family!

With best wishes, Myeon-Ha Park

President & Administrator



환영사 | Welcome Speech



As we meet in Korea, the effects of yet another natural disaster in our region are a confronting reality of the contributing effects of climate change on our planet, and it is a reminder that the human toll and impact on a country and its people is the true cost.

Human spirit and endeavour will endure and these communities will rebuild in time, maybe stronger but certainly changed and different.

Pest management will play an important role in the restoration and rebuilding of the communities directly affected by this most recent disaster, by limiting the spread of disease by controlling flying insect pests and rodents. The ongoing vector-borne disease management will also be another critically important element in providing a safe and healthy environment for the people of The Philippines and other affected areas.

I am proud to be involved in the pest management industry and especially FAOPMA and my Australian pest management association (AEPMA) and to know that the work we do, or the research we sponsor, can and does make a difference. Not just in times of disaster, but in every other part of society and daily life for millions of people with whom we share this planet.

This FAOPMA 2013 KOREA Conference and the topic "IPM and Climate Change" is relevant and an important issue to our industry, as we will play an ever increasing role in how we, as humans and a global community, adapt to living with climate change.

Integrated pest management will become more important than ever as we reduce our reliance on chemical pesticides, or chemical pesticides become less effective and less economical for the ongoing management of specific or predictable pest infestations that cause economic loss or adverse health effects.

Integrated pest management will also evolve and develop a whole new field of innovation as physical and alternative methods of pest management, food commodity protection and property protection from pest related loss or effect will be required to meet the needs of the future. The skills and knowledge of field technicians and personnel will also need to develop with these future trends and growth of our industry.

FAOPMA and events like this conference in Korea are vitally important for our industry to meet and exchange ideas and to encourage an optimistic outlook for the future and the ever important role our industry will play in the future.

* * * * *



*At the FAOPMA AGM, VIPs welcome the new President Myeon Ha Park (Centre)
They are (from left to right): Pascal Cai, (CPCA), Raymond Lee (PCAM), Job B Dayandante (PEAP), Catherine Yan (FAOPMA Administrator), David Gay (Outgoing President), Hiroko Noto (JPCA), Err-Lieh Hsu (TEPMA)*



New office bearers for 2013 - 2015

President: Mr. Myeon Ha Park, Korea (KPCA)
Vice President: Mr. Raymond Lee, Malaysia (PCAM)
Hon Secretary: Dr. Err-Lieh Hsu, Taiwan (TEPMA)
Hon Treasurer: Mr. Junichiro Katayama, Japan (JPCA)
President-Elect: Ms. Huang Xiao Yun China (CPCA)
Reserve Members:
Mr. Job B Dayandante, Philippines (PEAP)
Mr. Javant Dandewate, India (IPCA)

* * * * *

Congratulatory Remarks

Your Editor, who also holds the position of Honorary Advisor for FAOPMA, was invited to address those present at the Gala Dinner on 27th November. The following address was simultaneously displayed on screens in the Korean language.



"Thank you for the introduction and may I say that I am honoured to have been asked to make a few congratulatory remarks about this great conference on behalf of you all.

I am proud to have been awarded the title of Honorary Advisor for FAOPMA seven years ago because I believe strongly in the concepts of this Federation. You may think it is because I am no longer a young man but I'm here to tell you that to be old and wise, you must first have been young and stupid!

All around the world, the role of the pest management industry is often misunderstood, misinterpreted and incorrectly reported in the media. The only way to overcome this is to be professional at everything we do.

Decisions in pest management must be underpinned by knowledge — knowledge and understanding of the biology and habits of pests, knowledge and understanding of chemicals, knowledge and understanding of the environment.

With such knowledge and understanding, decisions can be made on the integration of non chemical control measures with judicious use of the least environmentally hazardous chemicals.

Integrated Pest Management (IPM) is the coordinated use of pest and environmental information with appropriate management techniques to prevent unacceptable levels of pest damage through the most economical means and with the least possible hazard to persons, property and the environment.

So I am here to offer some congratulations. And I have three congratulations to offer:

I congratulate FAOPMA! Forming this Federation has been an achievement of great significance because it has brought together those of you who care about the pest management industry in Asia and Oceania. And it has brought about an understanding, for misunderstandings seldom occur between friends - and that is what we have all become.

As an Australian, I am proud to mention individually our **outgoing President David Gay**. David unexpectedly found himself as the caretaker president of FAOPMA through the untimely death of the President, **Leo Villegas** from the Philippines.

Early in his Presidency, **David** was interviewed by **Rob Fryatt** for the International Pest Control journal and in response to Rob's big question of "Where do you see the Industry in 20 years time?", David summed up his thoughts as follows: "I believe we'll have an industry that has a much closer relationship with our regulators and consumers".

He has led FAOPMA to do this and he has done it well.

My third and final congratulations go to our Korean hosts!

With **Mr Park** at the helm of the inspired and tireless Organising Committee, the achievements have been great and we have all been left with memories of a really wonderful experience here in Seoul.

Remember, it's not what you gather, but what you scatter that tells what kind of life you have lived. It was Albert Einstein who said: "Try not to become a man of success. Rather become a man of value." **and Mr Park is that man of value!**

Dream big, take risks, and work harder than whoever else is doing the same thing.

Finally, enjoy this day while it lasts.

May you live to be 100 years old and may the last voice you hear be mine ! "



President Park selected Doug and his wife Sigrid to sit beside him for the final photograph after the Closing Ceremony

New Bug on the Block

By Tracy Vence | December 9, 2013

Scientists have identified a species of cockroach never before seen in the U.S., which was spotted last summer on Manhattan's West Side.



The High Line, New York City FLICKR, DAVID BERKOWITZ

Last summer, while working in an elevated park on the west side of Manhattan, an exterminator spotted what turned out to be a species of cockroach that is common in Asia but had never been seen in the U.S. before.

Using DNA barcoding, Rutgers University's Jessica Ware and Dominic Evangelista confirmed in the [*Journal of Economic Entomology*](#) that the unusual specimen the worker had found was *Periplaneta japonica*, a cockroach known for its ability to survive outdoors in freezing temperatures.

P. japonica—which, Ware said in a statement “do very well as hitchhikers”—may have entered the country via imported plants, the researchers suggested. It's not yet clear whether the roach will, as they say, *make it* in New York, though.

“There has been some confirmation that it does very well in cold climates, so it is very conceivable that it could live outdoors during winter in New York. . . I could imagine *japonica* being outside and walking around, though I don't know how well it would do in dirty New York snow,” Ware said in the statement.

Of course, if they do succeed, it could mean bad news for the city's resident roaches, Evangelista told the *Associated Press*. “Because this species is very similar to cockroach species that already exist in the urban environment, they likely will compete with each other for space and for food.”



Kolkata court grants bail to arson accused

A court granted bail to pest controller Jyotirmoy Nandi who was arrested for "attempting to burn down" the iconic Writers' Buildings which houses the [West Bengal](#) secretariat.

"The court of chief metropolitan magistrate granted bail to Nandi who was booked under IPC Section 436 (mischief by fire or explosive substances with intent to destroy house etc.) and Section 511 (punishment for attempting to commit offences punishable with imprisonment for life)," his counsel said.

After files daubed with kerosene were found in the premises of the 18th century structure Nov 29, Home Secretary Basudeb Banerjee had ordered a probe saying "someone or a group was trying to set the Writers' Buildings on fire".

Nandi was arrested a day after and remanded to police custody.

On the expiry of his custody, he was Friday presented before a court which granted him bail.

The incident attracted controversy. Bismay Roy, registrar of the home publication department, where the kerosene daubed files were found, confirmed that Nandi was appointed in a pest-control capacity and was just going about his job.

"Nandi is innocent, he had no malice or bad intention. He has been carrying out a routine pest control exercise for which he has been contracted by the department," Roy had said.

Business Standard

Copyright Notice !!

Items provided in "PPM News" are drawn from a number of sources. The source of the item is quoted, either by publication or organizations, in line with the practice of fair reporting.

It is also relevant to note that neither the content of articles nor comments of the Editor are necessarily endorsed by FAOPMA or its office bearers.

Australian Border finds

The Border Finds stories are drawn from the work of the Operational Science Program (OSP) within the Department of Agriculture. OSP has entomologists and plant pathologists across Australia who work to identify pests and diseases detected by frontline biosecurity officers and provide practical advice and training.

When a snake on a plane is a rat (In the Year of)



A snake found on a plane at Sydney Airport slithered its way to international stardom after QANTAS cabin crew alerted the Department of Agriculture about the reptile passenger.

Department of Agriculture entomologists identified the reptile as the Mandarin rat snake (*Euprepiophis mandarinus*) which is generally found in Asia. How the 20-centimetre, non-venomous snake got on board is still being investigated by the department.

Exotic reptiles of this kind can harbor pests and diseases not present in Australia and pose a significant threat to Australia's agricultural industries, environment and economy. Because of this, the snake had to be humanely euthanised. It will be preserved and kept as a reference specimen.

Planted mail targeted



Seizures of high risk items at Melbourne's Gateway Facility are going up - and for good reason. Biosecurity officers, using specific profiles developed by Department of

Agriculture staff, have been targeting goods from Hungary, Poland and Malaysia with dramatic results.

During September, seizures of items from Hungary rose to a rate of almost 50 per cent, with 17 seizures made in every 33 inspections. Adding to the detections in September at the facility were 23 live plant seizures. Staff detected two exotic pests on live plants, including a Djenkol weevil (*Trypsetus incarnates*) found on Jengkol beans.

The exotic pest is found in Thailand. Its larvae feed on the seeds which are contained within the Jengkol pods. The adult beetles emerge from the beans after about one month of development and live for a further 7 - 10 weeks.



Invasion warning

Shayal Devi - October 09, 2013

LAUTOKA residents have been advised to turn off all lights and light small fires under controlled conditions to prevent swarms of termites from invading residences in the Sugar City.

Commissioner Western Commander **Joeli Cawaki** gave the advice after swarms of termites reportedly invaded Lautoka City and its suburbs on Monday.

"Termites have a life cycle where they fly around for a maximum of two hours before and after dusk," he said.

"Therefore, it is important not to panic when termites do fly around and it is critical that residents take the necessary precautionary measures.

"It is best to light fires outside so that termites don't enter your home but it is also vitally important that any fire that is lit is done in a controlled environment.

"If people are unable to light fires, it is best to switch off all the lights in your home and close all windows and doors."

Termite infestation of homes, schools and buildings cost the country millions of dollars.

By the end of 2011, a total of 865 termite-infested houses and all 20 termite-damaged schools were rehabilitated by Operation Kadivuka, a program established to control the spread of termite infestation.



Termites swarm around the light at the The Fiji Times office in Lautoka.

Picture: BALJEET SINGH

The Fiji Times ONLINE

**Pidilite uses a simple story for
'Terminator' anti-termite solution**

The campaign, conceptualised by Ogilvy & Mather, reiterates the need to take early steps for furniture protection from termites. The storyline has the trademark Pidilite touch of humour



Pidilite Industries has unveiled a new TVC for 'Terminator', an anti-termite solution. The TVC focuses on educating and creating awareness amongst consumers about taking early steps to protect furniture from termite infestation in the company's trademark humorous style.

Termites can spell disaster for our homes damaging the wood in several ways, eating into furniture such as chairs, sofas, doors, windows, cupboards and stationery. Termites in furniture go undetected for a long time because they burrow themselves deeply into the furniture.

Termites also can damage non-structural components, including drywall paperboard, panelling, carpet and furniture. The problems created can be costly to repair or replace and can affect the safety of the particular building or structure in question.

Anil Jayaraj, Chief Marketing Officer, Pidilite Industries, said, "It was found in our research that consumers tend to react late when termites have already done the damage. The communication focuses on bringing the fact out that to save your precious furniture, they need to be pre-treated with a eco-friendly solution like Terminator. Our attempt was to make it crisp and humourous so that it breaks through the clutter and gets registered in the consumer's mind."

The film opens on a man watching TV which is placed on a wooden showcase. Initially one leg of the furniture gives away as a result of termite attack and breaks, tilting the entire furniture and TV to one side. The man, instead of going and getting the furniture repaired, adjusts himself by bending towards the same side and continues viewing the TV. After a few moments the other leg also breaks although the man is still watching the TV! Finally, the entire furniture gets damaged and turns to powder due to termites. **The TVC then advises the viewer to wake up early to termite attacks and react immediately rather than waiting till the end moment.** The TVC closes with the Terminator pack shot.

Abhijit Avasthi, National Creative Director, Ogilvy & Mather, said, "The category is unique and challenging in its way as consumers generally do not pay attention to prevent wood from termite attacks and it is only at a later stage that they realise that the wood has become a victim of termite attacks. Our aim was to get the message across as effectively as possible."

The value to the advertisement lies in its simplicity to convey the core product proposition and has successfully pushed the envelope further.

The ad was aired across key Hindi speaking markets, regional markets and the India-Australia cricket series from October 16, 2013 onwards for a period of five weeks. The communication will later be extended through various digital promotion plans and BTL activities such as high visibility and innovative POS, demand generation activations, dealer certification, contractor certification and gratification programme, contractor contact programmes among other elements.

Credits:

Client: Pidilite Industries – Terminator Marketing Team

Agency: Ogilvy & Mather, Mumbai

Creative Team: Abhijit Avasthi, Amitabh Agnihotri, Sameer Sojwal, Mayank Yadav, Swapnil Kambli

Account Management: Vivek Verma, Vishal Bijlani, Ramanathan Sridhar

Director: Bhavesh Kapadia

Production House: Corcoise Films

Info@BestMediaInfo.com





In Seoul, Rob Fryatt, who took this photograph, approved of the hospitable way in which some members of the Organising Committee ensured that no delegate went home thirsty!!



Malaysia as Host for 26th FAOPMA Convention 2015

Theme: Managing Invasive Pests for a Sustainable Tomorrow

Date : 2 (Wed) – 3 (Thu), September, 2015

26th FAOPMA Convention 2015 – an avenue where you can learn the latest research findings, technology and experience relevant to the pest management industry and indulge the up-to-date information that you need to know from the experts while experiencing Malaysia – truly Asia



Organised by:



Address: 40C, Jalan Perdana 10/12, Pandan Perdana, 55100 Kuala Lumpur, Malaysia

Tel.: (603) 92747288

Email: info@pcam.com.my

Fax.: (603) 92740288

Webpage: www.pcam.com.my

2014 AGM will be in Hong Kong

It was confirmed at the 2013 Annual General Meeting that there will be no FAOPMA Convention in 2014, as the 26th Convention will be held in **September 2015**, hosted by the **Pest Control Association of Malaysia (PCAM)** - see above.

However, it has been agreed that the 2014 Annual General Meeting will be held in Hong Kong, on November 26th - 28th, with the following schedule:

- Nov 26th (Wed) 2pm - 6pm Exco meeting and AGM, 7pm AGM dinner (by invitation)
- Nov 27th (Thur) 10 am - 5pm Business Conference (Programme to be advised later), 6:30pm Annual Dinner (open to all members)
- Nov 28th (Fri) Morning tour + lunch (Optional)

Special Certificates

As shown on Page 8, and as happened at the 24th Convention in Adelaide, Executive Committee members and Association representatives, as well as some special delegates were presented with personalised certificates.

Timing of this Issue of PPM News

This Issue of PPM News is the ninth since we commenced production of your bi-monthly newsletter following the Adelaide Convention in 2012.

Our regular readers will have become used to receiving their copy on the very first days of the month. Your Editor apologises that completion of this Issue has been delayed for a couple of weeks.

It happened that while exploring the wonderful EXCO Conference Centre in Seoul for the meeting room in which the Executive Committee and Annual General meetings were to be held on the first day, your Editor tumbled down a few unnoticed steps.

This left me a bit uncomfortable for the duration of the Convention. However, after the long flight back to Australia my doctor advised me that I'd fractured a couple of ribs and recuperation is taking a little longer than I'd hoped.

NOTE; The fall was in the middle of the day and had nothing to do with any of the hospitality as shown on Page 6 - although some of that might well have later acted as a welcome anaesthetic!

Welcome to 25th FAOPMA 2013 Korea

Beyond PESTech,
Comprehensive IPM technology on Combating Climate Change



REGISTRATION

EXHIBITION

VENUE



*F Fabulous... what this Conference is !
A Advantages... for those who attended !
O Offered... to you by our Korean hosts !
P Plus... also, in addition, as well as !
M... .. Magnificent... hospitality in Seoul !
A Activities... you will always remember !*

**This memento is a token of appreciation for your support of
FAOPMA and your contribution towards the spirit of
friendliness and cooperation between professionals in the pest
management industries of Asia and Oceania.**

Doug Howick

**Honorary Advisor for FAOPMA
Seoul, Korea. November 2013**