



PROJECT NOTIFICATION

30 May 2018

1. **Project Code** 17-AG-44-GE-RES-B
2. **Title** Research on Successful Agribusiness Models: Case Studies of Value Chain Analysis for Agroprocessing Enterprises
3. **Timing and Duration** June 2018–May 2019
4. **Implementing Organization** APO Secretariat

5. Objectives

- a. To study selected cases of value-adding agribusiness and food-processing industries and innovative institutions such as incubators, accelerators, food parks, networks, and clusters; and
- b. To develop the research results into technical diagnostic-prescriptive resource materials to be used in APO and partner institution workshops on agribusiness management and related courses.

6. Background

Agribusiness stands at the intersection of three sectors of the general economy: agriculture; manufacturing; and service. The agribusiness space is growing and complex. It is increasingly becoming a very dynamic industry, although susceptible to the vagaries of nature and markets. Thus, today's agribusiness policymakers, executives, and managers operate in a rapidly changing, volatile, technology-driven, consumer-focused environment. For this reason, developing an understanding of the forces that drive change is critical to the formation of successful public policies and private strategies. With rising incomes and increasing populations in Asia, the region's agribusinesses that are positioning themselves to respond to those and other mega-trends will be better able to meet the growing urban demand for food and food services.

To stay competitive, agribusinesses must explore new business models and organizational structures to increase their efficiency, productivity, and sustainability to strengthen their market positions. They need policymakers, executives, and managers who have an international perspective and are equipped with the knowledge and skills to respond to actual issues arising from the rapid changes in the business environment. Training needs to be more practical, using specific examples and the case study approach, which is common in business schools. This research project will produce technical diagnostic-prescriptive resource materials.

The resource materials will be organized around important interrelated issues such as characterization of the policy and economic contexts related to agribusiness and agroindustry development in the Asia-Pacific; identification of the prime forces shaping agribusiness and agroindustry in the region; and proposal of a framework for public–private initiatives that will facilitate transformation, accelerate economic growth, reduce rural poverty, and promote the food safety of agroindustries with specific examples of value-adding industries and innovative institutions such as incubators, accelerators, food parks, networks, and clusters. The resource materials will be used by the APO and partner institutions in agribusiness management and related self-learning e-courses as well as face-to-face courses.

7. Scope and Methodology

This research project will be undertaken with the cooperation of the Dyson School of Applied Economics and Management, Cornell College of Business, under the Memorandum of Understanding between Cornell University and the APO. Cornell University will conduct the research in line with its Multidisciplinary Applied Research Team Program. Under this program, multidisciplinary teams of graduate students and faculty from diverse disciplines undertake studies of firms or community groups located in developing countries. The APO cooperates with this team through an assigned program officer and, in certain cases, designated experts in selected member countries where companies that are the subjects of the case studies are located.

8. Chief Expert

The APO will assign a chief expert from Cornell University to be responsible for preparing the overall research design and timetable. He/she will also identify the companies and countries to be covered by the case studies in consultation with the APO Secretariat. The chief expert will assume coordination and advisory roles to conduct the research and ensure the timely completion and submission of the final report to the APO Secretariat.

9. Financial Arrangements

To be borne by the APO

- a. All assignment costs of a chief expert and related costs for conducting the research.

To be borne by participating countries

- a. None.

10. Actions by Member Countries

- a. NPOs in member countries involved are requested to cooperate with the research team from Cornell University when they visit companies and institutions to conduct the research.



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Secretary-General