

## ■ Demonstration project in the sugar sector launched in IR Iran ■

**T**he mission of an APO productivity demonstration company is to convey success stories on the development and implementation of improvement initiatives undertaken. A demonstration company should epitomize an enterprise-wide productivity movement that achieves business expansion, increases profits and customer satisfaction, reduces waste, enables energy saving, and leads to fair, equitable, mutually satisfying productivity gain-sharing for both management and workers.

The National Iranian Productivity Organization (NIPO), in association with the Industrial Development and Renovation Organization (IDRO) and Food Product and Sugar Industries Yasuj submitted a proposal for a demonstration project on Green Productivity and productivity and quality improvement in the food-processing and sugar industry to modernize the plant. This sector has strategic importance with a significant impact on the food, beverage, and pharmaceutical industries. Since over 40 plants operate in the sector, significant multiplier effects are expected and NIPO's project proposal was accepted. The outcomes will be shared with other member countries, and a case study will be developed based on this demonstration project for utilization during training by NPOs and the APO in related projects.

The demonstration project was launched with a kick-off seminar organized in Tehran on 1 December 2012. The seminar was attended by about 70 senior government and private-sector officials, in which German sugar beet expert Dr. Gustav Witte made a presentation highlighting major areas requiring improvement for produc-

tivity enhancement in the sugar sector. Other speakers were Deputy of Promotion, Production and Renovation Mohammadali Vafaei and Managing Director Behzad Etemadi from IDRO, Dr. Mahmood Ghanizadeh from NIPO, Chairman Alireza Ashraf of the Iranian Sugar Syndicate, Managing Director Soleyman Afshin from Sugar Industries Yasuj, and APO Secretariat Senior Program Officer K.D. Bhardwaj. Subsequently, a group comprising NIPO, IDRO, and APO representatives along with Dr. Witte visited Sugar Industries Yasuj to make detailed assessments of process and project requirements. A broad action plan for the project was then developed. The Government of IR Iran has high expectations for this project as it plans to nearly double sugar beet production by 2017. The outcome of this project will be replicated in other sugar plants and there is a high level of commitment from the government. At the end of the project, scheduled to continue for one year, a practical manual for dissemination of the experience will be prepared by NIPO; and a video/DVD of the demonstration company's improved practices will be prepared. 🌀



*Dr. Gustav Witte delivering a presentation on the beet sugar industry.*