PROJECT IMPLEMENTATION PLAN ADDENDUM

28 December 2017


2. Project Title Self-learning e-Course on Marketing Strategy and Product Branding for SMEs


4. Timing and Duration 1 May–30 October 2017

5. Implementing Organizations APO Secretariat and National Productivity Organizations (NPOs)

6. Addendum No. 1

7. Details Changes in Project Implementation Plan Item No. 4 “Timing and Duration”

7-1 Change in Item No. 4 “Timing and Duration”

The timing and duration of the Self-learning e-Course on Marketing Strategy and Product Branding for SMEs have been changed to 1 May 2017–31 December 2018 (20 months).

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 5 February 2016 and Project Implementation Plan dated 3 April 2017 pertaining to this course remain valid.

Santhi Kanoktanaporn
Secretary-General