



PROJECT IMPLEMENTATION PLAN ADDENDUM

28 December 2017

1. **Project Code** 16-IN-06-GE-TRC-A-6
2. **Project Title** Self-learning e-Course on Marketing Strategy and Product Branding for SMEs
3. **Reference** Project Notification 16-IN-06-GE-TRC-A dated 5 February 2016 and Project Implementation Plan dated 3 April 2017
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