



PROJECT NOTIFICATION

20-AG-20-GE-CON-A-PN2000012-001

<b>PN Issue Date</b>	10 March 2020
<b>Project Code</b>	20-AG-20-GE-CON-A
<b>Title</b>	5th International Conference on Biofertilizers and Biopesticides: Marketing and Commercialization
<b>Timing and Duration</b>	18-21 August 2020 (four days)
<b>Venue</b>	Taipei, Republic of China
<b>Implementing Organization(s)</b>	Council of Agriculture, Executive Yuan China Productivity Center
<b>Maximum Number of Overseas Participants</b>	36
<b>Maximum Number of Local Participants</b>	18
<b>Closing Date for Nominations</b>	5 June 2020

## 1. Objectives

- a. To deliberate on recent advances and future perspectives in marketing and commercialization of biofertilizers and biopesticides (B&B);
- b. To share successful marketing and commercialization strategies for scaling up B&B use in Asia and the Pacific, particularly in APO member countries;
- c. To assess the results of the last four APO International Conference on Biofertilizers and Biopesticides (ICBB) held in the host country in collaboration with the Council of Agriculture of the Executive Yuan and China Productivity Center;
- d. To formulate strategic action plans to accelerate cooperation among member countries for promoting the B&B industry in Asian countries; and
- e. To contribute to the efforts of member countries for meeting the targets of the UN Sustainable Development Goals (SDGs), in particular SDG 2 (zero hunger) and SDG 12 (responsible consumption and production).

## 2. Background

The global B&B market is expanding fast. The biopesticide market size estimated at USD3.36 billion in 2017 is projected to reach USD10.19 billion by the end of 2025, exhibiting a CAGR of 14.93% during the forecast period. Similarly, the global biofertilizer market size valued at USD1.34 billion in 2018 is projected to reach USD3.15 billion by 2026, at a CAGR of 11.3% from 2019.

Driven by the benefits associated with their use, the biopesticide market is projected to increase in coming years. When biopesticides are integrated into conventional crop production and pest management programs, higher crop yields and quality are possible compared with the use of chemical pesticides alone. Other benefits include reduction or elimination of chemical residues, delayed development of resistance by pests and pathogens to chemicals, shorter field reentry times, better biodegradability, production using agricultural raw materials versus fossil fuels, and lower risk to nontarget organisms, including pollinators.

Similarly, the growth of the biofertilizer market is driven by the growing organic food industry and rising demand for natural agrifood products, initiatives by government agencies, and increasing awareness of the need for sustainability in modern agriculture. Increasing awareness of the hazards of chemical fertilizers is also accelerating biofertilizer market growth. The integrated use of biofertilizers and organic manure definitely lowers the overall environmental cost of crop cultivation in the long term and contributes to cleaner production by reducing the application of synthetic chemical fertilizers.

B&B use can play an important role in promoting Green Productivity and sustainability in agriculture in the Asia-Pacific region by mitigating negative impacts associated with chemical fertilizers and pesticides. However, the main constraints in B&B market growth include lack of awareness and education in how to deploy their unique modes of action in integrated programs; testing products alone versus in integrated programs; lingering perceptions of cost and efficacy; limited investment in R&D; absence of appropriate regulatory and policy incentives for B&B production and use; and problems in production, storage, and marketing. Intensive efforts will be needed to mainstream the use of B&B.

## 3. Scope and Methodology

The four-day conference will consist of plenary thematic sessions with experts' presentations; sharing of country experiences in marketing and commercialization of B&B products; group exercise(s); panel discussion; and field/company visit(s).

The tentative program of this project is given below:

Date/Time	Activity
Mon., 17 August 2020	Arrival of participants in Taipei
Tues., 18 August	<p>Opening session</p> <p>Review of the 1st–4th APO ICBB recommendations and their implementation</p> <p>Session 1: Current status, trends, and strategies in marketing and commercialization of B&amp;B</p> <p>Session 2: Successful cases of B&amp;B marketing and commercialization</p>
Wed., 19 August	<p>Session 3: Regulatory, policy, and institutional settings for B&amp;B scaling up/commercialization</p> <p>Presentation of country papers to share experiences in B&amp;B marketing and industrialization</p> <p>Session 4: Group exercise to identify main challenges in B&amp;B marketing and industrialization in member countries and formulate strategic action plans to address them, aiming at accelerating cooperation among member countries for promoting the B&amp;B industry in Asia</p>

Thurs., 20 August	Field/site visits to relevant facilities in the host country
Fri., 21 August	<p>Session 5:</p> <ul style="list-style-type: none"> <li>- Panel discussion to assess results of the last four APO conferences on the subject held in the host country</li> <li>- Formulation of recommendations and the way forward</li> <li>- Program evaluation by participants, resource persons, and implementing organizations</li> <li>- Formulation of follow-up action plans by individual participants</li> <li>- Closing session</li> </ul>
Sat. 22 August	Departure of participants

#### 4. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior policymakers, government officials, consultants, academics, and representatives of NGOs or enterprises/associations who are engaged in or in charge of B&B policy, analysis, product registration, and development and marketing of B&B in agriculture.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 30 and 55 years of age.
Attendance	Participants are required to attend the entire program.

#### 5. Requirement

The participants are required to undertake preparatory work such as writing country papers prior to departure for the project venue.

All participants are required to prepare and submit action plans to the APO and to share them with their NPOs within 10 working days after attending the project. The participants are also required to submit postproject follow-up reports six months after project completion to document the achievement of outcome(s) of the project. The NPOs will monitor the follow-up actions and report submission by participants.

The Guidelines for Project Preparatory Work will be provided in the project circular, and the Postproject Activity Guidelines are given in Attachment 1.

##### 5-1. Repeat Participants (who attended previous APO projects and are applying for another)

- a. In the Candidate's Biodata form (application form), candidates are required to provide details of follow-up actions taken after attending a previous APO project(s) and outcomes (benefits) of those activities.
- b. Candidates are also required to state in the Candidate's Biodata form whether they submitted a report on their follow-up actions.

##### 5-2. All Participants

- a. In the Candidate's Biodata form, candidates are required to list their expectations from the project and planned

postproject actions/activities. This is a tentative list, which participants are free to revise or replace after attending the project (as in item b below).

- b. All participants are required to develop and submit final follow-up action plans within 10 working days of project completion, in the format to be provided by the APO Secretariat later.
- c. All participants are required to submit reports on the follow-up actions taken within six months (or a period specified for a particular project) of project completion.
- d. The reports on follow-up actions are separate from the trip reports participants usually submit to their organizations/NPOs immediately after returning from project venues. The report format will be provided before project completion.

## **6. Financial Arrangements**

### **6-1. Airfare**

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Taipei, Republic of China

Participants should note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is also available on the APO website and from APO Liaison Officers in member countries.

### **6-2. Insurance Coverage**

Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

### 6-3. Cost Sharing

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

Cost item	Cost to be met by		
	Participants or participating countries	Host country	APO
Round-trip economy-class international airfare (refer to paragraph on Airfare for conditions)	No	No	Yes
Participating Country Expenses (PCEs) (refer to paragraph on Participating Country Expenses (PCEs))	NA	NA	NA
Hotel accommodation in Taipei	No	Yes <sup>1</sup>	Yes <sup>2</sup>
Per diem allowance in Taipei	No	Yes <sup>1</sup>	Yes <sup>2</sup>
Transportation costs to and from hotel and airport at the Venue	No	Yes	No
Insurance coverage in the host country (refer to paragraph on Insurance Coverage)	Yes	No	No
Any expenses related to visa fees and airport taxes	Yes	No	No
All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation	Yes	No	No
Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance	Yes	No	No
Assignment costs of international resource persons	NA	No	Yes
Assignment costs of local resource persons	NA	Yes	No
All local implementation costs including but not limited to: a. Meeting rooms b. Documentation c. Preparatory costs	NA	Yes	No
Notes:			
<sup>1</sup> Hotel accommodation and per diem allowances for 18 overseas participants for up to five days.			
<sup>2</sup> Hotel accommodation and per diem allowances for up to 18 overseas participants not covered by the host country for up to five days.			

### 7. Actions by Member Countries

a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 4 above.

b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.

c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the selection committee of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.

d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered:

i. The Biodata Form should be entered in the Document Management System (DMS)/Fleekdrive. The form can be downloaded from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). The Biodata Form (Ver. 1.1) in the Excel (xlsx) format should be uploaded to the specific project folder in nominees' member country folders in DMS/Fleekdrive.

ii. The APO Medical and Insurance Declaration/Certification Form must be completed and submitted with candidates' biodata at the time of nomination through DMS/Fleekdrive. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.

e. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.

f. For member countries where nominations are required to be approved by higher government authorities and require a longer time, APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.

g. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO

Secretariat and the host country promptly.

h. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.

i. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO forum.

j. NPOs should inform participants that they must attend all three days of the project.

k. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal or no-show of a participant.

#### **8. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **9. Project Preparation**

The participants are required to prepare a short paper prior to departure for the project venue. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Country Papers" to be provided later.

#### **10. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO also requests participants to submit progress reports six months after completion of the project. In addition, participants taking part in training-of-trainers courses must also submit a report summarizing a training project that they conducted following the action plans to the APO and NPOs within six months after project completion.

#### **11. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

#### **12. Guide for Participants**

Other conditions for participation are given in the APO Guide for Participants, which is available from APO Liaison Officers/NPOs in member countries and on the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).

#### **13. Dress Code**

Participants are required to wear business attire during the project. Other instructions will be provided in the circular for participants.



Dr. AKP Mochtan  
Secretary-General

**POSTPROJECT ACTIVITY GUIDELINES**

The follow-up actions by participants after project attendance determine the extent of multiplier effects (outcomes) of APO projects in member countries. The APO has therefore established an interdepartmental Participant Selection Committee to ensure selection of the most appropriate candidates. A key consideration is whether individuals are in a position, have the ability, and are willing to undertake follow-up actions after project attendance.

Each participant is required to undertake follow-up actions after attending an APO project based on his/her learning from it and report on those activities to the NPO of his/her country and the APO Secretariat, following the guidelines below:

**Examples of Follow-up Activities**

The examples below are suggestions and are not meant to limit participants' choices of follow-up actions:

- a. An official report on project attendance to participants' organizations, or NPOs, or both;
- b. Newspaper/magazine articles based on learning from the project;
- c. Application of knowledge, skills, techniques, or technologies for improving job performance and/or organizational capacity;
- d. Delivering a presentation or lecture on the project topic;
- e. Conducting a workshop/seminar/conference/forum on the project topic;
- f. Improving training/teaching/extension materials related to the project topic; and
- g. Sharing project findings with colleagues, professional groups, or others.