



PROJECT NOTIFICATION

Ref. No.: 19-AG-21-GE-WSP-B-473

Date of Issue	5 October 2020
Project Code	19-AG-21-GE-WSP-B
Title	Workshop on Startups in the Food-processing Industry
Timing and Duration	10–12 November 2020 (three days)
Hosting Country	Sri Lanka
Modality	Digital Multicountry (DMC)
Implementing Organization(s)	Ministry of Mahaweli, Agriculture, Irrigation and Rural Development, National Productivity Secretariat, and the APO Secretariat
Participating Countries	Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Thailand, Turkey, and Vietnam
Overseas Participants	19
Local Participants	12
Closing Date for Nominations	16 October 2020

1. Objectives

- a. To share the innovative trends and sustainable practices to produce safety foods and improve the efficiencies in startups in the food-processing industry; and
- b. To understand enabling environments and holistic ecosystems to assist startups in the food-processing industry and raise their productivity during the COVID-19 pandemic and beyond.

2. Background

The food-processing industry plays an important role in achieving nutritional security and ending hunger. Studies suggest that 40% of food loss occurs during harvest and processing in developing countries. Increased focus on improving food processing could offer better nutrition and longer shelf-life, resulting in improved food value chain productivity in APO member countries. Startups have emerged as key drivers of economic growth and job creation and are often a catalyst for innovation. Innovation by young firms contributes significantly to aggregate productivity growth in the food-processing industry.

During the COVID-19 crisis, startups have continued to play a critical role for economies. Some innovative young firms have reacted fast and flexibly to the pandemic and have been critical in maintaining the food supply and demand in many countries. However, most existing startups face significant challenges, as they are more vulnerable than established firms to the shocks brought by COVID-19. They face constraints in accessing traditional funding in addition to the unavailability of labor supply due to the pandemic. During this crisis, it is essential to support existing and new startups by understanding the key enablers and disablers within the overall environment which can impact their success. Those include policies and regulations, public–private partnerships, value chains, technology, finance, marketing, and community support programs.

Successful, sustainable businesses can often be established by studying best practices and developing innovative models that connect to upstream and downstream processing. This workshop will be a platform to share recent developments and best practices in startups in the food-processing industry and suggest ways to create holistic ecosystems for startups to enhance productivity in the food-processing sector.

3. Modality of Implementation

- a. This workshop will be conducted online using videoconference applications.
- b. The resource speakers and participants will participate in the workshop virtually using their own devices, applications, and Internet connections.
- c. The duration of each day's session will be up to three hours.
- d. The APO Secretariat will inform the resource speakers and participants of the applicable videoconference application and link to the virtual sessions.
- e. The videoconference link will be provided exclusively to resource speakers and participants in this workshop and should not be shared.

4. Scope and Methodology

The workshop will consist of interactive lectures, case studies, and discussions. The tentative program is given below:

Date/Time	Activity
Tuesday, 10 November	Presentations: <ul style="list-style-type: none"> • Status of the agrifood-processing industry during COVID-19 • Challenges and emerging opportunities in the food-processing industry and strategies for global trade dynamics
Wednesday, 11 November	Presentations: <ul style="list-style-type: none"> • Startups and incubation: What is needed for development? • Seed funding and venture capitalism in a global recession
Thursday, 12 November	Presentations: <ul style="list-style-type: none"> • Facilitating startups in the agrifood-processing industry: Government's role as a catalyst Group discussion/action plan preparation: <ul style="list-style-type: none"> • Formulation of follow-up action plans by individual participants

5. Qualifications of Candidates

Present Position	CEOs/directors of startups, consultants, policy makers, senior government officers and entrepreneurs involved in the food-processing sector, directors/senior officers from non-profit organizations involved in value addition of farm products in rural farm community.
Work Experience	Three years of experience or more in the position described above.
Education	University degree or equivalent qualification from a recognized university or similar tertiary institution.
Computer Literacy	Familiarity and competency in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
Language	Proficiency in English, both written and spoken. Participants will be required to make presentations and engage in discussions.

6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to Internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in the entire workshop.

7. Financial Arrangements

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

8. Actions by Member Countries

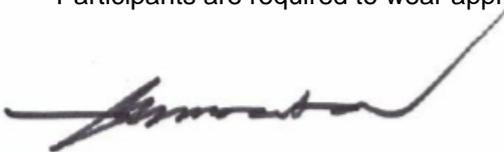
- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/ Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

9. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced three weeks prior to the start of the project.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program, platform, and link of the virtual meeting, as well as the schedule for technical coordination when applicable, two weeks prior to commencement of the workshop.

10. Dress Code

Participants are required to wear appropriate business attire during the workshop.



Dr. AKP Mochtan
Secretary-General