



Asian Productivity Organization “The APO in the News”

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Bhopal-based publishing house represents India in Taiwan summit

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MUMBAI: Aadarsh Pvt Ltd, a Bhopal-based publishing house, represented India in a multi-country observation study mission on SME best practices in service excellence, which was organized by [Asian Productivity Organization](#) (APO) and was implemented by China Productivity Center (CPC).

The summit was held in Taipei, Taiwan, for four days during September 2013, where representatives from China, Fiji, India, Indonesia, Malaysia, Mongolia, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam were present.

The summit was divided into two days of classroom training and two days of industry visits. During classroom training, resource papers by [the faculty Dr Wun-Hwa Chen](#), professor, department and Graduate School of Business Administration, National Taiwan University, Simon Chen, director, Service Business Division, [China Productivity Center](#) from China, Matao Ishii, Shonam Institute of Management and [Noriharu Kaneko](#), managing director, Service Quality Management Ltd from Japan were discussed.

During the industry visits, all the representatives were taken to sites like White Wood House (service excellence in food service industry), I-MEI Foods Co Ltd (productivity enhancement on service process), E SUN Commercial Bank (customer satisfaction through ICT and HRD system) and [Dr Foot Technology Co Ltd.](#), to understand the need for creation of new values.

The entire group of 21 representatives from different countries represented their individual participation report before the faculty and participants. Various topics were explained during the discussion such as overview of Service Excellence, means to improve customer satisfaction in the service industry of SMEs, importance of quality in the servicing and best practices of service industry around the globe.