



Asian Productivity Organization (APO)
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Press Release

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Bangkok to host the Inaugural APO-Cornell University Collaboration

THAILAND—Bangkok is set to host twenty two senior CEOs and managers of agribusiness companies and academicians from 21–25 July 2014. Representing 13 countries from across the Asia-Pacific region, they will participate in the Workshop on Advanced Agribusiness Management, a collaborative effort between Asian Productivity Organization, Cornell University and implemented by Thailand Productivity Institute.

Experts such as Dr. Ralph Christy and Margaret Lynch from Cornell University, Chan Seng Kit from Malaysia, Dr. Louie Divinagracia from Philippines, Dr. Rosa Rolle from the United Nations Food and Agriculture Organization, and Joselito Bernardo from the Asian Productivity Organization will lead discussions on various aspects of agribusiness management including the global trends and key drivers of this area, emerging opportunities and challenges in Asia, emerging agribusiness models, enhancing innovative post-harvest practices to improve competitiveness of Asian food value chains, and case studies in selected Asian countries. The workshop will include a visit to CP Intertrade Co., Ltd. in Ayuthaya, a subsidiary of the Charoen Pokphand Group which is one of Asia's largest conglomerates that operate in agribusiness and food.

The main objective of the APO–Cornell University cooperation is to enhance the competencies and competitiveness of agribusiness companies throughout the Asia-Pacific.

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About the APO

The Asian Productivity Organization (APO) is the sole nonprofit international organization in the Asia-Pacific devoted to productivity enhancement. Established in 1961 as a regional intergovernmental organization, the APO contributes to the sustainable socioeconomic development of the Asia-Pacific through productivity enhancement. The current membership comprises 20 economies. Three strategic directions guide the APO: strengthen NPOs and promote the development of SMEs and communities; catalyze innovation-led productivity growth; and promote Green Productivity. The main activities of the APO are capacity building

of institutions and human resource development in the industry, service and agriculture sectors.

About Cornell University

Cornell University is both a private endowed university and the federal land-grant institution of New York State founded in 1865. It has fourteen colleges and schools and more than 100 interdisciplinary research organizations, bring faculty and students together from across the university to pursue research, teaching, and outreach on broad scholarly and social topics. The Cornell International Institute for Food, Agriculture and Development (CIIFAD), is one of the units of the University which initiates and supports innovative program that contribute to improved prospects for global food security, sustainable rural development and environmental conservation around the world.

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