



**Asian Productivity Organization
“The APO in the News”**

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**MADATV JOINS THE MULTICOUNTRY OBSERVATIONAL
STUDY MISSION ON BEST PRACTICES IN PROMOTING
INNOVATION AND PRODUCTIVITY IN AGRICULTURE FOR
MASS MEDIA PRACTITIONERS, 8-14 SEPT. 2014, JAPAN**

10 September 2014



The Multicounty Observational Study Mission (OSM) on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners, organized by the Asian Productivity Organization (APO) commences in Tokyo Japan.

Malaysia's participation of Head of MADATV vital to offer a wider publicity through new media to share knowledge, competencies, present and future development drives in regional agriculture industry, especially Japan to the masses engaged in agriculture in Malaysia.

The Multicounty Observational Study Mission (OSM) on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners, organized by the Asian Productivity Organization (APO) commenced on 08th September 2014 in Tokyo in Japan. A total number of APO sponsored 17 participants especially from print and electronic media of APO member countries including, Sri Lanka, Bangladesh, Cambodia, India, Indonesia, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines and Thailand arrived at Hotel Niwa Tokyo in Suidobashi Tokyo on 07th September to participate in the study mission.

The 7 day Multicounty Observational Study Mission (OSM) includes the first day presentations namely, 'Promotion of Entry into the Sixth-Order Industry and Promotion of Agriculture-Commerce-Industry Collaboration', 'The Sixth Sector Innovations to Revitalize Rural Communities, Innovative Film Agriculture Using cutting Edge Membrane Technology' and 'Overview of Agricultural Journalism in Japan' as well as observational tours, field visits, discussions and video screenings of agriculture related commerce and industry collaborations.

Making the Opening Remarks at the initiation of the programme on 8th September 2014 at Leaf Square Building in Tokyo, Japan, Mr. Mari Amano – the Secretary General of the Asian Productivity Organization (APO) stated that APO started a mission to mutually understand the productivity missions and a

successful platform has now been facilitated through the APO to share knowledge and experience on Agriculture and related faculties among member countries via effective learning through each other. “Today, it is pleasant to note that almost every country in the region has taken steps to promote agriculture as an industry that uses the cutting-edge technology for its efficient promotion and effective marketing of the produce,” he added.

*MORE NEWS TO COME.....DAILY.

(Text and Pictures by Haji Ariffin Abu, Head of MADATV reporting from Tokyo in Japan)







