



Asian Productivity Organization (APO)
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Press Release

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Asia-Pacific media representatives to convene in Tokyo

TOKYO—Seventeen media representatives from 13 countries across the Asia-Pacific will become acquainted with modern technologies, innovations, and best practices in Japan to improve productivity in agriculture. The mission organized by the APO is titled the Multicountry Observational Study Mission on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners and scheduled 8–14 September 2014.

Experts from the Ministry of Agriculture, Forestry and Fisheries, Agribusiness Support Center, Mebiol Inc., The Japan Agricultural News, Chiba University, TV Hamura, and Aomori prefecture will introduce various models of advanced farming technologies and innovations to raise farm productivity and the quality of agricultural products, and income of farmers. Site visits during this mission will demonstrate the interplay between agricultural technology and innovations. Participants will visit, among others, Taisei Industrial Co., Ltd, Inakadate village, and Hirosaki Apple Park.

One of the objectives of this project is to bridge the efforts of governments to transfer knowledge and information more effectively to the multitude of small farmers scattered in rural areas by leveraging of mass media. In some countries, the mass media have been involved in this endeavor through government sponsorships and private undertakings.

This project will encourage partnerships among media practitioners and the APO, NPOs, and other relevant national organizations in the promotion of innovative ideas and techniques for improving productivity, particularly in agriculture.

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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.