



Asian Productivity Organization “The APO in the News”

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Asian Productivity Organization Held the Training Course on e-Marketing of Agricultural and Food Products in Taiwan

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The Council of Agriculture, Executive Yuan, announced that the Asian Productivity Organization (APO) has organized the Training Course on e-Marketing of Agricultural and Food Products which is held at the FX Hotel Taipei from May 11 to 15. The organizers have invited experts from Taiwan, Malaysia, Philippines and Singapore to deliver keynote speeches. Through hands-on activities and discussion sessions on agricultural product e-marketing strategy, opportunity as well as challenge, participants could study and find out solutions concerning e-commerce logistics, cash flow, software and hardware installation management. The training course aimed to facilitate better application of electronic marketing.

The COA further explained that with the booming of e-commerce around the world, cross-border trading will become the dominant trend in the future. The circulation of agricultural products is characterized by variety, freshness, storage, inspection and food safety. With rapid development of online shopping and refrigerated home delivery services, agricultural products have become an important category in e-marketing which has kept its pace with global market efficiently through e-commerce. The COA also pointed out that through online marketing, Taiwanese farmers will greatly benefit from the development of innovative on-line business platforms which aim to integrate small-scale farmers, agri-business and e-commerce.

The aforementioned training course was implemented by China Productivity Center (CPC). Representatives from 13 Asia-Pacific member states were invited to participate. The COA also selected some of its experts to take part in the activity, with hopes of acquiring valuable online agricultural product marketing experiences from different countries and improve sales technique and profit for agricultural products. The ultimate objective of the course is to enhance economic development of Asian region.