



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

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### National Productivity Organisations Challenged To Develop Better Consulting Firms



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National Productivity Organisations (NPOs) play a crucial role in the promotion of productivity in Asian Productivity Organisation (APO) member countries.

Programme officer Dr Jose Elvina said the NPOs are designated by their governments to spearhead the productivity movement and to provide consultancy services to various organisations to improve their productivity.

However, sustaining a good consultancy service is not easy, especially in a period where it has reached the boom level.

“We pose the challenge that NPOs must continue to develop as world-class consulting organisations capable of compete with leaders in the field, be you are a private, semi-government or government institution,” he said.

Dr Elvina said this workshop would give us an opportunity to assess consulting works and learn new ways of doing consultation.

“We stress that NPOs have been facing complex issues that contribute to the shaping to the development consultancy industry such as innovation, globalisation of markets, demands for better quality, and major social changes including demographic changes, shifting lifestyles, wealth disparities, environmental issues, etc,” he said.

“All these affect the consultancy professions including the kind of consultants that we have to recruit and keep.

“And we hope that those NPOs that managed to surpass the test of these issues would be able to share their own best practices to those NPOs that are struggling to survive in the consultancy business.”

He said this would mean more value-added consultancy services, more specialized skills to address complex assignments, higher concentration in niche areas, wider range of quality services, and the acquisition of new knowledge,” Dr Elvina said.

“Our clients and taxpayers have become more demanding than before and their expectations have soared high in asking for their value-of-money.

“If we are really committed to the development of our community or country in a small way through what we do, then we have to continually develop ourselves and our services.”

Dr Elvina hopes that this workshop will give such opportunity to develop their profession.

“After this five day workshop, we hope that you are more equipped than before as we have invited prominent experts who will share to us knowledge on consultancy and contextualise this in the APO and NPO settings.”

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