



18 December 2020

## New Normal Productivity

**TOP TALK** THURSDAY  
17 Dec. 2020  
14:00-15:30 Tokyo Time

### Outlook 2021: New Normal Productivity

**Dato' Dr. Noor Zari bin Hamat**  
Secretary-General  
Ministry of Tourism  
Arts and Culture, Malaysia

**Imtiaz Rastgar**  
Chairman  
Rastgar Group  
Pakistan

**Yoshimitsu Kaji**  
Chairman  
Cinnamon, Inc.  
Japan

**AKP Mochtan**  
Secretary-General  
Asian Productivity  
Organization

**Moderator**  
**Meidyatama Suryodiningrat**  
President Director  
Antara News Agency  
Indonesia

**LIVE** Join Our Interactive Talk! Presented by the Asian Productivity Organization

(Click [here](#) for the talk.)

**Tokyo, Japan:** Tokyo-based Asian Productivity Organization (APO) deliberates on the centrality of productivity in a new normal world in a talk outlining prospects for 2021.

The talk concludes a twice-a-week web-based series of discussions on economic and business resilience held since April 2020. A total of 77 sessions bringing together 108 speakers from various countries participated in the series.

Meidyatama Suryodiningrat of Indonesia's Antara News Agency moderated the finale.

Seasoned Pakistan entrepreneur Imtiaz Rastgar underlined reaching out to customers as survival strategy for small businesses. For this, businesses should tap on digital technology and mobile applications. Another key measure is keeping business lean by scrutinizing costs.






Speaking on the hard-hit tourism sector, Noor Zari Hamat, Secretary-General of the Ministry of Tourism, Arts and Culture of Malaysia, the country's strategy is to shift to domestic tourism. It also introduces travel bubbles for inbound travelers. A key measure here is balancing seamless travel experience and safety health protocol.

Technology entrepreneur and Chair of Cinnamon Inc., Japan, Yoshimitsu Kaji observes that the pandemic accelerates adoption and reliance on technology. These alter the conventional notions of distance, time, and location which change the way we work and live.

APO Secretary-General AKP Mochtan notes that the current crises enabled creativity and innovation, thus allow continuous improvements. All these are the essence of productivity. He underlines adaptability as key for growth and acceleration in a new normal environment.

The talk concludes that uncertainties will remain in 2021, but adaptability and productivity will give raise to hope and optimism. \*\*\*

## List of panelists

No.	Name	Position	Sector	Reference	Picture
1.	Dato' Dr. Noor Zari bin Hamat	Secretary-General, Ministry of Tourism, Arts and Culture Malaysia	Public-sector/ Policy Maker	<a href="http://www.motac.gov.my/en/">http://www.motac.gov.my/en/</a>	
2.	Yoshimitsu Kaji	Chairman, Cinnamon, Inc. Tokyo, Japan	Private Sector	<a href="https://www.arc-c.jp/funnote/en/feature/w2014.html">https://www.arc-c.jp/funnote/en/feature/w2014.html</a>	
3.	Imtiaz Rastgar	Chairman, Rastgar Group Pakistan	SMEs	<a href="https://www.rastgar.com/">https://www.rastgar.com/</a> <a href="https://irastgar.com/iar-profile/">https://irastgar.com/iar-profile/</a>	
4.	AKP Mochtan	Secretary-General, Asian Productivity Organization	Intergovernmental Organization	<a href="https://www.apo-tokyo.org/">https://www.apo-tokyo.org/</a>	
5.	Meidyatama Suryodiningrat	President Director, Antara News Agency	National News Agency - Indonesia	<a href="https://korporat.antaraneews.com/">https://korporat.antaraneews.com/</a>	

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## **About the APO**

*The Asian Productivity Organization (APO) is an intergovernmental organization committed to improving productivity in Asia and the Pacific. Established in 1961, the APO contributes to the sustainable socioeconomic development of the region through policy advisory services, institutional capacity-building efforts, sharing of productivity best practices, and dissemination of productivity data and analyses.*

*The current APO membership comprises 21 economies: Bangladesh; Cambodia; Republic of China; Fiji; Hong Kong; India; Indonesia; Islamic Republic of Iran; Japan; Republic of Korea; Lao PDR; Malaysia; Mongolia; Nepal; Pakistan; Philippines; Singapore; Sri Lanka; Thailand; Turkey; and Vietnam.*

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### **For details contact:**

Yoko Fujimoto, Executive Office, APO

Email: [yfujimoto@apo-tokyo.org](mailto:yfujimoto@apo-tokyo.org) Phone: 81-80-4154-9156 Website: <https://www.apo-tokyo.org>