



Asian Productivity Organization (APO)

Leaf Square Hongo Building, 2F

1-24-1 Hongo, Bunkyo-ku

Tokyo 113-0033, Japan

www.apo-tokyo.org

Press Release

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Taipei to host e-marketing of agricultural products

TAIPEI— Up to 24 CEOs, managers, proprietors, and officers of agribusiness or agrifood industry SMEs in charge of marketing of agricultural and food products are scheduled to convene in Taipei, 11–15 May 2015. Representing 13 countries from across the Asia-Pacific region, they will be part of the Training Course on e-Marketing of Agricultural and Food Products being organized by the Asian Productivity Organization (APO), and implemented by the China Productivity Center (CPC).

e-Marketing significantly impacts retail businesses due to lower costs for the distribution of information, promotion of products to a global market, and quick customer-supplier responses which facilitate faster transactions. It also allows personalized marketing approach, making it particularly suitable for SMEs.

Potential customers can browse on products or services and make purchases online. Savings are realized in personnel costs and customer service. When implemented correctly, the return on investment from e-marketing can far exceed that of traditional marketing strategies.

Effective e-marketing of agricultural and food items, requires a comprehensive strategy because of the perishable nature of the products and risk of their contamination. Such products require proper handling and packaging, timely delivery, and appropriate storage including temperature management.

Experts from the Republic of China, Malaysia, Philippines, and Singapore will conduct the training sessions on different aspects of the e-marketing of agricultural and food products. Participants will visit the Farm-Direct Co., to observe their operations of e-marketing and have networking opportunities.

The main objective of the training course is to enhance participants' understanding, skills in the tools and techniques of e-marketing of agricultural and food products, and their applicability and dissemination in member countries throughout the Asia-Pacific region.

For details please contact:

Martini Abdul Aziz/Yoko Fujimoto

Information & Public Relations Unit

Tel: 03-3830-0411; Fax: 03-5840-5322

e-Mail: mabdaziz@apo-tokyo.org/yfujimoto@apo-tokyo.org

Website: <http://www.apo-tokyo.org>

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 resources development.