



Asian Productivity Organization (APO)
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Press Release

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Asia-Pacific media representatives to convene in Tokyo

TOKYO—Media representatives from 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 9–14 September.

Experts from the Ministry of Agriculture, Forestry and Fisheries; Tokyo University of Agriculture and Technology; Kyoto University; Japan Agricultural and Journalists' Association; and Kobe Beef Marketing & Distribution Promotion Association will introduce various models of advanced farming technologies and innovations to raise farm productivity and the quality of agricultural products. Site visits during this mission will demonstrate the interplay between agricultural technology and innovations.

The mass media could be the missing link in efforts of governments to transfer knowledge and information more effectively to the multitude of small farmers scattered in rural areas. 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 APO was established in 1961 as a regional intergovernmental organization with the mission of contributing to the sustainable socioeconomic development of the Asia-Pacific region through productivity promotion. The current membership comprises 20 economies. The APO supports its member countries through capacity-building efforts such as training courses, workshops, seminars, and other activities to enhance productivity.