



PROJECT NOTIFICATION

7 March 2018

1. **Project Code** 18-AG-49-GE-WSP-B
2. **Title** Workshop on Digital Agribusiness
3. **Timing and Duration** 25–29 June 2018 (five days)
4. **Venue** Ulaanbaatar, Mongolia
5. **Implementing Organization** Mongolia Productivity Organization (MPO)
Bayangol District, Peace Avenue
20th Khoroo, Ulaanbaatar 210526, Mongolia
Phone: 976-86003504
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e-Mail: Batbileg@mpo-org.mn
6. **Number of Overseas Participants** Up to 18 qualified participants from Republic of China, India, Indonesia, IR Iran, Japan, Republic of Korea, Malaysia, Pakistan, Sri Lanka, Singapore, Thailand and Vietnam

However, other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat (see 12. Qualifications of Participants)
7. **Number of Local Participants** Up six qualified participants
8. **Closing Date for Nominations** 7 May 2018
9. **Objectives**
 - a. To review global trends in digital agribusiness and its current status in APO member countries;
 - b. To learn about applications of digital technologies in agribusiness;
 - c. To formulate strategic action plans for participants to create awareness of digital agribusiness concepts and promote the adoption and scaling up of best practices and successful agribusiness models in their countries; and
 - d. To contribute to enhancing the productivity and competitiveness of agribusinesses in member countries.

10. Background

More than seven billion people and businesses, and at least 30 billion devices, will be

connected to the Internet by 2020. With people, businesses, and machines communicating, transacting, and even negotiating with each other, a new world of digital business is emerging. A digital business relies on technology as an advantage in its internal and external operations. It involves the creation of new business designs by blurring the boundaries between digital and physical worlds. This promises to usher in an unprecedented convergence of people, businesses, and things, which disrupts existing business models including those developed in the Internet and e-business eras. The concept of digital business is equally applicable to agribusiness.

Digital technology offers tremendous potential to help agribusinesses keep up with the growing demand for agricultural and food products to feed, fuel, and fortify about 10 billion people worldwide by 2050. This technology can have major impacts across agribusiness value chains. It will enable enterprises to enhance competitiveness, improve margins, manage producer relationships better, and provide better service to customers. Digitization offers customers more information about where food comes from and how it is processed, enabling them to make informed choices. It is also beneficial for upgrading agribusiness in rural areas and creating new methods to feed the world. Digital technology, particularly Internet of Things (IoT) technology, can be used to enhance agribusinesses in rural Asia and around the world. The IoT, data, and connectivity can make powerful contributions to increasing the sustainability and competitiveness of Asian agribusinesses.

Key areas such as precision agriculture, big data (sales and market data management and analysis through business intelligence tools), e-commerce, and tracking and traceability tools need to be considered seriously as part of the digital agribusiness strategy. The use of data and connectivity for driving product and service innovation, creating new business models, and improving brands will be critical. Applications of technology in these areas will be game-changers, and any business neglecting them will be at a significant competitive disadvantage.

In developed countries, digitization has enabled connection of every part of the food supply chain and helped integrate remote, rural small farmers into global chains. However, the digital business model is new to most agribusinesses in developing Asian countries. This workshop is being organized to create awareness of digital agribusiness concepts, global trends, and the opportunities IoT connectivity presents for the future; review the current status of digitization of agribusiness in member countries; and share successful models of digital, Internet, and e-agribusiness.

11. Scope and Methodology

The workshop will consist of themed presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the workshop is given below (The program will be finalized in consultation with the chief resource person and implementing organization.):

| Date/Time | Activity |
|------------------|---|
| Sunday, 24 June | Arrival of participants in Ulaanbaatar |
| Monday, 25 June | Opening session Technical Session 1: Global trends in and current status of digital agribusiness |

| | |
|--------------------|--|
| | Presentation 1: Key concepts and global trends in digital agribusiness Presentation 2: Roles of digital technology in enhancing the productivity and competitiveness of Asian agribusiness Presentation 3: Applications of digital technologies in agribusiness: an overview Presentation 4: Needs of different end-users of digital technologies in the Asian agrifood sector |
| Tuesday, 26 June | Technical Session 2: Applications of digital technologies in agribusiness Presentation 1: Precision agriculture Presentation 2: Digitization of supply chains in agriculture Presentation 3: e-Marketing of agrifood products Presentation 4: Tracking and traceability of agrifood products Technical Session 3: Sharing country case studies on farm mechanization and digital agribusiness |
| Wednesday, 27 June | Field/company visits |
| Thursday, 28 June | Technical Session 3 (cont'd.): Sharing country case studies on farm mechanization and digital agribusiness Group breakout sessions |
| Friday, 29 June | Presentation of group breakout session output Summing-up session Program evaluation by participants, resource persons, and implementing organization Formulation of follow-up action plans by individual participants Closing session |
| Saturday, 30 June | Departure of participants from Mongolia |

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

| | |
|------------------|--|
| Present Position | Government officials, CEOs, and representatives of agribusiness associations, and consultants and academics in charge of digitizing the agribusiness operations. |
| Experience | At least five years of experience in the position described above. |
| Education | University degree or equivalent qualification from a recognized university/institution. |
| Language | All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted. |
| Health | Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities |

and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.

Age Candidates who meet the qualifications above are generally between 30 and 50 years of age.

Attendance Participants are required to attend the entire program.

13. Financial Arrangements

a. Airfare

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Ulaanbaatar, Mongolia.

The APO will only reimburse discount air tickets for the most direct route. Participants should note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is also available on the APO website and from APO Liaison Officers in member countries.

b. Insurance Coverage

Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

c. Cost Sharing

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

| Cost item | Cost to be borne by | | |
|---|--|---------------------|------------|
| | Participants or participating countries | Host country | APO |
| Round-trip economy-class international airfare (refer to paragraph 13a) | No | No | Yes |
| Participating Country Expenses (PCEs) | NA | NA | NA |
| Hotel accommodation in Ulaanbaatar | No | Yes | No |

| Cost item | Cost to be borne by | | |
|--|---|--------------|-----|
| | Participants or participating countries | Host country | APO |
| Per diem allowance in Ulaanbaatar | No | Yes | No |
| Transportation costs to and from hotel and airport in Ulaanbaatar | No | Yes | No |
| Insurance coverage in Mongolia (refer to paragraph 13b) | Yes | No | No |
| Any expenses related to visa fees and airport taxes | Yes | No | No |
| All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation | Yes | No | No |
| Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance | Yes | No | No |
| Assignment costs of international resource persons | NA | No | Yes |
| Assignment costs of local resource persons | NA | Yes | No |
| All local implementation costs including but not limited to: a. Meeting rooms b. Documentation c. Preparatory costs | NA | Yes | No |

14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the selection committee of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination

lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website (www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5840-5324).

- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all five days of the project.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to

cancellation charges arising from withdrawal of participants as provided for under item 13c.

15. Actions by the APO Secretariat

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

16. Project Preparation

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the “Guidelines for the Preparation of Country Papers” to be provided later.

17. Postproject Actions

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

18. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

19. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website (www.apo-tokyo.org).

20. Dress Code

Participants are required to wear business attire during the project. Other guidance will be provided in the circular for participants.



Santhi Kanoktanaporn
Secretary-General

