



PROJECT NOTIFICATION

18 January 2019

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| 1. Project Code | 19-AG-06-GE-CON-A |
| 2. Title | Asian Food and Agribusiness Conference: Smart Food Value Chains |
| 3. Timing and Duration | 11–13 June 2019 (three days) |
| 4. Venue | Bangkok, Thailand |
| 5. Implementing Organization | Thailand Productivity Institute (FTPI)
12-15th Floor Yakult Building, 1025 Pahonyothin Road
Phayathai, Bangkok 10400, Thailand
Phone: 66-2-619-5500 (ext. 121)
Fax: 66-2-619-8099
Website: www.ftpi.or.th |
| 6. Number of Overseas Participants | Up to 36 qualified participants
(See 12. Qualifications of Candidates) |
| 7. Number of Local Participants | Up to 12 qualified participants
(See 12. Qualifications of Candidates) |
| 8. Closing Date for Nominations | 15 April 2019 |

9. Objectives

- a. To disseminate knowledge of smart practices in agrifood value chain development and management by reviewing technological advances, and food innovations across food supply chains
- b. To discuss recommendations on the adoption of strategic alliances and partnerships for food value addition and creation to systematize value-based food supply chains
- c. To provide future-oriented insights for policymakers and entrepreneurs to lead innovations for greater value addition in the agrifood industry.

10. Background

Food supply chains involve multiple processes and parties, from agricultural production, processing, and distribution to sales to consumers. Food value chains refer to interrelated activities of stakeholders throughout the supply chain to create or add value exceeding all

Asian Productivity Organization

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costs invested in the final products. Food value chains are a strategic approach to maximize product value and appeal to customers. Therefore, well-established food value chains lead to business success, financial stability, and social benefit for reciprocal economic activities.

In food businesses, values added could take the form of increased consumer trust and loyalty, allowing producers to charge higher prices. However, this requires a business strategy for improved product quality, innovation, market branding, etc. For example, organic food and regionally produced food are regarded by customers as healthier and safer, justifying premium prices. Agricultural products cultivated and processed in a precisely controlled environment through cold chain management also increase purchasers' confidence. Recently, advances like blockchains have increased the transparency and traceability of agricultural produce and logistics, suggesting a new model of value addition supported by technology. Innovative use of alternative food sources also creates new value. As the world population will reach 10 billion by 2050, people are calling for solutions to food security issues. Some forward-looking entrepreneurs are attempting to address the global food challenge and take advantage of business opportunities by utilizing alternative sources such as insect food and plant-based animal protein replacements.

This conference will review diverse activities of actors in food supply chains and identify strategies for value addition and creation. Smart methods like agricultural technologies, food distribution and management innovation, etc. will be discussed for business success and inclusive benefits of food and agribusinesses in supply chains.

11. Scope and Methodology

The three-day conference will consist of plenary thematic sessions with presentations by resource persons, sharing of country experiences, panel discussions, and field/company visit(s).

The tentative activities of the conference are given below:

Date/ Time	Activity
Monday, 10 June	Arrival of participants in Bangkok
Tuesday, 11 June	Opening session
	Session 1: Novel technologies to add value to food products
	Presentation 1-1: Increasing food safety and quality with advanced logistics management systems
	Presentation 1-2: Blockchains for food traceability and supply chain management innovation
	Presentation 1-3: Current status of and future prospects for controlled-environment food production, distribution, storage, and sales
	Session 2: Data innovation in the agrifood industry
	Presentation 2-1: Data use for customer need analysis, gaining insights, and developing food product demand
	Presentation 2-2: High-end food for general consumers: the role of data management

Wednesday, 12 June	<p>Session 3: Sharing country experience Selected participants will make country presentations on the current status of and future plans for agrifood value chain innovation</p> <p>Session 4: Strategic alliances for value maximization</p> <p>Presentation 4-1: Vertical integration of agrifood supply chains</p> <p>Presentation 4-2: Establishing value chain ecology for regionally produced food: partnerships with local SMEs</p> <p>Session 5: Foresight on what and how to eat: creating new value</p> <p>Presentation 5-1: Market expansion for future food and novel value for sustainable food production and consumption</p> <p>Presentation 5-2: Breaking agrifood supply chains by bringing new technologies home</p>
Thursday, 13 June	<p>Plenary session for group presentations Program evaluation by participants, resource persons, and implementing organization Formulation of follow-up action plans by individual participants Summing-up and closing session</p> <p>Site visit to the organizations for agrifood value chain demonstration (TBC)</p>
Friday, 14 June	Departure of participants from Bangkok

12. Qualifications of Candidates

The participants are expected to possess the following qualifications.

Present Position	Senior government officials responsible for planning or developing food value chains and agriculture supply chains, CEOs and senior managers of agrifood industries, and senior consultants and professionals in charge of value addition and the creation of agrifood products.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the conference are conducted in English, and participants are frequently required to make oral and written English 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 fit the above profile are typically between 30 and 55 years of age.
Attendance	Participants are required to attend the entire conference.

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 Bangkok, Thailand.

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. Please note that insurance cannot be obtained after arrival in Bangkok. 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 Bangkok	No	Yes ¹	Yes ²

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Per diem allowance in Bangkok	No	Yes ¹	Yes ²
Transportation costs to and from hotel and airport in Bangkok	No	Yes	No
Insurance coverage in Thailand (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 d. Transportation costs for field/company visits	NA	Yes	No
¹ Hotel accommodation and per diem allowances for 18 overseas participants for up to four days.			
² Hotel accommodation and per diem allowances for up to 18 overseas participants not covered by the host country for up to four days.			

14. Actions by Member Countries

- Each participating country is requested to nominate four or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- 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.
- Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion 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, the 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 conference.
- l. NPOs should inform participants that they must attend all three days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting the amount 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 are 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

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 project.

18. Evaluation of Participants

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

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.



Dr. Santhi Kanoktanaporn
Secretary-General

