



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

17 January 2017

- 1. Project Code** 16-AG-39-GE-NFP-C-11
- 2. Title** National Conference on Innovations and Applications of New Technologies to Improve Productivity for Cambodian SMEs
- 3. Reference** Project Notification 16-RP-04-GE-CON-A dated 9 June 2016
- 4. Timing and Duration** 13–15 February 2017 (three days)
- 5. Venue** LA VARENNE Hotel
#443, Street 258, Khan Daun Penh,
Phnom Penh City, Cambodia
- 6. Implementing Organizations** National Productivity Centre of Cambodia (NPCC)
Ministry of Industry and Handicraft (MIH)
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- 7. Number of Participants** 80 or more participants
- 8. Objectives**
 - a. To enhance participants' understanding of the latest innovations and best practices to improve the productivity, profitability, and sustainability of various industries;
 - b. To learn from successful models and strategies of other countries how innovations can effectively be promoted in Cambodia; and
 - c. To share the experience and insights gained by local participants who attended the previous international APO conference on the same topic.

9. Background

The NPCC was officially established in 2006 under the supervision of the Ministry of Industry, Mines and Energy. To fulfill its mandate, the NPCC plays an active role in the nationwide productivity movement by organizing awareness seminars, training courses, workshops, and conferences on relevant topics; developing promotional materials; and providing consultancy services to both the public and private sectors. One of the major thrusts of the NPCC in the productivity movement in Cambodia is promoting innovation.

Innovation has become a buzzword in this age of globalization and the rapidly changing socioeconomic and political environment. It is considered indispensable at the firm, industry, and national levels to improve productivity and remain competitive. At the organizational level, innovation may be linked to positive changes in efficiency, productivity, quality of services, and competitiveness. It can also result in more effective products, processes,

services, technologies, or business models. But innovation is not only about designing a new product or service to sell; it can also focus on existing business processes and practices to improve efficiency, find new customers, cut waste, and increase profits. Several factors, internal and external, can drive innovation in an organization. Internal drivers include company goals for improved quality, the creation of new markets, extension of the product range, reduced labor costs, improved production processes, reduced material use, lower environmental impact, decreased energy consumption, etc. External drivers may include changes in industry structure, market structure, local and global demographics, human perception, competition, etc. All organizations can innovate, and hence it is important to have a clear understanding of innovation, the various models, and best practices across industries in Cambodia.

10. Scope and Methodology

Scope

- a. Concept of and approaches to innovation;
- b. Technology and innovation utilization in Cambodia;
- c. Knowledge management and innovation;
- d. The roles of innovation centers and accelerators;
- e. Innovation models in the manufacturing sector; and
- f. Innovation in the food and agribusiness sector.

Methodology

This three-day conference will consist of plenary thematic sessions with local and international expert presentations, panel discussion, and site visits.

The provisional program of activities is as follows:

Date/Time		Activity	Speaker/Facilitator
Mon. 13 Feb. 2017	9:00–10:00	Opening Ceremony <ul style="list-style-type: none"> • Welcome remarks by the NPCC • Opening remarks by the APO • Keynote address by the Chief Guest • Group photo 	NPCC Director Heng Eang APO Officer SM HE Cham Prasidh
	10:00–10:30	Coffee break	
	10:30–11:00	NPCC presentation on Roles and Responsibilities of the NPCC and Its Achievements	Deputy Director Um Serivuth
	11:00–11:30	Orientation on Productivity-enhancing Programs of the APO	APO Officer
	11:30–12:00	Concept of and approaches to innovation and productivity enhancement	APO Officer
	12:00–12:15	Q&A	
	12:15–13:30	Lunch break	

	13:30–14:00	Technology and Innovation utilization in Cambodia	HE Hash Vong Dara
	14:00–15:30	The role of innovation centers in enhancing productivity and sustainability of SMEs: Case of UK	APO Expert (tbc)
	15:30–15:45	Coffee break	
	15:45–17:00	The role of incubation centers and accelerators in supporting startups: Case of Korea GCEI	APO Expert (tbc)
	17:00–17:15	Q&A and Wrap-up	
Tues. 14 Feb. 2017	9:00–14:00	Site visit (site to be confirmed)	
Wed. 15 Feb. 2017	9:00–10:30	Industry 4.0 and the 4th Industrial Revolution	APO Expert (tbc)
	10:30–10:45	Coffee break	
	10:45–12:00	Innovation in the food and agribusiness sector: Case of plant factories in Japan	APO Officer (tbc)
	12:00–12:15	Q&A	
	12:30–13:30	Lunch	
	13:30–15:00	Knowledge Management and Innovation	APO Expert (tbc)
	15:00–15:30	Coffee break	
	15:30–16:30	Panel discussion on Innovations and Productivity in the Future	Local Expert ,APO Officer, APO Experts.
	16:30–17:00	Summing up Closing	

11. Participants

At least 80 participants representing government departments, the food-processing/manufacturing industry, SMEs, and academia involved in promoting innovation and productivity enhancement.

12. Resource Persons

The APO will assign one overseas resource person. There will also be one or more local resource persons.

13. Financial Arrangements

To be borne by the host country (Cambodia)

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations, including transportation of the coordinator(s) and project team to and from the project venue, personnel service fees for the development of the program, and honorarium for the local resource person(s).
- c. Any other local implementation costs not covered by the APO.

To be borne by the APO

- a. All assignment costs of one overseas resource person.

- b. Implementation costs up to a maximum of USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

14. Roles and Responsibilities

The roles and responsibilities of the implementing organization and APO are:

NPCC

- a. Organizing the three-day workshop;
- b. Assigning the local coordinator(s) to organize the workshop (e.g., workshop facilities, accommodation, workshop materials and/or kits, logistics);
- c. Inviting local participants and arranging mass media coverage;
- d. Assigning and inviting local resource speakers;
- e. Making arrangements for the venue and logistics;
- f. Making copies of the conference materials;
- g. Providing budget not provided by the APO;
- h. Bearing the balance of project implementation costs if the total amount exceeds USD10,000; and
- i. Submitting a project completion report to the APO, including the financial report and expenditure receipts for the project.

APO

- a. Providing financial support for organizing the national workshop as detailed in section 13;
- b. Assigning one overseas resource person for the national workshop; and
- c. Coordinating with the overseas resource person and implementing organization.

15. Procedures for Project Implementation

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to the NPCC, if necessary.
- b. The proposed project will be carried out by the implementing organization.
- c. The NPCC will make the expenditures for the assigned items and settle the entire account by providing all necessary proof of payment to the APO after completion of the training. The proof of payment, e.g., bills, payment record and receipts issued by third parties, must be submitted together at one time, written in clear English, with English translation for all documents not originally written in English. The final payment will be made based on the actual expenditure after the NPCC submits the comprehensive report. In general, internal evidence are not accepted as proof of payment and will not be reimbursed
- d. The NPCC will submit a project completion report and a statement of expenses supported by receipts, etc., related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to the local agriculture sector and SMEs, implementing organizations, and host country; and follow-up action plans, among others.

16. Final Project Output

The project is expected to produce a set of recommendations and agreement between stakeholders to intensify the promotion of innovation and productivity enhancement. Upon completion of the project, the NPCC will undertake the following:

- a. Submit a project completion report on the national conference to the APO and disseminate the report of the proceedings including recommendations to relevant government bodies within one month after completion of the workshop.
- b. Submit a statement of expenses supported by receipts/bills within one month after completion of the workshop.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, written in English or the local language with an English translation of the main points.



Santhi Kanoktanaporn
Secretary-General

Appendix 1

Project Code: 16-AG-39-GE-NFP-C-6

Estimated Costs for the National Conference on Innovations and Applications of New Technologies to Improve Productivity for Cambodian SMEs

LA VARENNE Hotel Phnom Penh, Cambodia, 13–15 February 2017

No	Item	Unit Price (USD)	Total Cost (USD)	APO (USD)	NPCC (USD)
1	Meeting package for 3 days (including coffee breaks and meals for participants and resource persons, conference room, and audiovisual equipment)	25 × 80 persons × 3 days	6,000	6,000	—
2	Translation of workshop materials and interpretation from English to Khmer and vice versa	700 × 4 days	2,800	2,400	400
3	Bus rental (roundtrip) for site visit		250	250	—
4	Promotion materials, streamers, and media activities (i.e., daily newspapers and news broadcasts, video shooting)	300 × 2 days	600		600
5	Conference kit (including printing and photocopying of resource persons' materials, stationery supplies, and video documentary)	Kit 10 × 80 Video 600	1,400	1,200	200
6	Honoraria for local resource persons	150 × 2 persons	300	—	300
7	Miscellaneous expenses (including local costs other than above)		150	150	
	Total		11,500	10,000	1,500

<p>Note: The NPCC is required to submit to the APO receipts/invoice for all expenses incurred in implementing this national project.</p>
