



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

8 June 2016

- 1. Project Code** 16-AG-31-GE-TRC-B
- 2. Title** e-Learning Course on Innovative Approaches in Marketing of Agrifood Products
- 3. Timing and Duration** Session 1: 25–28 October 2016 (four days)  
Session 2: 5–8 December 2016 (four days)
- 4. Venues** Session 1: Cambodia, Mongolia, Philippines, Thailand, and Vietnam  
Session 2: Bangladesh, India, IR Iran, Nepal, and Pakistan
- 5. Implementing Organizations** APO Secretariat and the following NPOs:
- Session 1
- |              |  |
|--------------|--|
| Cambodia:    | National Productivity Centre of Cambodia |
| Mongolia:    | Mongolian Productivity Organization      |
| Philippines: | Development Academy of the Philippines   |
| Thailand:    | Thailand Productivity Institute          |
| Vietnam:     | Vietnam National Productivity Institute  |
- Session 2:
- |             |   |
|-------------|---|
| Bangladesh: | National Productivity Organisation                    |
| India:      | National Productivity Council                         |
| IR Iran:    | National Iranian Productivity Organization            |
| Nepal:      | National Productivity and Economic Development Centre |
| Pakistan:   | National Productivity Organization                    |

*(Note: To maximize project benefits, the local venue [city and/or videoconferencing center] may change depending on the level of interest, participant type, and suitability of the venue as advised by the NPO.)*

**6. Number of Participants** At least 20 qualified participants from each participating country

**7. Closing Date for Nominations** Session 1: 24 September 2016  
Session 2: 4 November 2016

### 8. Objectives

- To enhance participants' understanding of the issues and constraints faced by farmers and agribusinesses in marketing their products in a globalized environment;
- To acquaint participants with the emerging marketing models for agrifood products; and

- c. To identify those models that can be promoted among and adopted by SMEs in member countries.

## **9. Background**

The marketing of agrifood products involves numerous interconnected activities such as planning production, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, advertising, and sales. Small farmers, who constitute vast majority of the Asian farming community, rely on intermediaries or middlemen to market their produce. Long marketing chains of agricultural products involve multiple actors and several intermediaries. These middlemen often maximize their profits by buying the agricultural products at low prices and selling them at higher prices. While the consumers pay more, the farmers receive very low returns.

To ensure that reasonable prices for agricultural produce are received by farmers, there is a need to promote marketing models that involve no or fewer middlemen and rationalize their roles. Examples of such models include direct marketing, e-marketing or online marketing, and agricultural cooperatives. Those embracing these emerging models still need to undertake numerous interconnected activities required for successful marketing such as planning production, growing, harvesting, grading, packing, transport, storage, processing, distribution, advertising, and sales. They must understand the basics of developing marketing strategies for their products and buyer requirements, both in terms of product and business conditions.

This course aims at acquainting participants with successful models of marketing of agrifood products.

## **10. Modality of Implementation**

This course is offered using the APO's own videoconferencing platform. Appropriate videoconferencing centers in participating countries will be used for this purpose. Professional experts will conduct the training course. The course will be implemented in two sessions as described above. Each participating country team will make videoconferencing presentations to share their experience in the marketing of agricultural and food products, which will be moderated by a local coordinator. On the last day, a written examination will be conducted to test the participants' learning from the course. Performance in the examination will be one of the criteria for selection of the participants for the subsequent follow-up training course.

## **11. Scope and Methodology**

The tentative modules to be covered are:

- a) Key concepts in the marketing of agricultural and food products;
- b) Challenges and opportunities for Asian farmers in marketing agricultural and food products;
- c) Marketing and pricing strategies;
- d) Strategies to enhance market access of agrifood products;
- e) Emerging models of marketing of agrifood products (direct marketing, e-marketing, agricultural cooperatives, etc.);
- f) Integrating small farmers into agrifood supply chains; and

g) Collaboration among the stakeholders along food supply chains.

This distance-learning course will consist of a combination of videoconferencing and offline sessions such as online lectures, online discussions, online presentations of country case studies, offline group exercises, and written examination.

The tentative program of the training course is given below:

<b>Date</b>	<b>Activity</b>
Day 1	Opening session through videoconferencing Presentation of resource papers through videoconferencing Group exercise/individual assignments offline
Day 2	Presentation of resource papers through videoconferencing Group exercise/individual assignments offline
Day 3	Field/company visit(s)
Day 4	Presentation of group exercise output by participating countries through videoconferencing Summing-up and closing sessions through videoconferencing Written examination offline

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	CEOs and managers of agribusiness companies; officials of agricultural and trade agencies and related organizations, food industry associations, and producer's marketing associations; and academics engaged in research and extension related to marketing agricultural and food products.
Experience	At least two 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. Proficiency in spoken and written English is essential.
Age	Those meeting the above qualifications are generally between 25 and 45 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

### **13. Financial Arrangements**

#### **To be borne by the APO**

- a. All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- b. Rental and other charges of the videoconferencing centers in participating countries, resource persons' countries, and Japan.
- c. Honorarium for a local coordinator in each participating country.
- d. Transportation costs for field visits.

#### **To be borne by participating countries**

- a. Any other local implementing costs not covered by the APO.

### **14. Actions by Participating Member Countries**

- a. The NPO of each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. Please adhere to the nomination deadlines specified under section 7 of this document and ensure that candidates nominated meet the qualifications prescribed under section 12.
- b. Each NPO will identify an appropriate local coordinator. The coordinator will moderate all technical sessions and group exercises/individual assignments in consultation with the NPO and chief resource person identified by the APO. The group exercises will include experience sharing, views of participants on the marketing of agrifood products, and review of online sessions. The coordinator will also make all necessary arrangements with the local videoconferencing centers prior to the commencement of the training course to ensure that the facility is ready for the training sessions.



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Secretary-General