



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

11 July 2017

1. **Project Code** 16-AG-40-GE-OSM-B
2. **Title** Multicountry Observational Study Mission on Innovations in Value-added Agriculture
3. **Timing and Duration** 10–14 October 2017 (five days)
4. **Venue** Tokyo, Japan
5. **Implementing Organization** APO Secretariat
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, Republic of Korea, India, Indonesia, Islamic Republic of Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.  
  
Other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 9 September 2017
9. **Objectives**
  - a. To study and learn from the experience of Japan in value-added agriculture through observing successful examples; and
  - b. To formulate strategic action plans for the participants to disseminate and utilize the lessons learned and insights gained for wider adoption to enable agriculture and agribusiness SMEs to increase their productivity, sustainability, and competitiveness while promoting inclusive growth in member countries.

### 10. Background

Value-added agriculture generates billions of dollars globally. It has tremendous potential for increasing productivity and farm profitability and generating off-farm employment

opportunities in rural areas. Value-added products can open new markets, enhance the public's appreciation of farming, and extend marketing seasons. Value addition can make intensive use of both human resources and local agricultural raw materials. It is one of the best strategies farmers can employ to improve net profitability.

Value-added products are defined by US Department of Agriculture as involving: a change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam); production in a manner that enhances their value (such as organically produced products); or physical segregation in a manner resulting in the enhancement of the value of a commodity or product (such as an identity-preserved marketing system). The value-added strategy is also effective in reducing food losses and waste.

This study mission is a follow-up to the training course on Value Addition to Agriculture Products for Increasing Productivity held in Sri Lanka in September 2015. Japan is well known for its state-of-the-art value-added agricultural and food policies, strategies, trained human resources, processes, technologies, and products. Participants from other Asian countries can learn a lot from the rich experience of Japan. In addition to benefiting from several of the learning activities, they will have the opportunity to visit AGRI WORLD 2017 Exhibition in Tokyo, Japan's largest exhibition for the agriculture industry, to explore the latest agricultural and food-processing technologies.

## 11. Scope and Methodology

This observational study mission will include field/company visits, resource paper presentations, sharing of country experiences, and individual/group exercises. The tentative topics to be covered are:

- a. Value-added agriculture: key concepts, emerging trends, challenges, and opportunities;
- b. Japanese policies and programs for promoting value-added agriculture;
- c. Technologies for producing value-added products;
- d. Adding value through processing, packaging, and marketing;
- e. Transforming organic by-products and farm waste into high-value products.
- f. Successful examples of value-added food products (functional and nutraceutical foods); and
- g. State-of-the-art value-added nonfood products;

The tentative program of the study mission is given below:

<b>Date/Time</b>	<b>Activity</b>
Mon., 9 October 2017	Arrival of participants in Tokyo
Tues., 10 October 2017	Opening session/presentations by resource speakers
Wed., 11 October 2017	Field visit (AGRI WORLD 2017 Exhibition in Tokyo)
Thurs., 12 October 2017	Field visit
Fri., 13 October 2017	Field visit
Sat., 14 October 2017	Summing-up and concluding session
Sun., 15 October 2017	Departure of participants for their respective countries

## 12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior policymakers, senior government officers, and CEOs or managers of agribusiness and food-processing enterprises; senior representatives of farmers'/producers' associations; and senior consultants who are currently in charge of the development of value-added agriculture and 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 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 fit the above profile are typically between 35 and 58 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 participants or participating countries

For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

- a. Round-trip international airfare between the member country and Narita or Haneda Airport, Japan.
- b. Participating country expenses of USD50 per participant, payable to the APO in convertible currency.

For all participants:

- a. Participants should be fully insured in Japan, regardless of any insurance coverage

obtained in their own country, against accident and illness (including hospitalization) for:

- accidental death and dismemberment up to JPY4,000,000
- medical expenses for accident up to JPY4,000,000
- medical expenses for illness up to JPY,000,000

for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.

- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason.
- d. Any cancellation charges for airfare and hotel accommodations arising from withdrawals after letters of acceptance have been issued by the APO

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

- a. All assignment costs of resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Narita or Haneda Airport in Japan for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants are encouraged to purchase discount tickets. Please 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 available on the APO website at <http://www.apo-tokyo.org> and from APO Liaison Officers in member countries. Neither the APO nor the implementing organizations) will be responsible for paying any additional per diem allowances and hotel accommodation costs due to early arrival, delayed departure, rerouting of tickets, or any other reason.
- c. Per diem allowances and hotel accommodations for up to 18 overseas participants not covered by the host country for up to six days at the rate to be specified later.
- d. All local implementation costs.

#### **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 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](http://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](mailto: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 study mission.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal or no show of a participant as provided for the clause “d” of “To be borne by participants or participating countries” under the section 13. “Financial Arrangements”.

#### **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 program.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, it 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](http://www.apo-tokyo.org)).



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