



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

6 March 2015

1. **Project Code** 15-AG-02-GE-SMN-A
2. **Title** Study Mission to a Nonmember Country on Food Innovations for Enhancing the Productivity and Competitiveness of the Agrifood Industry
3. **Timing and Duration** 24–29 June 2015 (six days)
4. **Venue** New York City, USA
5. **Implementing Organization**
APO Secretariat
Leaf Square Hongo Building 2F
1-24-1 Hongo, Bunkyo-ku
Tokyo 113-0033, Japan
Tel: 81-3-3830-0417
Fax: 81-3-5840-5324
e-Mail: agr@apo-tokyo.org
6. **Number of Overseas Participants** Up to 19 qualified participants
(See 11. Qualifications of Candidates)
7. **Closing Date for Nominations** 30 April 2015
8. **Objectives**
 - a. To gather new knowledge on agrifood product innovations in advanced countries which can be promoted in member countries for increasing the productivity and competitiveness of local agribusinesses and food industries;
 - b. To learn the latest trends in packaging, labeling, promotion, and marketing of new food products; and
 - c. To establish networks with academics and professionals working in this field.
9. **Background**

Product innovations are vital for any business enterprise to survive and stay competitive. Thus, it is important for those in business to understand and pursue innovations as inherent elements of their business strategy. There are several ways of introducing innovations in agribusiness and food-based enterprises. Emerging notable examples are those delivering a unique combination of functional, nutritional, economical, and sustainable benefits to

customers. Some product innovations also lead to improved quality and safety, reduced labor costs, reduced use of materials, reduced waste and environmental impacts, and/or reduced energy consumption while maintaining or even improving production levels. Given today's dynamic and challenging business environment, agribusiness and food-based enterprises, especially those in the categories of SMEs in developing countries, should continue to pursue innovation to stay competitive. This study mission will expose participants to new product ideas, market trends, and approaches in product promotion and marketing. It will also provide them with opportunities to observe the operations of a business incubator, food technology park, farmers' market, leading supermarkets, and the annual Summer Fancy Food Show in New York City.

10. Scope and Methodology

This study mission will consist of presentations by food industry experts, academics, group discussion sessions, and visits to a business incubator, food technology park, farmers' market, leading food supermarkets, and the annual Summer Fancy Food Show in New York City.

The tentative program of the mission is given below:

<u>Date</u>	<u>Activity</u>
23 June	Arrival at Hancock Airport (Syracuse, NY) as per individual schedules. Airport transfers to Ithaca.
24 June	Cornell University: full day of activities at Cornell, one of the leading land-grant universities in the USA. Campus tour in the morning, followed by opening session and a set of presentations on The Food Industry in the 21st Century: <ul style="list-style-type: none"> - The Top 10 Forces Shaping Global Food Preferences - The Cutting Edge of Food Technology - What's New in Food Industry Consumer Trends? - The Role of the University in Transferring Technology. Evening: Welcome Reception on Cornell Campus.
25 June	Presentation on the Global Rise of Supermarkets. Site visits to Ithaca's leading supermarkets: Wegman's, Tops, and P and C Fresh; Cornell Agriculture and Food Technology Park in Geneva, NY, a Cornell-affiliated incubator facility that houses innovative new food companies.
26 June	Site visit to Ithaca Farmers' Market, a well-known local market showcasing the region's fresh produce and artisanal food palette. In the afternoon, travel to New York City by bus to begin the second leg of the tour in New York City.
27 June	Site visit to a food manufacturing company, food business incubation center, (details to be provided) and to specialty/gourmet food purveyors: Dean and DeLuca and Whole Foods.

- 28 June Site visit to the Summer Fancy Food Show, a showcase of “the latest and greatest in the food industry from around the world.”
- 29 June Panel discussion on Future of Food and Food Regulations in the USA and closing session. In the afternoon, the schedule is open for delegates to arrange final networking meetings on their own.
- 30 June Departures as per individual itineraries.

11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Agribusiness and food industry association leaders, CEOs and managers of agribusinesses and agrifood-processing companies, senior officials of government and NGOs, consultants of NPOs, food scientists, and faculty members in academia involved in the promotion of agribusiness and food industry development.
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, and participants are expected to participate in discussions and make 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 travels for site visits. 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 55 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

12. Financial Arrangements

To be borne by participants or participating countries

- a. International airfare between the international airport nearest to the participant’s place of work and the project venue in the USA.
- b. Any travel expenses related to travel insurance costs, passport, visa fees, and airport taxes.

- c. Participants' insurance premiums: All participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 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. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- d. 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, or any other reason whatsoever must be borne by the participants themselves/participating countries.

To be borne by the APO

- a. Appropriate hotel accommodation and per diem allowances for all participants for up to seven days in the USA.
- b. All local expenses related to the study mission.
- c. All assignment costs of resource persons.

13. 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 11 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). 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 mission.
- l. NPOs should inform participants that they must attend all six days of the project to qualify for the certificate of attendance.

14. 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.

15. Postproject Actions

All participants are required to prepare action plans based on their learning from the study mission for follow-up and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the mission.

16. Evaluation of Participants

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

17. 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).



Mari Amano
Secretary-General