



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

24 April 2017

1. **Project Code** 17-IN-27-GE-WSP-A
2. **Title** Workshop on Global Market Access Focusing on the Retail Industry
3. **Timing and Duration** 12–16 June 2017 (five days)
4. **Venue** Phnom Penh, Cambodia
5. **Addendum No.** 2
6. **References** APO Project Notification dated 12 December 2016, and APO Project Notification Addendum dated 5 January 2017
7. **Details** Change in Timing and Duration, and Closing Date for Nominations in Project Notification

7-1 Change in Item No. 3 “Timing and Duration”

At the request of the National Productivity Centre of Cambodia, the timing of the project has been changed to 13–17 November 2017 (five days).

7-2 Change in Item No. 8 “Closing Date for Nominations”

Please submit new nominations along with nomination documents by **31 August 2017**.

Other terms and conditions specified in the Project Notification dated 12 December 2016 remain unchanged.

Santhi Kanoktanaporn
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

5 January 2017

- | | |
|------------------------|---|
| 1. Project Code | 17-IN-27-GE-WSP-A |
| 2. Title | Workshop on Global Market Access Focusing on the Retail Industry |
| 3. Timing and Duration | 5–9 June 2017 (five days) |
| 4. Venue | Phnom Penh, Cambodia |
| 5. Addendum No. | 1 |
| 6. Reference | APO Project Notification 17-IN-27-GE-WSP-A dated 12 December 2016 |
| 7. Details | Change in Timing and Duration in Project Notification |

7-1 Change in Item No. 3 “Timing and Duration”

At the request of the National Productivity Centre of Cambodia, the timing and duration of the project have been changed to 12–16 June 2017 (five days).

Other terms and conditions specified in the Project Notification dated 12 December 2016 remain unchanged.

Santhi Kanoktanaporn
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

12 December 2016

1. **Project Code** 17-IN-27-GE-WSP-A
2. **Title** Workshop on Global Market Access Focusing on the Retail Industry
3. **Timing and Duration** 5–9 June 2017 (five days)
4. **Venue** Phnom Penh, Cambodia
5. **Implementing Organization** National Productivity Centre of Cambodia
Ministry of Industry and Handicraft
No. 45 Norodom Blvd., Phnom Penh, Cambodia
Phone: 855-15541800
Fax: 855-23-222243
e-Mail: cambodialiainsonpcc@gmail.com
6. **Number of Overseas Participants** Up to 18 qualified participants
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 31 March 2017
9. **Objectives**
 - a. To understand the latest technological developments in the retail industry including IoT and the implications for the global retail landscape.
 - b. To gain a clear understanding of the global market access strategies of major companies.
 - c. To identify challenges and opportunities to go into the global market.
 - d. To develop action plans for SMEs in the service sector to go global, focusing on the retail industry.

10. Background

In the era of the Fourth Industrial Revolution (Industry 4.0), intense global competition to gain market access and rapid changes in the business environment are forcing enterprises to become more agile. Realizing the importance of productivity improvement of SMEs in the global business environment, the APO organized a workshop on Market Access for SMEs in 2011 and a workshop on Market Access for SMEs in the Service Sector in 2014. The service industry plays an important role in the economies of most countries in the Asia-Pacific region not only because of their sheer numbers but also the variety of their activities. In 2017, the

APO is organizing this workshop to enable participants to understand new trends in global markets, how access can be gained, and challenges faced by SMEs seeking new market access strategies in the service sector, focusing on the retail industry.

This workshop aims to share information on global market access strategies and best practices for global competitiveness adopted and promoted by prominent companies from advanced countries in the retail industry. At the end of this workshop, participants are expected to prepare action plans on how to increase the global market access of their organizations in the era of Industry 4.0 based on what they learned and discussed.

11. Scope and Methodology

Scope

- a. The present status of and new trends in global market access strategies and management: the Fourth Industrial Revolution (Industry 4.0), the Internet of Things, and their impact on industry and lifestyles;
- b. Best practices and successful examples of gaining global market access in the service sector, especially in the retail industry;
- c. Obstacles to and opportunities for gaining global market access; and
- d. Laws and regulations governing SMEs in the retail industry.

Methodology

Lectures, sharing best practices, site visits, group discussions, country paper presentations, and action plan preparation.

The tentative program of the workshop is:

Date/Time	Activity
Sun., 4 June 2017	Arrival of participants in Phnom Penh
Mon., 5 June	Opening session Lectures
Tues., 6 June	Lectures, country paper presentations
Wed., 7 June	Site visits
Thurs., 8 June	Lectures, group discussion
Fri., 9 June	Action plan presentations, wrap-up, and closing session
Sat., 10 June	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	SME owners or senior managers, entrepreneurs, government officials, NPO staff, and consultants involved in increasing global market access for enterprises in the retail industry.
Experience	Preferably five to 10 years of work experience in relevant areas.
Education	Bachelor's degree from a university or equivalent qualification as a minimum requirement, and preferably a graduate degree.

Language	All proceedings of the project are conducted in English, and participants are frequently required to make active contributions during the workshop. 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 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.

13. Financial Arrangements

To be borne by participants or participating countries

- a. 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. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations 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 workshop venue before and/or after the official project period because 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 arising from withdrawals after letter of acceptance have been issued by the APO.

To be borne by the host country

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Phnom Penh, Cambodia. As far as practicable, all participants should 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. It is also available on the APO website and from APO Liaison Officers in member countries.

- c. The APO may select more than 18 overseas participants in anticipation of last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation costs will be borne by the APO for up to two additional overseas participants at the rate to be prescribed for up to six days.

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). 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 Industry Department, APO Secretariat (e-mail: ind@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 workshop because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- 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 the amount corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13. To be borne by participants or participating countries d.

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 follow-up reports six months after completion of the workshop.

18. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these 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).



Santhi Kanoktanaporn
Secretary-General