

Asian Productivity Organization

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PROJECT NOTIFICATION ADDENDUM

5 September 2011

1. **Project Code:** 11-AG-12-GE-TRC-B
2. **Project Title:** e-Learning Course on International Trade in Agricultural and Food Products
3. **Addendum No.** 2
4. **Reference** APO Project Notification 11-AG-12-GE-TRC-B dated 9 May 2011, and PNA 1 dated 28 June 2011

5. Details

- a) Item No. 3 “Venues” is changed as follow:

IR Iran will participate in Phase 3 instead of Phase 2.

Phase 2 Bangladesh, India, Nepal, Pakistan, and Sri Lanka

Phase 3 Republic of China, Indonesia, **IR Iran**, Malaysia, Mongolia, and Thailand

- b) Item No. 5 “Implementing Organization” is changed as follow:

Phase 2

- 1) Bangladesh: National Productivity Organisation, Dhaka
- 2) India: National Productivity Council, New Delhi
- 3) Nepal: National Productivity and Economic Development Centre, Kathmandu
- 4) Pakistan: National Productivity Organization, Islamabad
- 5) Sri Lanka: National Productivity Secretariat, Colombo

- c) Phase 3
- 1) Republic of China: China Productivity Center, Taipei
 - 2) Indonesia: Directorate General of Training and Productivity Development, Ministry of Manpower and Transmigration R.I., Jakarta
 - 3) **IR Iran: National Iranian Productivity Organization, Tehran**
 - 4) Malaysia: Malaysia Productivity Corporation, Selangor
 - 5) Mongolia: Mongolia Productivity Organization, Ulaanbaatar
 - 6) Thailand: Thailand Productivity Institute, Bangkok

Unless otherwise modified by the APO in writing, the other provisions of the Project Notification dated 9 May 2011 and project Notification Addendum 1 dated 28 June 2011 remain valid.


RyuiChiro Yamazaki
Secretary-General

Asian Productivity Organization

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PROJECT NOTIFICATION ADDENDUM

28 June 2011

1. **Project Code:** 11-AG-12-GE-TRC-B
2. **Project Title:** e-Learning Course on International Trade in Agricultural and Food Products
3. **Addendum No.** 1
4. **Reference** APO Project Notification 11-AG-12-GE-TRC-B dated 9 May 2011-06-28
5. **Details**
 - a) Change in Item No. 4 "Venues" as follow:

Phase 1	Cambodia, Fiji , Philippines and Vietnam
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 - b) Change in item No. 5 "Implementing Organizations" as follow:

Phase 1	Cambodia: National Productivity Center of Cambodia, Phnom Penh
	Fiji: National Training and Productivity Centre, Fiji National University, Nasinu
	Philippines: Development Academy of the Philippines, Manila
	Vietnam: Vietnam Productivity Centre, Hanoi

Unless otherwise modified by the APO in writing, the other provisions of the Project Notification dated 9 May 2011 remain valid.

Ryuichiro Yamazaki
Secretary-General

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PROJECT NOTIFICATION

9 May 2011

1. **Project Code:** 11-AG-12-GE-TRC-B
2. **Project Title:** e-Learning Course on International Trade in Agricultural and Food Products
3. **Duration:**
 - Phase 1: 6–8 September 2011
 - Phase 2: 13–15 September 2011
 - Phase 3: 4–6 October 2011
4. **Venues:**
 - Phase 1: Cambodia, Lao PDR, Philippines, and Vietnam
 - Phase 2: Bangladesh, India, IR Iran, Nepal, Pakistan, and Sri Lanka
 - Phase 3: Republic of China, Indonesia, Malaysia, Mongolia, and Thailand
5. **Implementing Organizations:** APO Secretariat and the following NPOs:
 - Phase 1:**
 - 1) Cambodia: National Productivity Center of Cambodia, Phnom Penh
 - 2) Lao PDR: Lao National Productivity Organization, Vientiane
 - 3) Philippines: Productivity and Development Center, Development Academy of the Philippines, Manila
 - 4) Vietnam: Vietnam Productivity Centre, Hanoi
 - Phase 2:**
 - 1) Bangladesh: National Productivity Organisation, Dhaka
 - 2) India: National Productivity Council, New Delhi
 - 3) IR Iran: National Iranian Productivity Organization, Tehran
 - 4) Nepal: National Productivity and Economic Development Centre, Kathmandu
 - 5) Pakistan: National Productivity Organization, Islamabad
 - 6) Sri Lanka: National Productivity Secretariat, Colombo
 - Phase 3:**
 - 1) Republic of China: China Productivity Center, Taipei
 - 2) Indonesia: Directorate General of Training and Productivity

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| | Development, Ministry of Manpower and Transmigration
R.I., Jakarta |
| 3) Malaysia: | Malaysia Productivity Corporation, Selangor |
| 4) Mongolia: | Mongolia Productivity Organization, Ulaanbaatar |
| 5) Thailand: | Thailand Productivity Institute, Bangkok |

(Note: To maximize project benefits, the local venue may change depending on the level of interest, participant type, and suitability of the venue as advised by the respective national productivity organizations.)

6. **Number of Participants:** From 20 to 30 participants from each participating country

7. **Closing Date for Nominations:** Phase 1: 20 August 2011
Phase 2: 27 August 2011
Phase 3: 20 September 2011

8. Objectives

- 1) To enhance participants' knowledge and understanding of the current trends, emerging issues, and opportunities in international trade in agricultural and food products;
- 2) To acquaint participants with measures to address trade issues that restrict the flow of trade in agricultural and food products from member countries; and
- 3) To create awareness of the ways in which agribusinesses/enterprises from member countries can benefit the most from opportunities emerging in international trade.

9. Background

International trade in agricultural and food products is a diverse, complex operation in which most countries strive to take part. In recent decades, international trade in agrifood products has expanded quickly, fueled by growing consumer demand and technological developments in marketing and processing. Such trade is important for importing countries to ensure national food security, while exporting countries view exports as a source of foreign exchange. This trend is posing major challenges as well as opportunities for the Asia-Pacific region, especially developing countries. Understanding such challenges and opportunities is critical to benefit fully from global trade.

An understanding of international trade in agrifood products is essential for policymakers and marketing executives of agribusiness and food companies to evolve appropriate policies and/or in developing appropriate marketing strategies. In particular, they must be familiar with the relationship between agriculture and the world of international trade, international regulatory frameworks and policies affecting trade flows, macroeconomic issues such as exchange rates and the balance of trade, and the impact of international trade on economic development and the environment. There is also a need for them to stay abreast of issues in trade agreements, tariff and nontariff barriers, regulatory policies on exports and imports of agrifood products, as well as the specific requirements of importers related to quality and safety standards.

Through this e-learning course, various stakeholders in the agriculture sector and the upstream and downstream industries linked to agriculture will be able to deepen their knowledge and understanding of the broader issues and emerging opportunities in agricultural and food trade which could help them in making sound policy and investment decisions.

10. Modality of Implementation

This course is offered through videoconferencing using the World Bank's Global Development Learning Network (GDLN) platform in Tokyo and GDLN centers in the participating countries. In countries where World Bank facilities are not available, other service providers will be tapped. *Highly professional, competent experts from countries like Australia/Germany/the USA, Japan, and Malaysia will conduct the training course.*

The course will be implemented in three phases with countries in the same or adjacent time zones clustered in each phase. Each group of participants in each country will share experiences in international agricultural and food trade (exports/imports) and analyze the current status of export/import and trade performance of their countries in agrifood products. The program will be moderated by an APO Secretariat officer in Tokyo. Each country group will be moderated by a local coordinator.

11. Scope and Methodology

Scope

The tentative main topics to be covered are:

- a) Global trends in the trade of agricultural and food products;
- b) Role of exports/trade in economic development;
- c) Multilateral and bilateral agreements on trade in agricultural products;
- d) Tariffs and nontariff barriers to trade in agricultural products;
- e) Impact of trade in agricultural and food products on the environment;
- f) Basic regulations on food safety and plant and animal health in importing countries;
- g) International disputes over agricultural trade and relevant policies; and
- h) Formulation of international agricultural trade policies.

Methodology

The course will comprise a combination of videoconferencing and offline sessions such as online technical presentations by experts, online discussions/question and answer sessions, online presentations of cases studies, and offline group exercises/assignments. Each country team will make presentations to share the experience of their country in international trade in agricultural and food products.

12. Qualification of Participants

- (a) Age: Preferably between 25 and 55 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Policymakers/planners and marketing executives of agribusiness and food companies, officials of government involved in agricultural and agribusiness development and trade/export promotion, and relevant

NPO staff, academics, and representatives of exporters/traders' associations involved in promoting exports of agricultural and food products.

(d) Experience: At least two years of experience in a related field.

(e) Language
Proficiency: Proficiency in written and spoken English is essential.

Note: Participants who perform well will be given preference for attending subsequent APO projects relating to the subject.

13. Financial Arrangements

(a) To be borne by the APO

- i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- ii) Rental and other charges of the GDLN/videoconferencing centers in Tokyo and participating countries.
- iii) Honorarium for a local coordinator in each of the participating countries.

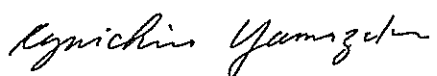
(b) To be borne by participating countries

All other local implementing costs

14. Actions by Participating Member Countries:

Each participating country is requested to nominate at least 20 participants with a maximum of 35 participants and submit the list in the format to be provided by the Secretariat later. Please comply with the nomination deadlines given in section 7 of this document and ensure that candidates nominated meet the qualifications stated in section 12.

The NPO in each participating country will identify a project coordinator from within the NPO or from any other relevant organization who is particularly knowledgeable on the subject. He/she should have reasonable knowledge of agricultural production systems as well as trade in agricultural and food products. He/she should also have some experience in conducting videoconferencing sessions. The coordinator will facilitate and coordinate group discussions among the participants in consultation with the concerned APO Secretariat program officer or chief resource person identified by the APO. The group discussions will include experience sharing, views of participants on international trade in agricultural and food products, and opinions on e-learning sessions. Local project coordinators will also check the designated local Development Learning Center and make the necessary arrangements to ensure that the facility is suitable for the course sessions.



Ryuichiro Yamazaki
Secretary-General