

Asian Productivity Organization

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PROJECT NOTIFICATION

16 May 2011

1. **Project Code** 11-AG-16-GE-WSP-B
2. **Title** Workshop on Fair Trade for Enhancing Market Access of Agricultural Products from Developing Countries in Asia
3. **Duration** 5–9 September 2011 (five days)
4. **Venue** Vientiane, Lao PDR
5. **Implementing Organization**

Small and Medium Enterprises Promotion and Development Office (SMEPDO), Lao National Productivity Organization (LNPO)
Nong Bone Road, P.O. Box No. 474
01005 Ban Fai Area, Saysetha District
Vientiane Capital, Lao PDR
Phone: (856-21) 414-064
Fax: (856-21) 263-590
Website: www.smepdo.org
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, India, Indonesia, IR Iran, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam
(See 12. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants
(See 12. Qualifications of Participants)
8. **Closing Date for Nominations** 30 June 2011
9. **Objectives**
 - 1) To familiarize participants with the concepts and principles of fair trade; and
 - 2) To enable them to develop national strategies to gain market access for their agricultural and food products through fair trade.

10. Background

Small farmers and small and medium agribusinesses in developing countries produce a wide range of items that have great potential in global markets. However, many products are unable to gain market access in developed markets and even when they can find sales channels for exports, the prices received by farmers and producers are insufficient to ensure sustainable production. The inability of governments, farmers' associations, and the business community in developing countries to help small farmers, producers, traders, and exporters promote their products in major global markets further reduces the opportunities.

Fair trade is an initiative to establish supply chains where consumers are informed that the products they buy are produced in compliance with conditions allowing farmers and producers in developing countries to receive fair prices that ensure sustainable production and livelihoods. Fair trade thus contributes to increasing opportunities for market access and fair prices. Therefore, it is important for farmers, small producers, agribusinesses, and traders to be familiar with the mechanisms of fair trade and the strategies to exploit the opportunities for exporting products to global markets.

11. Scope and Methodology

The workshop will consist essentially of the presentation of resource papers and country papers and field studies. The tentative topics to be covered during the workshop are:

- a) Historical overview and principles of fair trade;
- b) The current status of fair trade and major stakeholders involved in it;
- c) Opportunities and trends in fair trade mechanisms;
- d) Selected successful examples of fair trade; and
- e) Strategies for enhanced market access of fair trade products.

12. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Officials of government, representatives of agricultural cooperatives and small and micro agrifood-processing enterprises, officials of the food industry and exporters'/traders' associations, or NGO staff involved in facilitating production and exports of agricultural and food products and/or engaged in activities to promote fair trade.
- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the workshop are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and

written English. Those who are not proficient in English need not apply.

- (f) Health: Physically and mentally fit to attend an intensive workshop program requiring participants to complete a number of individual and group activities and strenuous field work (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all five days of the workshop to qualify for the certificate of attendance.

13. Financial Arrangements

a) To be borne by the APO:

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Vientiane. As far as practicable, all participants are strongly encouraged to purchase and use discount tickets (following IATA PEX or other applicable discount fares). Please note that any arrangements for the purchase of air tickets should be in accordance with 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. It is also noted that neither the APO nor the implementing organization(s) 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 whatsoever.

b) To be borne by participants or participating countries:

For all participants

- i) *Participants' insurance premiums:* All participants should 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 Lao PDR. This insurance requirement is **in addition to** existing government insurance coverage in some member countries. In case 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.

- ii) All expenses related to visa fees and airport taxes.

iii) 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 whatsoever.

c) **To be borne by the host country (Lao PDR)**

i) Hotel accommodations and per diem allowances for up to 18 overseas participants for up to six days at the rate to be specified later.

ii) All other local implementation costs.

14. Actions by Member Countries

Nominations

(a) Participating countries are requested to **nominate two or more candidates for selection in order of preference**. Please ensure that candidates nominated meet the qualifications of participants prescribed above (12), and preferably come from organizations engaged in implementing and managing fair trade affairs and related projects.

(b) Please note that when a candidate is nominated it does not follow that she/he is considered selected. Selection is at the discretion of the Screening Committee. 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 the given project.

(c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public/private institutions making nominations directly to the APO Secretariat.

Required Documents

(d) Nominations should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:

i) Two copies of the candidate's biodata on the **APO biodata form** along with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from 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: 81-3-5226-3954).

ii) **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 the health conditions

or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.

- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in d)-i) and ii), there is no need to send the original by postal mail. 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 specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Participating countries are requested to abide by the ***nomination deadline of 30 June 2011***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization(s) in its preparatory work for the project.
- (g) For countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others

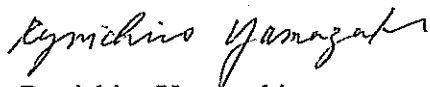
- (h) Selected participants will be notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (i) 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. Further, if they become unable to attend the workshop, they should be requested to inform the APO Secretariat promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPOs in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.

15. Country Paper Preparation

The participants are required to prepare a country paper prior to departure for the project venue for presentation during the workshop. In preparing the papers, they are expected to follow the "Guidelines for Preparation of Country Papers" to be provided later.

16. Other Conditions

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 home page (<http://www.apo-tokyo.org>) and will also be sent to selected participants.



Ryuichiro Yamazaki
Secretary-General