



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

1 April 2013

1. **Project Code:** 13-RP-03-GE-RES-B
2. **Title:** Research on Entrepreneurship Initiatives in APO Economies
3. **Duration & Timing:** August 2013–July 2014 (one year)  
Coordination Meeting:  
21–23 August 2013 (three days),  
Phnom Penh, Cambodia
4. **Venue:** APO Secretariat
5. **Number of Participating Countries:** Eight targeted member countries: Cambodia, the Republic of China, India, Indonesia, Japan, Pakistan, the Philippines, and Thailand. Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.
6. **Closing Date for Nomination of National Experts:** 20 May 2013
7. **Objectives:**
  - 1) To analyze trends in entrepreneurial start-ups in the APO region;
  - 2) To analyze best practices of promotion initiatives and policies for effectively supporting entrepreneurship; and
  - 3) To share findings and recommendations from the research among APO member countries by publishing a report on best practices for raising awareness of the importance of appropriate entrepreneurship support policies.

### 8. **Background:**

Entrepreneurs stimulate and revitalize national economies by marshaling resources and leveraging innovation, technology, and creativity, to create new business ventures. By serving as a conduit for knowledge spillovers, entrepreneurship is an important mechanism that connects the missing link between investments in new knowledge and economic growth. Entrepreneurship not only contributes to generating wealth for their communities but also to creating long-term employment growth.

While recognizing the critical importance of entrepreneurship for economic development and in turn productivity, understanding of the effective entrepreneurial process remains rather poor. Policymakers struggle to formulate effective, appropriate policies to nurture entrepreneurship for economic advantage. It is thus vital for the APO to understand how entrepreneurship can be effectively promoted for stimulating economic growth. In other words, the research will look into which initiatives, policies, and frameworks are conducive to productive entrepreneurship. While

entrepreneurs can be innovative and initiate new businesses through their own means, it is necessary that their start-up initiatives be supported by environments that facilitate the growth and expansion of new businesses. Such nurturing environments may be absorbed in and provided through national development strategies and other strategic entrepreneurial collaborative frameworks backed up by diverse stakeholders. Cooperation between multiple stakeholders, including public, private, and academic institutions, is very powerful in supporting successful entrepreneurs.

The research will study and analyze innovative entrepreneurship promotion initiatives in member economies. The project will look into different aspects of such initiatives, such as the regulatory environment for start-ups, entrepreneurship education and skills development, schemes for facilitation of technology exchange and innovation, access to financing, entrepreneurship awareness, and networking in participating countries to share knowledge of best practices in supporting initiatives in member economies for promoting entrepreneurship.

## **9. Scope and Methodology:**

### **Scope:**

- 1) Entrepreneurship trends in APO economies;
- 2) Support schemes and policy initiatives to promote entrepreneurial start-ups; and
- 3) Best practices of entrepreneurship promotion initiatives.

### **Methodology:**

The research will kick off with a coordination meeting to exchange information on the current status of entrepreneurship initiatives in APO economies, as well as finalize the research methodology and timelines. The meeting will consist of presentations and lectures by experts and guest speakers along with knowledge-sharing sessions. Before the meeting, all national experts will be assigned to complete assignments in advance as instructed by the chief expert. Based on the research methodology agreed upon in the coordination meeting, national experts will conduct research assignments involving data and information collection as guided by the chief expert.

## **10. Qualifications of National Experts:**

Professionals and researchers who have worked in entrepreneurship promotion in relevant government agencies, including NPOs and/or academic research institutions, focusing on entrepreneurship with some experience with national projects to promote entrepreneurial SME start-ups.

- a) Age: Preferably between 40 and 55 years.
- b) Education: University degree or above in business management or public policy.
- c) Present Position:
  - 1) Incubation managers and managers at entrepreneurship support institutions including research parks;
  - 2) Government officials involved in entrepreneurship policies;
  - 3) Academics specialized in entrepreneurship and national entrepreneurship policy making and have networks with actual venture businesses; or
  - 4) NPO managers and senior consultants engaged in national entrepreneurship promotion activities.
- d) Experience: More than 10 years of relevant work experience in the subject areas. Those with knowledge of and direct experience in entrepreneurial promotion and policy setting are preferred.

- e) Language  
Proficiency: Proficiency in written and spoken English is essential.
- f) Health: Physically and mentally fit.
- g) Other: The ability to commit to a one-year period of research, as well as to observe deadlines. The capability to handle information and data gathering is required.

**11. Chief Expert:**

The chief expert will be assigned by the APO and must have a wealth of experience and be internationally recognized in the field of research on entrepreneurship and entrepreneurship promotion schemes.

**12. Financial Arrangements:**

- a) To be borne by the APO
- 1) Honoraria for the chief expert and national experts upon completion of the research; and
  - 2) Relevant costs for a coordination meeting among the experts, APO Secretariat, and National Productivity Centre of Cambodia, if necessary.
- b) To be borne by the host country of the coordination meeting (Cambodia)  
Other local implementation costs for the meeting, if required.

**13. Actions by Member Countries:**

- Member countries included in the research are requested to submit appropriate nominations by 20 May 2013, in line with the provisions in section 10.
- Each nomination should be accompanied by the candidate's biodata on the standard APO form in duplicate along with a passport-sized photograph. In addition to the standard APO form, nominees should also prepare a list of publications, research, and/or consulting projects they have undertaken in this field. A nomination lacking any of these documents will not be considered.
- The selection of national experts will be based strictly upon their professional qualifications and experience, academic background, and commitment to this research.

**14. Work by National Experts:**

The detailed guidelines for the assignments will be provided by the chief expert.



Ryuichiro Yamazaki  
Secretary-General