



PROJECT NOTIFICATION

15 May 2018

1. **Project Code** 18-AG-11-GE-WSP-A
2. **Title** Workshop on International Marketing of Agrifood Products
3. **Timing and Duration** 6–9 November 2018 (four days)
4. **Venue** Manila, Philippines
5. **Implementing Organization**
Development Academy of the Philippines
DAP Bldg., San Miguel Ave., Ortigas Center
Pasig City, Philippines
Phone: 63-2-631-2126/2129/2137
Fax: 63-2-631-2137
e-Mail: apolu@dap.edu.ph; apolugrantees@yahoo.com.ph
6. **Number of Overseas Participants** Up to 18 qualified participants
(See 12. Qualifications of Candidates)
7. **Number of Local Participants** Up to 10 qualified participants
(See 12. Qualifications of Candidates)
8. **Closing Date for Nominations** 28 August 2018
9. **Objectives**
 - a. To enhance participants' knowledge and understanding of the current trends in and emerging international markets for agrifood products as well as key success factors in their import and export;
 - b. To review salient elements of a successful policy on international trade in agrifood products;
 - c. To share successful cases of enhancing exports of agrifood products to high-end markets and lessons learned; and
 - d. To contribute to strengthening national agrifood trade systems to enhance producers' profitability, sustainable productivity of agribusiness and food-industry enterprises, and the competitiveness of member countries in international agrifood markets.

10. Background

International marketing in agrifood products is a diverse, complex operation in which many new companies and countries are striving to take part. This agribusiness industry is expanding quickly, fueled by growing consumer demand for exotic products and technological developments in marketing and processing. Such trade is important for

importing countries to ensure national food security, while exporting countries view it as a source of foreign exchange. Although international agrifood trade has many challenges for Asia-Pacific countries, it also has huge potential to access international markets. Understanding such challenges and opportunities is critical to benefit fully from global trade.

It is essential for agrifood business stakeholders to be familiar with emerging trends in international agrifood trade and the main international markets, appropriate policies and/or how to develop appropriate marketing strategies, 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, and regulatory policies on exports and imports of agrifood products as well as the specific requirements of importers related to quality and safety standards.

Concerted efforts of key stakeholders will be needed to strengthen national agrifood trade systems and maximize the benefits from international trade.

11. Scope and Methodology

The workshop will consist of themed presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the workshop is given below:

Date/Time	Activity
Mon., 5 November 2018	Arrival of participants in Manila
Tue., 6 Nov.	Opening session Technical session: Current status of international trade in agrifood products in Asia and the Pacific and global trends Presentation 1: Global and regional trends, tariff and nontariff barriers, and opportunities and challenges in the agrifood industry Presentation 2: Roles of digital technology in enhancing the productivity and competitiveness of Asian agribusiness Presentation 3: Quality assurance, risk analysis, and management strategies in the food supply chain Presentation 4: Key regulations and policies on food safety and plant and animal health in major markets Presentation 5: Trade policies, agreements, and regulations pertaining to international trade in light of ASEAN integration
Wed., 7 Nov.	Technical session: Applications of innovative approaches in agribusiness Presentation 1: Digital and smart food value chains Presentation 2: Food hazards and control of food allergens Presentation 3: Eco-friendly agrifood products and packaging Presentation 4: Modern food traceability systems Presentation 5: e-Marketing of agrifood products Presentation 6: Case study of development of a business from startup to successful export enterprise Technical Session: Sharing country case studies on international food marketing

Thu., 8 Nov.	Site/company visit Group workshop/exercise
Fri., 9 Nov.	Presentation of group workshop output Program evaluation by participants, resource persons, and implementing organization Panel discussion Formulation of individual action plans by participants Summing-up session Closing session
Sat., 10 Nov.	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior government policymakers and planners, CEOs and managers of agribusiness and food-industry enterprises and representatives of associations of such enterprises, and academics specializing in international trade in agrifood products.
Experience	A minimum of three years of experience in a relevant field.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written 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 fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who meet the qualifications above are generally between 30 and 55 years of age.
Attendance	Participants are required to attend the entire program.

13. Financial Arrangements

a. Airfare

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Manila, the Philippines.

The APO will only reimburse discount air tickets for the most direct route. Participants

should 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 and is also available on the APO website and from APO Liaison Officers in member countries.

b. Insurance Coverage

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 organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

c. Cost Sharing

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Round-trip economy-class international airfare (refer to paragraph 13a)	No	No	Yes
Participating Country Expenses (PCEs)	NA	NA	NA
Hotel accommodation in Manila	No	Yes	No
Per diem allowance in Manila	No	Yes	No
Transportation costs to and from hotel and airport in Manila	No	Yes	No
Insurance coverage in the Philippines (refer to paragraph 13b)	Yes	No	No
Any expenses related to visa fees and airport taxes	Yes	No	No
All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation	Yes	No	No
Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance	Yes	No	No

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Assignment costs of international resource persons	NA	No	Yes
Assignment costs of local resource persons	NA	Yes	No
All local implementation costs including but not limited to:	NA	Yes	No
a. Meeting rooms		Yes	No
b. Documentation		Yes	No
c. Preparatory costs		Yes	No

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 selection committee 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, 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 workshop.
- l. NPOs should inform participants that they must attend all four days of the project.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of participants.

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 progress 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).

20. Dress Code

Participants are required to wear business attire during the project. Other guidance will be provided in the circular for participants.



Dr. Santhi Kanoktanaporn
Secretary-General

