



PROJECT NOTIFICATION

5 December 2017

1. **Project Code** 18-AG-12-GE-WSP-B
2. **Title** Advanced Agribusiness Management Course for Executives and Managers
3. **Timing and Duration** 5–9 March 2018 (five days)
4. **Venue** Bali, Indonesia
5. **Implementing Organizations**
 - 1) Ministry of Agriculture, R.I.
Bureau for International Cooperation
Jl. Harsono Room No. 3, Ragunan Pasar Minggu
Jakarta 12550, Indonesia
Phone: 62-21-7804176, 7807045
Fax: 62-21-78847560, 7807045
 - 2) Ministry of Manpower R.I.
Directorate General of Training and Productivity Development, Directorate of Productivity Development
Jl. Jenderal Gatot Subroto Kav. 51 Floor VI-B
Jakarta 12950, Indonesia
Phone: 62-21-52963356
Fax: 62-21-52963356
6. **Co-sponsor** Dyson School of Applied Economics and Management
Emerging Markets Program
Cornell University
Ithaca, NY, USA
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.

However, other member countries with special interest in this project may nominate candidates upon consultation with the Secretariat.
8. **Number of Local Participants** Up to 12 qualified participants
9. **Closing Date for Nominations** 7 February 2018
10. **Objectives**
 - a. To enhance participants' understanding of recent/emerging developments in global and

regional agribusinesses, applications of modern technology, and best practices in agribusiness management with emphasis on agribusiness startups and SMEs; and

- b. To examine how to enhance Asian food security, sustainability, and competitiveness in the face of expanding populations, preponderance of SMEs in the food and agribusiness industry, and increasing regional and global business competition.

11. Background

Food and agribusiness have a huge economic, social, and environmental impact. According to a report of McKinsey & Company, the global food and agribusiness industry is worth USD5 trillion and represents 10% of global consumer spending, 40% of employment, and 30% of greenhouse-gas emissions. Opportunities in agribusiness have expanded substantially due to the globalization of trade, the Asia-Pacific region's rising incomes, and increasing population. These developments have led to increasing interest in this sector and are opening up various opportunities as well as numerous challenges.

Over the past five decades, substantial productivity improvements have enabled an abundant food supply in many parts of the world, but feeding the expanding global population has reemerged as a critical issue. By 2050, caloric demand is expected to increase by 70%, and crop consumption will at least double. However, food production will be constrained by shrinking water availability for agriculture and arable land area, as well as the looming impacts of climate change. The challenges to the sector are further exacerbated by farm workforce shortages due to the aging of the farming population and migration of the young labor force to urban areas. It is estimated that in 2050 two-thirds of the world population will be urban. In many rural communities in Asia, the farming landscape is changing with women and the elderly working on farms.

The future of agribusiness in the region will be shaped by these trends. Disruptive agricultural technologies that raise productivity even in difficult conditions, exploration of new sources of "future food," and innovative business management strategies could help meet the total food demand. In this workshop, the emphasis will be on assessing how to enhance Asian food security, sustainability, and competitiveness, focusing on agribusiness startups and SMEs.

12. Scope and Methodology

The tentative topics to be covered are:

- a. Major trends in food and agribusiness;
- b. Key players in global food markets;
- c. Innovations in food production to increase productivity and sustainability;
- d. Technologies for food processing;
- e. IT applications in agribusiness value chains for greater efficiency, food safety, and sustainability;
- f. Value-added agriculture and food;
- g. Innovation and R&D in food processing; and
- h. Selected agribusiness case studies.

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

The tentative outline of the program is given below:

Date/Time	Activity
Sun., 4 March 2018	Arrival of participants in Bali, Indonesia

Mon., 5 March 2018	Presentation of resource papers
Tues., 6 March 2018	Presentation of resource papers Presentation of country case studies
Wed., 7 March 2018	Visits to agribusiness companies
Thurs., 8 March 2018	Case study analysis/group exercise
Fri., 9 March 2018	Presentation of group discussion output Program evaluation by participants, resource persons, and implementing organizations Summing-up session Closing session
Sat., 10 March 2018	Departure of participants

13. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior representatives of agribusiness SMEs associations and academics/consultants in charge of analyzing food industry SMEs.
Experience	At least three years of experience in the position described above.
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 fit the above profile are typically between 30 and 50 years of age. Priority will be given to representatives of the associations of agribusiness startup and early-growth SMEs.
Attendance	Participants are required to attend the entire program.

14. 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 Bali, Indonesia.

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 organizations 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 14a)	No	No	Yes
Participating Country Expenses (PCEs)	NA	NA	NA
Hotel accommodation in Bali	No	Yes	No
Per diem allowance in Bali	No	Yes	No
Transportation costs to and from hotel and airport in Bali	No	Yes	No
Insurance coverage in Bali (refer to paragraph 14b)	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
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: a. Meeting rooms	NA	Yes	No

b. Documentation			
c. Preparatory costs			

15. 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 13 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 five 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 a participant.

16. 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.

17. 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.

18. 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.

19. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

20. 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).

A handwritten signature in black ink, consisting of several stylized, overlapping loops and strokes.

Santhi Kanoktanaporn
Secretary-General