



## PROJECT NOTIFICATION

Ref. No.: 21-CP-14-GE-TRC-B-PN2100095-001

<b>Date of Issue</b>	02 November 2021
<b>Project Code</b>	21-CP-14-GE-TRC-B
<b>Title</b>	Training Course on Data Analysis and Applications for Digitization in SMEs
<b>Timing and Duration</b>	14–17 December 2021 (four days)
<b>Hosting Country(ies)</b>	Thailand
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Thailand Productivity Institute and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in manufacturing management; and government officials and policy research officers involved in industrial policy and development strategies for the SME and manufacturing sectors
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	1 December 2021

## 1. Objectives

- a. Familiarize participants with the concepts of data collection and analysis and their connections to digital upgrading.
- b. Impart fundamental knowledge of data analytics and its applications.
- c. Enhance the capabilities of SMEs in using data to strengthen their business strategies and productivity improvement.

## 2. Background

With wider access to the internet and digital technologies, digitalization has been revolutionizing economies and societies in all aspects. It enables faster communication and lowers costs, contributing to strengthened business management and operations. It also prompts innovative business models and activities, creating new economic value. The restrictions on human movements caused by the COVID-19 pandemic further manifest the power of digitalization. The postpandemic new normal is expected to be built on a more digitally connected world.

A commonly overlooked aspect of this transformation is the gigantic volumes of data generated by the processes of digitalization and digitized activities. These digital footprints provide records of actions, frequencies, durations, and status. With suitable collection, processing, and analysis, they can offer valuable information on behaviors, preferences, trends, and probabilities of events. For SMEs and entrepreneurs, harnessing the power of data is proven to be an effective way to improve efficiency and productivity.

However, digital literacy in SMEs in general remains low despite widespread utilization of digital devices and growing awareness of data analytics. An OECD report in 2019 indicated that, on average, only 12% of SMEs in the EU applied analyses extracted from big data in their decision making. To fully unleash the potential of digital transformation, it is imperative to build the capabilities of SMEs in handling and analyzing data.

This training course aims to impart fundamental knowledge on data collection and analysis and provide references on suitable applications and tools that can help SMEs to apply data analytics in their operations to enable data-driven decision making and improve productivity.

## 3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours, comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

### Day 1:

- Data, digital technologies, and digital transformation
- Exercise: Basic data collection and processing

### Day 2:

- Data analytics in SMEs: Benefits and challenges
- Exercise: Identifying and solving problems with data

### Day 3:

- Data-driven decision making and business models
- Exercise: Visualization of data analysis

### Day 4:

- Data ethics and information security
- Exercise: Applying data analysis for business strategy and decision making

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **4. Financial Arrangements**

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

#### **5. Implementation Procedures**

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan  
Secretary-General