



PROJECT NOTIFICATION

Ref. No.: 21-IP-08-GE-WSP-A-PN2100090-001

Date of Issue	13 October 2021
Project Code	21-IP-08-GE-WSP-A
Title	Workshop on Innovative Business Models for Industry 4.0
Timing and Duration	24–26 November 2021 (three days)
Hosting Country(ies)	Pakistan
Modality	Digital Multicountry
Implementing Organization(s)	National Productivity Organization, Pakistan and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in digital upgrading; and government officials and policy research officers involved in industrial policy, development strategies for the SME and manufacturing sectors, and productivity improvement initiatives
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	10 November 2021

1. Objectives

- a. Understand Industry 4.0 trends, specifically how digital technologies influence business operations and strategies.
- b. Examine innovative business for Industry 4.0 applicable to SMEs and manufacturers.
- c. Discuss the emerging opportunities for SMEs enabled by digital technologies.

2. Background

Under Industry 4.0, digitization and applications of digital technologies are revolutionizing methods of production, distribution, marketing, and overall business management. According to the statistics of the EU and OECD in 2021, digitization is improving the operational efficiency and performance of businesses of all sizes. More manufacturers are adopting technologies to optimize business operations, develop strategies, and manage resources and customer relations. Supply chains are also being connected in a more flexible yet integrated fashion to create value. Digital upgrading has therefore become indispensable for companies to enhance productivity and stay competitive.

Digital technologies are also blurring the boundaries between business functions and sectors. For example, strengthened connections between production and customer feedback enable manufacturers to respond to the market and provide customized products and services in a timely manner, while digitized distribution and sales methods create new platforms to engage suppliers and customers. A report of the World Economic Forum in 2020 demonstrated that digital transformation not only improved operating models but also drove the development of new business models that generate and deliver value to customers. Considering the heightened competition brought by digital technologies, it is imperative for businesses to identify and embrace innovative models to stay flexible, resilient, and competitive.

This workshop aims to provide references for innovations in business models to keep member countries abreast of current trends and assist them in developing strategies for digital upgrading. It also aims to support innovation-led productivity growth as mandated in the APO Vision 2025.

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:

- Industry 4.0 and core technologies: Trends and applications
- New challenges and opportunities for manufacturing

Day 2:

- Data-driven innovation and business models
- SME innovation supported by digitization and data analytics

Day 3:

- Innovation and business model analysis
- Strategies for encouraging innovation in SMEs

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 'Dr. AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General