



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

2 December 2013

1. **Project Code** 13-AG-02-GE/DC-OSM-B
2. **Title** Multicountry Observational Study Mission on Regional Business Partnerships among Farmers, Food-processing SMEs, and Research Institutes
3. **Timing and Duration** 24–28 February 2014 (five days)
4. **Venue** Tokyo, Japan
5. **Implementing Organization** Asian Productivity Organization
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, 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 APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 25 December 2013
9. **Objectives**
 - a. To enhance participants' knowledge of different approaches to promote the development of the local agrifood industry;
 - b. To identify the essential elements for developing and/or strengthening business partnerships among farmers, agrifood-processing enterprises, and research institutes; and
 - c. To develop strategies and action plans to apply similar approaches in the participants' countries.

10. Background

Many rural regions in Asian developing countries lack sufficient economic activities to generate job opportunities and support a sustainable livelihood for residents. This is one of the causes of high unemployment rates, high incidence of poverty, and the rural-to-urban migration of the population. However, there are some proven successful models for energizing and revitalizing rural economies. Some of these models are developed at the local or regional levels. Notable features of some of these approaches are the development of

partnerships, networks, and various forms of collaboration among the stakeholders and key actors in primary, secondary, and tertiary industries to achieve greater value added in products and services. Scientific inputs from research institutes specialized in agronomy or food-processing technologies have also been shown to be an important factor in the success of such approaches.

In Japan, there are many successful stories using collaborative approaches, and this observational study mission will expose participants to selected models for them to learn and possibly adopt the relevant models in their countries.

11. Scope and Methodology

The tentative topics to be covered are:

- a. Approaches and strategies in the development of regional and rural economies;
- b. Cluster approach to regional and rural enterprise development;
- c. Role of government in the development of regional and local business collaborations; and
- d. Case studies of successful regional business partnerships among farmers, food-processing SMEs, and research institutes.

The study mission will consist essentially of resource paper presentations, group discussions, and observational visits to selected institutions and companies in the host country.

The tentative program of the study mission is given below:

Date/Time	Activity
Sun., 23 February	Arrival of participants in Tokyo
Mon., 24 February	Opening session Presentation of resource papers
Tues., 25 February	Field visit
Wed., 26 February	Field visit
Thurs., 27 February	Field visit
Fri., 28 February	Presentation of country papers Presentation of group discussion Summing-up session Closing session
Sat., 1 March	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of food-processing industry associations, farmers' associations/cooperatives and research institutes involved in the promotion and implementation of programs for the development of partnerships and cooperation among stakeholders in agriculture and the food industry. Officials of relevant government agencies and financing institutions involved in the above activities may also apply.
Experience	At least five years of relevant public- or private-sector experience in agriculture and agribusiness development, food-processing business, or rural enterprise development.

Education	University degree or equivalent qualification from a recognized 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	Preferably between 30 and 55 years.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by the APO from the APO general fund

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Narita or Haneda Airport for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants are encouraged to purchase discount tickets. Please 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 available on the APO website at <http://www.apo-tokyo.org> and from APO Liaison Officers in member countries. Neither the APO nor the implementing organization(s) will be responsible for paying any additional per diem allowances and hotel accommodation costs due to early arrival, delayed departure, rerouting of tickets, or any other reason.
- c. Hotel accommodations and per diem allowances for participants from the Republic of China, Republic of Korea, and Singapore and for any additional overseas participants for up to six days at the rate to be specified later when more than 15 participants are selected.

To be borne by the APO from a special grant from the Japanese Ministry of Agriculture, Forestry and Fisheries

- a. Hotel accommodations and per diem allowances for up to 15 overseas participants for up to six days at the rate to be specified later (excluding those from the Republic of China, Republic of Korea, and Singapore).
- b. All local implementation costs.

To be borne by participants or participating countries:

- a. For participants from profit-making organizations, except SMEs, from APO member

countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal

- i) Round-trip international airfare between the member country and Narita or Haneda Airport, Japan.
 - ii) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.
- b. For all participants
- i) Participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for:
 - accidental death and dismemberment for up to ¥4,000,000
 - medical expenses for accident for up to ¥4,000,000
 - medical expenses for illness for up to ¥4,000,000
- for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.
- c. All expenses related to visa fees and airport taxes.
 - d. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason.

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 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, the 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 to qualify for the certificate of attendance.

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 country paper prior to departure for the project venue. In preparing the paper, they are expected to follow the attached "Guidelines for the Preparation of Country Papers."

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).



Mari Amano
Secretary-General

13-AG-02-GE/DC-OSM-B

Multicountry Observational Study Mission on Regional Business Partnerships among
Farmers, Food-processing SMEs, and Research Institutes
24–28 February 2014, Tokyo, Japan

Guidelines for Preparation of Country Papers

Each selected participant is required to submit a paper keeping in mind the scope and objectives of the study mission and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of “Regional Business Partnerships among Farmers, Food-processing SMEs, and Research Institutes.” It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 5 and 7 pages in length, excluding tables/figures. A soft copy of the paper should reach the APO no later than 20 February 2014.

Participants are encouraged to provide in their papers as much relevant, useful information as possible but they must avoid including unnecessary general information on agriculture as well as the profile of their country.

Participants are also required to prepare a summary of their papers not exceeding 300 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the study mission.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

Tentative Topical Outline

1. Provide a brief overview of the national//state/regional policies and programs of your government designed to promote regional/local business partnerships among farmers and key actors in the industry and service sectors.
2. Describe the key features of an existing regional business partnership involving farmers, the food-processing industry (retailers, package makers, industrial designers, suppliers, manufacturers, etc.), research institutes, and the public sector.
3. Describe the major issues and challenges faced by the key stakeholders in developing and sustaining such business partnerships.