



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

16 October 2013

1. **Project Code** 13-IN-90-GE-CON-A
2. **Title** Top Management Forum
3. **Duration and Timing** 17–19 December 2013 (three days)
4. **Venue** Seoul, Republic of Korea
5. **Implementing Organization** Korea Productivity Center (KPC)
57-1 Sajik-ro, Jongno-gu, Seoul 110-751
Republic of Korea
Phone: +82-2-724-1180
Tax: +82-2-737-9140
e-Mail: jhkim@kpc.or.kr
6. **Number of Overseas Participants** Up to 18 participants
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 8 November 2013

All nominations along with the completed biodata form and medical certificate of the nominees should reach the APO Secretariat by the above date. Selection of participants will be completed immediately after this date. Member countries are requested to inform the APO Secretariat as soon as possible if they decide not to nominate anyone for the project.

9. Objectives

- a. To share and exchange information and experiences on the use of information and communication technology (ICT) in SMEs for accelerated productivity growth and improvement in the quality and cost of services; and
- b. To assess the impact of ICT on SMEs.

10. Background

The first Top Management Forum was launched in 1985 as a special project principally targeting the top managers of business corporations. In light of the rapidly changing business environment and increased global competition in the Asia-Pacific region, the Top Management Forum has been recognized by member countries as a significant platform to discuss emerging management topics. This year, the forum will focus on successful SMEs adopting ICT to accelerate and expand their businesses globally.

Intense global competition, advances in technology, and rapid changes in the business environment are forcing enterprises to become more agile. Corporate agility is about firm's ability to adapt quickly to change, constantly innovate across the value chain, engage customers to create new value, and become integrated into the global market. ICT plays a critical role in improving corporate agility, especially for SMEs.

SMEs need to maintain the competitive edge that they traditionally have over their larger counterparts: their resiliency and agility to adapt while sustaining innovation and strengthening their customer relationships. Leveraging ICT can help SMEs not only to sustain and sharpen their traditional edge, but also to expand across customer segments, products, and geographies, thus growing their domestic and global market share. Through ICT, SMEs can compete with larger players on a more level playing field and participate in extended supply chains more effectively. ICT and the Internet allow SMEs to be as innovative, competitive, and successful as large businesses not only at the local but also at the global level.

According to a report released by the International Telecommunication Union, the Republic of Korea retained the top slot for information and technology development in 2012, while northern European countries ranked high on the list. The program of the Top Management Forum will be hosted by the KPC and held in Seoul, an appropriate venue for a forum to share information on state-of-the-art ICT adopted and promoted by leading Korean SMEs as well as those from other APO member countries. Synergistic effects are expected during discussions of the best management examples and practices.

11. Scope and Methodology

- a) Current status of ICT use by SMEs in the Asia-Pacific;
- b) Impact of ICT on SMEs; and
- c) Understanding ICT for continuous innovation, learning, and overall productivity growth of SMEs

The forum will consist of presentations, field visit(s), and discussions among participants.

The tentative program of the forum is given below:

Date/Time	Activity
Mon., 16 December 2013	Arrival of participants
Tue., 17 December (day1)	Opening session Presentations by experts
Wed. 18 December 2013 (day 2)	Presentations by experts

	Group discussions
Thu., 19 December 2013 (day 3)	Company site visit Wrap-up session Certificates and Evaluations Closing ceremony
Fri., 20 December 2013	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Owners and top executives of SMEs; high-ranking government officials in charge of SME policies; and NPO heads/executives officers involved in strengthening SMEs.
Experience	Substantial work experience in relevant areas.
Education	Bachelor's degree from a university or equivalent qualification as a minimum requirement, and preferably a graduate degree.
Language	Proficiency in written and spoken English is essential.
Health	Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.
Age	Preferably between 35 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 participants or participating countries

- a. Participants must be fully insured against accident and illness (including hospitalization) for a principal sum of US\$10,000.00 for the entire duration of the project and travel and must submit to the APO a copy of the comprehensive travel insurance certificate before participation. Such insurance must be valid in the countries to be visited. If a participant is unable to arrange for insurance coverage in the host country at the start of the project, he/she 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.
- b. All expenses related to visa fees and airport taxes.
- c. 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, late departure or rerouting of air tickets, for example, due to either limited available flights or any other reason whatsoever.

To be borne by the host country

- a. Hotel accommodations and per diem allowances for 18 overseas participants for four days at the rate to be prescribed later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs for overseas resource speaker(s).
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Seoul, Republic of Korea. As far as practicable, all participants should 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. It is also available on the APO website at <http://www.apo-tokyo.org> and from APO Liaison Officers in member countries.

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 Industry Department, APO Secretariat (e-mail: ind@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 informed 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 program.
- l. NPOs should inform participants that they must attend all three 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. 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