



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

7 February 2014

1. **Project Code** 14-IN-12-GE-WSP-B
2. **Title** Workshop on SME Best Practices in Service Excellence
3. **Timing and Duration** 19–23 May 2014 (five days)
4. **Venue** Bangkok, Thailand
5. **Implementing Organizations** Thailand Productivity Institute (FTPI)
12th Floor, Yakult Building
1025 Pahonyothin Rd., Phayathai
Bangkok 10400, Thailand
Telephone: (66) 2-619-5500
Facsimile: (66) 2-619-8099
e-Mail: liaison@ftpi.or.th
6. **Number of Overseas Participants** Up to 18 qualified participants from Republic of China, Fiji, India, Indonesia, IR Iran, Japan, Republic of Korea, Malaysia, Mongolia, Pakistan, Philippines, Singapore, Sri Lanka, 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** 4 April 2014
9. **Objectives**

To share, learn, and observe the best practices implemented by SMEs in the service sector to achieve service excellence. The participants are expected to tap the knowledge and experience gained during the workshop and apply them to improve their service delivery to customers.

10. Background

The service sector plays a vital role in a country's economic growth. This has become especially evident recently in the Asia-Pacific region. Thus, the promotion of productivity and business excellence in the sector is crucial to drive national economies. The main focus of effort as a country strives to develop is increasing GDP and per capita GDP. Economic growth in advanced economies with a good quality of life typically is dominated by the service sector. Since SMEs make up the most business entities and are the backbone of the economy in any country, the quality of SMEs' services can have a great influence on the strength of the national economy. This requires joint efforts by stakeholders to raise service quality and create an experience of hospitality for customers.

To observe and share the best practices in service excellence implemented by SMEs in the host countries, the APO organized multicountry observational study missions on SME Best Practices in Service Excellence in Japan in 2011 and the Republic of China in 2013. Under the APO's strategic direction of strengthening SMEs in member countries, a workshop on the same topic is being organized to encourage greater competitiveness of service-related businesses and make other Asian SMEs more customer oriented. The workshop will be held in Thailand where the service sector accounted for 51% of the economy growth in the last decade.

At the end of this workshop, the participants are expected to prepare action plans based on what they learned. The plans will be shared with NPOs and heads of participants' organizations. Participants will be requested to submit progress reports on action plan implementation six months after completion of the project to the APO.

11. Scope and Methodology

The tentative modules to be covered are:

- a. SME management philosophy and strategies for service excellence;
- b. Business excellence and service innovation in SMEs;
- c. Improving customer satisfaction in the service sector; and
- d. Best practice sharing on service excellence in SMEs among participating countries

The workshop will consist of lectures, presentations of national best practices, group discussions, observational site visits, and presentations of action plans.

The tentative program of the workshop is given below:

Date/Time	Activity
Sun., 18 May 2014	Arrival of participants in Bangkok
Mon., 19 May	Opening session Presentation of national best practices by participants
Tues., 20 May	Presentation of resource papers
Wed., 21 May	Field visits to relevant companies/organizations
Thurs., 22 May	Presentation of resource papers Group discussion and presentation
Fri., 23 May	Summing-up session Presentation of action plans by participants Program evaluation by participants, resource persons, and implementing organization Closing session
Sat., 24 May	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Top managers of service-related SMEs or NPO consultants who are providing productivity improvement consultancy for SMEs in the service sector. (Candidates are required to submit a brief written case study of SME best practices in service excellence with their applications.)
Experience	At least five years of experience in the service sector.

Education	Preferably 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 should not apply.
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 35 and 50 years.
Attendance	Participants must attend all five days of the project to qualify for the certificate of attendance.

13. Financial Arrangements

To be borne by participants or participating countries

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 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 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 because of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the host country

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- 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 participants' place of work and Bangkok. 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 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 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

Prior to departure for the project venue, the selected participants will be required to submit a written case study on SME Best Practices in Service Excellence. The guidelines will be provided later.

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. 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

**14-IN-12-GE-WSP-B: Workshop on SME Best Practices in Service Excellence
in Bangkok, Thailand, 19–23 May 2014
Brief Report on SME Best Practices in Service Excellence**

Please briefly explain SME best practices that have driven a specific SME toward service excellence. It can be your own organization, a client organization, or another SME. Selected participants will be later required to submit a complete case study report on SME Best Practices in Service Excellence.

Name of candidate:	
Best practice topic:	

Organizational name and profile:

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Leading or major practices

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Benefits of the practices

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