



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

11 November 2016

- 1. Project Code** 17-RP-18-GE-SMN-A
- 2. Title** Study Mission to a Nonmember Country on Development of Knowledge-based Business
- 3. Timing and Duration** 3–8 April 2017 (six days)
- 4. Venue** London, UK
- 5. Implementing Organization** APO Secretariat
Leaf Square Hongo Building 2F
1-24-1 Hongo, Bunkyo-ku
Tokyo 113-0033, Japan
Tel: 81-3-3830-0415
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e-Mail: rp@apo-tokyo.org
- 6. Number of Overseas Participants** Up to 19 qualified participants
(See 11. Qualifications of Candidates)
- 7. Closing Date for Nominations** 13 February 2017
- 8. Objectives**
 - a. To study the business models of and emerging trends in knowledge-based business with the advent of Industry 4.0;
 - b. To assess the programs and roles of accelerators and incubation and innovation centers in the development of knowledge-based start-up businesses; and
 - c. To enhance participants' understanding of knowledge-based business and Industry 4.0 and identify appropriate measures for APO member countries to benefit from them.

9. Background

The Fourth Industrial Revolution is unfolding in Europe and advancing to industrialized countries on other continents. It is characterized by a fusion of technologies blurring the lines between the physical, digital, and biological spheres. This technological revolution will fundamentally alter the way people live, work, trade, and communicate with one another. It will give rise to smart cities, smart factories, smart food, and numerous smart products linked to the digital world and the Internet of Things. In its scale, scope, and complexity, the global

transformation will be tremendous. Knowledge-based industries will be at the forefront of those transformations, and knowledge-based economic hubs will sprout in many countries. London is already recognized as a global hub for knowledge-based industries. In particular, the East London Tech City is the biggest, most dynamic home for high-technology companies. There are several other areas in the UK which have been emerging as vibrant hubs for knowledge-based industries. Cities such as Birmingham, Cambridge, and Edinburgh are demonstrating growth as accelerator and incubator hubs. The UK accelerator and incubator ecosystem is in very good health, as seen by the growing number of businesses involved. Several initiatives, including the Sussex Innovation Centre and Wayra, have been providing opportunities for young people to hone valuable workplace skills through internships and work experience opportunities with start-ups. Other cities are on their way to becoming start-up hubs.

This study mission will expose participants to the revolutionary changes shaping up in the UK. It will provide opportunities to learn from experts about various knowledge-based business models and trends in the production of smart products onsite while assessing the roles of accelerators and incubation and innovation centers in the development of high-technology start-ups. Participants are expected to disseminate and/or utilize the knowledge and insights they gain from the study mission to create greater awareness that will lead to the formulation of relevant policies and programs to catalyze the development of knowledge-based industries and businesses in APO member countries.

10. Scope and Methodology

Scope

- a. Knowledge-based business models;
- b. The roles of the accelerator and incubator ecosystem in the UK;
- c. Understanding Industry 4.0 and the Fourth Industrial Revolution;
- d. The Internet of Things;
- e. Creating smart factories for tomorrow;
- f. R&D and development of smart products; and
- g. Market trends for smart products.

Methodology

This study mission will consist of a seminar at Cambridge University with resource persons' presentations; visits to innovation/incubation and accelerator centers, science parks and R&D centers, and knowledge-based companies in Cambridge, London and Sussex; and attendance at the two-day Industry 4.0 Summit and Exhibition in Manchester scheduled on 4-5 April.

The tentative program of the mission is as follows:

Sun., 2 April 2017	Arrival of participants in Cambridge
Mon., 3 April 2017	Opening session and half-day seminar at King's College, Cambridge University Visit to Saint John's Innovation Centre and Science Centre in Cambridge
Tues., 4 April 2017	Travel to Manchester early morning Attend Industry 4.0 Summit and Exhibition in Manchester City
Wed., 5 April 2017	Attend Industry 4.0 Summit and Exhibition in Manchester City

Thurs., 6 April 2017	Travel to London early morning
Fri., 7 April 2017	Visit to East London Tech City companies
Sat., 8 April 2017	Visit to Sussex Innovation Centre and companies
Sun., 9 April 2017	Discussions/wrap-up and closing session
	Departure of participants

11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	APO Directors, NPO Heads, industry leaders, CEOs of SMEs, senior government officials responsible for formulation of industry policies and programs, and academics involved in providing consultancy and industrial R&D.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are expected to participate in discussions and make 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 strenuous travel for site visits and completing a number of individual and group activities. It is therefore recommended that member countries do not nominate candidates likely to experience physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 and 55 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

12. Financial Arrangements

To be borne by participants or participating countries

- a. International airfare between the international airport nearest to the participant's place of work and the project venue(s) in the UK.
- b. Any travel expenses related to travel insurance costs, passport, visa fees, and airport taxes.
- c. Participants' insurance premiums: All participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 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. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

- 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, late departure, or any other reason must be borne by the participants themselves/participating countries.

To be borne by the APO

- a. Appropriate hotel accommodation and per diem allowances for all participants for up to seven days in the UK.
- b. All local expenses related to the study mission including attendance in the Industry 4.0 Summit.
- c. The cost of domestic round-trip transportation from London to the venues of the site visits.
- d. All assignment costs of facilitators and resource persons.

13. 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 11 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 Research and Planning Department, APO Secretariat (e-mail: rp@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, APO Liaison Officers/NPOs are urged to send the names of nominees and their designation and affiliation 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 study mission.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official program. Also, he/she is expected to return home upon completion of the official activities of the project because he/she is visiting the host country for the specific purpose of attending this APO mission.
- l. NPOs should inform participants that they must attend all six days of the project to qualify for the certificate of attendance.

14. 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 within the stipulated deadline, their slots may be filled by alternates from the same or another member country on a merit basis.

15. Postproject Actions

All participants are required to prepare action plans based on their learning from the study mission for follow-up and share the plans with their NPOs. The APO will also request participants to submit progress reports on the follow-up actions undertaken six months after completion of the mission.

16. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

17. 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).



Santhi Kanoktanaporn
Secretary-General