



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

28 March 2017

- 1. Project Code** 17-AG-11-GE-SMN-A
- 2. Title** Study Mission to a Nonmember Country on Enhancing Access for Agrifood Products
- 3. Timing and Duration** 9–14 October 2017 (six days)
- 4. Venue** Munich and Cologne, Germany
- 5. Implementing Organization** APO Secretariat  
Leaf Square Hongo Building 2F  
1-24-1 Hongo, Bunkyo-ku  
Tokyo 113-0033, Japan  
Tel: 81-3-3830-0417  
Fax: 81-3-5840-5324  
e-Mail: [agr@apo-tokyo.org](mailto:agr@apo-tokyo.org)
- 6. Number of Overseas Participants** Up to 19 qualified participants  
(See 11. Qualifications of Candidates)
- 7. Closing Date for Nominations** 30 June 2017
- 8. Objectives**
  - a. To learn about the latest trends in the EU and German agrifood markets, policy and institutional settings regulating the import/export of agrifood products, and key success factors for enhancing the market access of Asian products to those markets;
  - b. To expose participants to state-of-the-art food value chains, emerging eco-friendly agrifood products and packaging, future food themes, modern food safety and food traceability systems, etc., through observing the operations of relevant organizations and visiting the world-renowned Anuga FoodTec Fair 2017 in the host country; and
  - c. To strengthen food industry SMEs in member countries for promoting inclusive growth.

### 9. Background

The lack of awareness of global food safety and quality standards, insufficient understanding of the requirements for certification, high cost of certification, and low levels of market access information are among the typical challenges for agrifood industry enterprises in the Asian region. International private food standards such as GlobalGAP, ISO 22000, IFS, and

FSSC 22000 are aimed at ensuring safety and are mandatory for the export of products. Producers and exporters of agrifood products in Asian countries need to know and understand the standards and requirements for certification of importing countries and the opportunities for their products in the European market.

This study mission will be held in Germany since it is biggest market in the EU. Germany's exports and imports account for more than half of the EU's international trade. The country is part of the World Trade Organization, and agricultural products and food items are major import commodities. The mission will provide Asian participants with an opportunity to learn about the latest trends in the German agrifood industry as well as state-of-the-art food quality, safety, and inspection systems. Participants will also visit the Anuga FoodTec Fair 2017, the world's leading food and beverage fair for the retail trade and food service and catering markets, which covers all aspects of agrifood products.

Participants are expected to disseminate and utilize the knowledge and insights gained from the study mission to promote the access of agrifood products from their countries to the German and EU markets.

## **10. Scope and Methodology**

This study mission will consist of visits to the relevant organizations, institutions, departments, companies, and the Anuga FoodTec Fair 2017 in Cologne; presentations by agrifood authorities, food industry experts, and academics; and networking sessions.

The tentative program of the mission is attached.

## **11. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Agrifood industry association leaders, CEOs and managers of agribusiness and food industry companies, officials of government and NGOs, and scientists and academics interested in enhancing exports of agrifood products
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 participants to complete a number of individual and group activities and strenuous travel for site visits. It is therefore recommended that member countries do not nominate candidates

likely to suffer from 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 participants' place of work and the project venue(s) in Germany.
- 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 or late departure, or any other reason whatsoever must be borne by the participants themselves/participating countries.
- e. Any cancellation charges such as for hotels arising from withdrawals after letters of acceptance have been issued by the APO.

### **To be borne by the APO**

- a. Appropriate hotel accommodation and per diem allowances for all participants for up to seven days in Germany.
- b. All local expenses related to the study mission.
- c. All assignment costs of 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](http://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](mailto: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 local host implementing organization in 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 mission.
- l. NPOs should inform participants that they must attend all six days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 12e.

#### **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, 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](http://www.apo-tokyo.org)).



Santhi Kanoktanaporn  
Secretary-General

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Study Mission to a Nonmember Country on Enhancing Access for Agrifood Products,  
Munich and Cologne, Germany, 9–14 October 2017

### Tentative Program of Activities

(to be finalized in consultation with the implementing organization and resource persons)

Date	Activity
Sunday, 08 October 2017	Arrival in Munich following individual itineraries Hotel in Munich (to be confirmed)
Monday, 09 October 2017	<p>MUNICH <i>Opening Session</i></p> <p><b>Visit to/presentation by Naturland, a producers' and trade association</b>            Naturland farmers and processors have been ground-breaking global pioneers for over 30 years. To Naturland, organic agriculture means combining tradition with modern practices and experience with the courage to adopt new approaches.  <a href="http://www.naturland.de">www.naturland.de</a></p> <p><b>Visit to/presentation by Naturland Markt GmbH, a producer-owned marketing company and farm with biogas plant</b>            Naturland Markt has 2,000 members managing about 150,000 hectares for plant and animal products. It serves as an interface among farmers, processors, manufacturers, wholesalers, traders, and retailers and has a turnover of approximately 50 million euros. The farm on which the headquarters are located produces grain, turkeys, and biogas.  <a href="http://www.naturland.de/de/oekobauer-gesucht/gut-vermarktet/partner/naturland-marktgesellschaft.html">http://www.naturland.de/de/oekobauer-gesucht/gut-vermarktet/partner/naturland-marktgesellschaft.html</a>;  <a href="http://www.schlosshohenkammer.de/guteichethof_61.html">http://www.schlosshohenkammer.de/guteichethof_61.html</a></p>
Tuesday, 10 October 2017	<p>MUNICH</p> <p><b>Visit to/presentation by Großmarkthalle, one of the largest municipal markets in Europe</b>            The Wholesale Market Munich is an international wholesale market located in the borough of Sendling. In an area of 310,000 m<sup>2</sup>, 270 importing companies and wholesalers offer 140 different product classes from 83 countries, with a sales volume of more than 750 million euros. The market's geographical sales area is virtually boundless: day after day it supplies a region with approximately 5 million people and delivers goods to almost every European country.  <a href="https://en.wikipedia.org/wiki/Wholesale_Market_Munich">https://en.wikipedia.org/wiki/Wholesale_Market_Munich</a></p> <p><b>Hofpfisterei, a traditional stone-oven bread bakery, manufacturer, and retail chain</b>            Hofpfisterei is a traditional, family-owned, stone-oven bakery processing about 15,000 tons of grain/flour produced by its own mill.</p>



	<p>Hofpfisterei markets its products through its own shops (about 200) and selected retail outlets.  <a href="https://www.hofpfisterei.de">https://www.hofpfisterei.de</a></p> <p>Retail shop tour</p>
Wednesday, 11 October 2017	<p>Travel to COLOGNE</p> <p><b>Site visit to Anuga Fair 2017</b>  Anuga is the world's leading food fair for the retail trade and food service and catering markets. For details, visit the following website:  <a href="http://www.anuga.com/">http://www.anuga.com/</a></p>
Thursday, 12 October 2017	<p>COLOGNE</p> <p><b>Visit to/presentation by GlobalGAP</b>  GLOBALGAP is the world's leading farm assurance program, translating consumer requirements into Good Agricultural Practices in a rapidly growing list of countries, currently numbering more than 100.  <a href="http://www.globalgap.org">www.globalgap.org</a></p> <p><b>Visit to/presentation by REWE Group Headquarters</b>  The REWE Group is one of the leading trade and tourism groups in Germany and Europe with around 15,000 offices.  <a href="https://www.rewe-group.com/en/unternehmen">https://www.rewe-group.com/en/unternehmen</a></p>
Friday, 13 October 2017	<p>COLOGNE</p> <p><b>Visit to Import Promotion Desk (IPD)</b>  The IPD contributes to achieving international development policy objectives. Its work helps partner companies boost their innovativeness, create added value, and enhance their international competitiveness. At the same time, it contributes to strengthening the economic structures in partner countries. <a href="http://importpromotiondesk.com/en/home/">http://importpromotiondesk.com/en/home/</a></p> <p><b>Visit to Fairtrade Labelling Organizations International</b>  The international Fairtrade system includes three producer networks, 29 Fairtrade organizations, Fairtrade International, and FLOCERT, the independent certification body of the global Fairtrade system.  <a href="http://www.fairtrade.net">www.fairtrade.net</a></p>
Saturday, 14 October 2017	<p>COLOGNE</p> <p><b>Panel discussion on the Future of Food, Food Regulations, and Food Quality Control and Inspection Systems in Germany</b></p> <p>Expert: Frank Gerriets, Partner and Director of Organic Services  For many years, Frank Gerriets has closely followed as well as shaped developments in quality control and inspection systems in the food sector.</p>

	<p>Presentations by participants on their observations from the Anuga FoodTec Fair</p> <p>Evaluation of program by participants</p> <p>Closing session</p> <p>In the afternoon, the schedule is open for delegates to arrange final networking meetings on their own.</p>
Sunday, 15 October 2017	Departure from Cologne following individual itineraries.