



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

30 January 2017

1. **Project Code** 16-AG-36-GE/SPP-OSM-B
2. **Title** Multicountry Observational Study Mission on Innovations in Food Value Chain Management
3. **Timing and Duration** 15–20 May 2017 (six days)
4. **Venue** Tokyo, Japan
5. **Implementing Organization** Asian Productivity Organization
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, Islamic Republic of Iran, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.

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** 14 April 2017
9. **Objectives**
 - a. To study the current trends in food value chain (FVC) management in Japan;
 - b. To expose participants to new technologies and innovative practices in FVC management systems in the host country; and
 - c. To formulate action plans based on the learning from the experience of Japan to integrate small producers into FVCs and enhance their competitiveness to promote inclusive growth and sustainability in agriculture in member countries.

10. Background

To enhance the role of the agriculture sector in inclusive growth and improving nutrition, more focus is needed on what happens between production and consumption. In an FVC,

value is added to products along the supply chain through activities such as storage, distribution, and processing, with the work of many actors. FVCs transform the traditional competitive seller/buyer relationships into a collaborative approach, which enables stakeholders to work together transparently, and provide fair returns to all partners under shared environmental or social values. As consumers are increasingly interested in knowing the story behind the food they buy and want to support socially conscious businesses, FVCs as business arrangements can respond to the needs of customers through strategic collaboration by creating greater efficiency and profitability among food producers and distributors.

Increasing integration of the global economy offers many opportunities for growth, but value chain promotion in developing countries is a complex task. The main challenges are flaws in the business environment; intense competitive pressures for higher productivity and efficiency to maintain market share; influence of international supermarkets, retailers, and buyers on access to markets; increasing consumer demand for high-quality, organic, minimally processed products, traceability, and social responsibility; and a higher risk of marginalization faced by areas with poor infrastructure and small farms. On the other hand, developed countries like Japan have developed state-of-the-art FVCs due to sound policy and institutional settings, advanced technologies, and public-private partnerships, among others. There is a lot to learn from the rich experience of Japan.

With a special cash grant from the Ministry of Agriculture, Forestry and Fisheries of Japan, the APO is organizing this study mission to provide opportunities for participants from other member countries to study Japanese FVCs.

11. Scope and Methodology

The tentative topics to be covered are:

- a. Future food and emerging trends in global FVCs;
- b. Policy and institutional support for FVCs;
- c. Advanced technologies in FVCs;
- d. Successful examples of FVCs; and
- e. Capacity development needs for FVC management.

This observational study mission will include resource paper presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the study mission is given below:

Date/Time	Activity
Sun., 14 May	Arrival of participants in Tokyo
Mon., 15 May	Opening session/presentations by resource speakers
Tues., 16 May	Field visit
Wed., 17 May	Field visit
Thurs., 18 May	Field visit
Fri., 19 May	Field visit
Sat., 20 May	Summing-up and concluding session
Sun., 21 May	Return of participants/free time

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	CEOs of agribusinesses, agriculture industry leaders, and senior government officers and academics engaged in managing and promoting the development of FVCs in agribusiness.
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 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	Candidates who fit the above profile are typically between 40 and 58 years of age.
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 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 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 seven 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 seven days at the rate to be specified later (except for those from the Republic of China, Republic of Korea, and Singapore).
- b. All local implementation costs.

To be borne by participants or participating countries

For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

- a. Round-trip international airfare between the member country and Narita or Haneda Airport, Japan.
- b. Participating country expenses of USD50 per participant, payable to the APO in convertible currency.

For all participants

- a. 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 JPY4,000,000
medical expenses for accident for up to JPY4,000,000
medical expenses for illness for up to JPY4,000,000

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.

- 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 or late departure, for example, due to either limited available flights or any other reason.
- d. Any cancellation charges for airfare and hotel arising from withdrawals after letters of acceptance have been issued by the APO.

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 study mission.
- l. NPOs should inform participants that they must attend all six 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 paper prior to departure for the project venue. In preparing the paper, they are expected to follow the “Guidelines for the Preparation of Country Papers” to 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. 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).



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