



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

6 June 2016

- 1. Project Code** 16-AG-01-GE-OSM-A
- 2. Title** Multicountry Observational Study Mission on Strengthening Public-private-sector Partnerships in Developing Competitive Agribusiness
- 3. Timing and Duration** 5–9 December 2016 (five days)
- 4. Venue** Kuala Lumpur, Malaysia
- 5. Implementing Organizations**

Ministry of Agriculture & Agro-based Industry  
Block 4G1 Wisma Tani, No.28 Persiaran Perdana  
Presint 4, Pusat Pentadbiran Kerajaan Persekutuan  
62624 Putrajaya, Malaysia  
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P.O. Box 64, Off Jalan Sultan, Lorong Produktiviti 46904  
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Fax: 60-3-7958-1697  
e-mail: [khidzir@mpc.gov.my](mailto:khidzir@mpc.gov.my)
- 6. Number of Overseas Participants** Up to 18 qualified participants  
(see 12. Qualifications of Participants)
- 7. Number of Local Participants** Up to six qualified participants  
(see 12. Qualifications of Participants)
- 8. Closing Date for Nominations** 16 September 2016
- 9. Objectives**
  - a) To study the policy and institutional settings to strengthen public–private partnerships (PPPs) in developing competitive agribusiness;

- b) To learn from the strategies, approaches, and successful models of PPPs in agribusiness in the host country; and
- c) To formulate strategic action plans to utilize and disseminate the findings of the study mission.

## **10. Background**

PPPs have emerged as key vehicles for cooperation in both highly developed and developing countries. The concept has been applied in various sectors, notably in infrastructure, communications, and transportation projects, health service delivery, and technology development. PPPs combine the skills and resources of both the public and private sectors through the sharing of risks and responsibilities. This enables governments to benefit from the expertise of the private sector and allows them to focus on policy, planning, and regulation by delegating day-to-day operations. To develop a successful, effective agribusiness enterprise, careful analysis of the long-term objectives and risk allocation is essential.

A few countries have adopted the PPP concept in the agriculture and food sectors such as the establishment of postharvest, cold storage, and irrigation facilities. However, not all PPPs have been successful due to the unclear policies of government, noncompliance with the conditions of the partnership by one or both parties, persistent negative perceptions and complexity of the division of tasks and profit sharing, and insufficient skills when adopting and scaling up the systems. PPPs are being promoted in some APO member countries such as Malaysia as an important institutional mechanism for gaining access to additional financial resources, sharing risks, and addressing other constraints in the pursuit of sustainable, inclusive agricultural development. Considering the limited resources of the government to address the needs of many farmers, there appears to be good potential for PPPs as mechanisms for accelerating agribusiness investment.

This study mission is being organized to familiarize participants with model cases of PPPs in agribusiness and foster informed decision making on investment promotion and agriculture and food sector development.

## **11. Scope and Methodology**

The tentative topics to be covered are:

- a. Trends and key issues and challenges in developing and sustaining PPPs;
- b. Enabling environment for PPPs to create sustainable, competitive agribusinesses;
- c. PPP models in agribusiness value chains;
- d. PPP models in innovation, technology development, and agribusiness incubation; and
- e. PPP models in logistics, postharvest handling, and cold chains.

The study mission will consist of visits to sites of successful examples of PPPs in local economies in the host country, theme presentations, and group exercises.

The tentative program is given below:

Day/Date	Activity
Sunday, 4 Dec. 2016	Arrival of participants in Kuala Lumpur
Monday, 5 Dec.	Opening session Presentation of resource papers
Tuesday, 6 Dec.	Field/company visits
Wednesday, 7 Dec.	Field/company visits
Thursday, 8 Dec.	Field/company visits
Friday, 9 Dec.	Presentation of country papers Group exercise  Presentation of group exercise output Formulation of follow-up action plans Program evaluation Summing-up session Closing session
Saturday, 10 Dec. 2016	Departure of participants from Kuala Lumpur

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Senior policymakers and planners, agricultural professionals, scientists, academics, and agribusiness industry leaders in charge of formulating and implementing policies and programs for agriculture and agribusiness development.
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 35 and 55 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 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 Kuala Lumpur.
- b. Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

For all participants:

- 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 airports nearest to the participants' place of work and Kuala Lumpur. 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.
- c. The APO may select more than 18 overseas participants in anticipation of last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation will be provided for up to two additional overseas participants for up to six days at the rate to be specified later.

#### **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](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 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 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**

The participants are required to prepare a country case study prior to departure for the project venue. In preparing the country case study, they are expected to follow the attached "Guidelines for the Preparation of Country Case Studies."

### **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 project.

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



Mari Amano  
Secretary-General



Multicountry Observational Study Mission on Strengthening  
Public-private-sector Partnerships in Developing Competitive Agribusiness  
(5-9 December 2016, Kuala Lumpur, Malaysia)

**Guidelines for Preparation of Country Case Studies**

Participants are expected to share actual experiences related to the study mission subject with participants from other countries. As a part of sharing, each selected participant is required to submit a country case study on public-private-sector partnerships (PPPs) in agribusiness, keeping in mind the scope and objectives of the study mission and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of PPPs and their contributions to the development of competitive agribusiness. It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 3 and 5 pages in length, excluding tables/figures. A soft copy of the paper should reach the APO and MPC, Malaysia Productivity Corporation, no later than **15 November 2016**.

Participants are encouraged to provide in their papers as much relevant, useful information as possible **but they must avoid including unnecessary general information on agriculture as well as the profile of their country.**

Participants are also required to prepare a summary of their papers not exceeding 250 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the study mission.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

**Tentative Topical Outline**

1. Background of the PPP project: explain how the project was initiated, the objectives, and the parties involved and their roles.
2. Current status and main issues and challenges: describe the current status of the project and the main challenges encountered in planning and implementation.
3. Benefits and beneficiaries of the projects: describe the main achievements of the project and the benefits and beneficiaries.
4. What were the main weaknesses of the project which you consider should be avoided if a similar project was executed again to ensure greater success?
5. Summary, including concluding remarks.
6. Provide a list of references/bibliography to acknowledge the sources of information and data used in the preparation of your paper.