



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

8 January 2015

1. **Project Code** 15-AG-30-GE-TRC-B
2. **Title** Training Course on e-Marketing of Agricultural and Food Products
3. **Timing and Duration** 11–15 May 2015 (five days)
4. **Venue** Taipei, Republic of China
5. **Implementing Organizations** China Productivity Center
2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi District
New Taipei City 221, Republic of China
Phone: 886-2-2698-5886
Fax: 886-2-2698-2976
6. **Number of Overseas Participants** Up to 18 qualified participants from India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Malaysia, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, 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** 13 March 2015
9. **Objectives**
 - a. To enhance participants' knowledge of and skills in the tools and techniques of e-marketing of agricultural and food products;
 - b. To promote the dissemination of such knowledge and skills among various stakeholders in member countries; and
 - c. To develop a training manual on e-marketing of agricultural and food products.

10. Background

e-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-marketing, Internet marketing, and online marketing are frequently interchanged and can often be considered synonymous. e-Marketing entails integration of the creative and technical aspects of the Internet, including design and development of websites, advertising, and sales.

This marketing strategy has had a major impact on retail businesses because of the many unique benefits it offers, notably lower costs for the distribution of information, promotion of products to a global market, and quick responses to and from potential customers and suppliers which facilitate faster transactions. It also allows them to undertake a personalized marketing approach in delivering their messages. The flexible, cost-effective nature of e-marketing makes it particularly suitable for SMEs. Potential customers can find out about products or services and make purchases when a company's premises are closed or even if it has no physical business premises at all. Transactions are conducted online so savings are realized in terms of personnel costs and customer service. When implemented correctly, the return on investment from e-marketing can far exceed that of traditional marketing strategies.

e-Marketing of agricultural and food products is also feasible. It allows scheduled harvest and delivery of fresh products. It can reduce overstocking or high inventory, which often results in additional storage cost and spoilage. Effective e-marketing of agricultural and food items, requires a comprehensive strategy because of the perishable nature of the products and risk of their contamination. Such products require proper handling and packaging, timely delivery, and appropriate storage including temperature management. However, entrepreneurs and managers of businesses adopting this approach must have knowledge of both Internet operations and marketing of perishable agricultural and food products. It is very important for CEOs or managers of SMEs in agribusiness to have the skills and know-how to run an efficient, effective e-marketing campaign.

11. Scope and Methodology

The tentative topics to be covered are:

- a. e-Marketing: key concepts;
- b. Unique features of e-marketing of agricultural and food products;
- c. e-Marketing opportunities and challenges for agricultural and food SMEs;
- d. Framework for developing effective e-marketing objectives;
- e. Web page design, development, and management;
- f. Developing an efficient, effective e-marketing campaign;
- g. Social media marketing;
- h. Selected e-marketing strategies, tools, and techniques;
- i. Selected e-marketing models for agricultural and food products; and
- j. Logistics management for e-marketing of agricultural products.

The course will consist of lectures, breakout sessions, hands-on training, and field/company studies.

The tentative program of the course is given below:

Day/Date		Activity
Sunday	10 May 2015	Arrival of participants in Taipei
Monday	11 May	Opening session Training course modules
Tuesday	12 May	Field/company visits
Wednesday	13 May	Training course modules
Thursday	14 May	Training course modules
Friday	15 May	Training course modules Program evaluation Formulation of follow-up action plans Summing-up session

Saturday 16 May Closing session
Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Managers, proprietors, and officers of agribusiness or agrifood industry SMEs, cooperatives, or marketing associations; extension personnel in government; or consultants or academics in charge of training and consultancy on the marketing of agricultural and food 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 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 30 and 45 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 Taipei.
- 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 airport nearest to the participants' place of work and Taipei, for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal; for participants from SMEs and non-profit-making organizations from other APO member countries. 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 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 training course.
- 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 encouraged to prepare a short report on the Current Status of e-Marketing of Agricultural and Food Products and Issues and Challenges in Adoption of e-Marketing by Agricultural and Food Industry SMEs in their countries for sharing and discussions during the course.

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).



Mari Amano
Secretary-General