



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

23 January 2017

- 1. Project Code** 17-AG-24-GE-WSP-B
- 2. Title** Workshop on e-Business Modeling for Women Entrepreneurs
- 3. Timing and Duration** 19–23 June 2017 (five days)
- 4. Venue** Taipei, Republic of China
- 5. Implementing Organization** China Productivity Center  
2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi Dist.  
New Taipei City 221, Republic of China  
Phone: 886-2-2698-5881  
Fax: 886-2-2698-297
- 6. Number of Overseas Participants** Up to 18 qualified participants from India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Malaysia, Mongolia, 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** 20 April 2017
- 9. Objectives**
  - a. To review the recent trends in e-commerce and e-business in the era of digital agriculture;
  - b. To share successful e-business models, strategies, and practices utilizing digitized tools and methodologies and identify e-business markets for women entrepreneurs; and
  - c. To develop action plans for scaling up online business and e-commerce applicable to SMEs to integrate socially and economically less-privileged groups for inclusive development.

## **10. Background**

With rapid expansion of the Internet and mobile digital device use, consumers in the 21st century have switched the locations of their purchasing practices from offline brick-and-mortar stores to online markets. Online websites have become the first interface where consumers are introduced to new goods and services. People evaluate products and share their experiences with others visiting the websites, which become critical factors in brand images that can lead to purchases and attract repeat customers. Online markets are regarded as a “blue ocean” with unlimited boundaries across countries and huge scope for expanding the customer base. Since 60% of the world population resides in Asia, this is the busiest e-commerce region, with more positive growth to come.

In particular, e-commerce can be an effective business platform for women entrepreneurs. Women are more likely to contribute their incomes to their families and spend on household necessities. Thus, they can be an important driving source for revitalizing rural as well as urban community economies. However, in many Asian countries, women are forced to work in an unfavorable male-dominated business environment. Their economic participation is sometimes restricted by less access to the necessary resources to set up businesses. Conversely, initiating businesses in the online world can provide women with unbiased opportunities that were previously limited by insufficient physical assets. Equipping women with the knowledge of e-business models and management techniques is the first step in encouraging more widespread business engagement and greater success of women entrepreneurs.

This workshop will provide a learning arena for participants to share innovative ideas on e-business modeling, as well as the strategies and methodologies of e-modeling. Customer migration to online markets and the challenges in catching up with new trends and surviving in future markets will also be discussed.

## **11. Scope and Methodology**

The tentative scope to be covered is:

- a. Key concepts and principles of e-business/e-commerce;
- b. Trends, challenges, and opportunities for women entrepreneurs;
- c. Getting started, business structure, financial mechanisms, and points to consider before starting a business, including frameworks governing e-commerce transactions;
- d. How to read current trends and project future ones in the digitized market;
- e. Methodologies and tools for e-business modeling, planning, data collection, and analysis;
- f. e-Market identification through different digital media such as social network services, open markets, social commerce, etc.; and
- g. Successful examples of e-business models.

The workshop will consist of interactive theme presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative outline of the workshop is given below:

<b>Date/Time</b>	<b>Activity</b>
Sunday, 18 June 2017	Arrival of participants in Taipei
Monday, 19 June	Opening session Presentation of resource papers
Tuesday, 20 June	Presentation of resource papers
Wednesday, 21 June	Presentation of resource papers/country papers
Thursday, 22 June	Site visit
Friday, 23 June	Group workshop exercise/presentation Summing-up session Program evaluation by participants, resource persons, and implementing organization Closing session
Saturday, 24 June 2017	Departure of participants

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Officials of national and local governments engaged in training and/or entrepreneurship development for women; consultants, trainers, and/or extension officers of women's associations and cooperatives involved in training in the areas of on/offline business development and management; CEOs, business leaders, and SME owners and managers engaged in e-entrepreneurship; and representatives of NGOs and academics involved in planning, organizing, promoting, and managing e-business for women entrepreneurs.
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 meet the qualifications above are generally between 30 and 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

### **13. Financial Arrangements**

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 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. 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.
- d. Any cancellation charges for airfare and hotel accommodations arising from withdrawals after letters of acceptance have been issued by the APO.

#### **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, Republic of China. 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. APO may select more than 18 overseas participants in anticipation of the last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation costs will be borne by the APO for up to two additional overseas participants at the rate to be prescribed for up to six days.

### **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 workshop.



- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13d.

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



Santhi Kanoktanaporn  
Secretary-General