



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

17 March 2014

1. **Project Code** 14-AG-02-GE-WSP-B
2. **Title** Workshop on Promoting Partnerships to Develop Local Agriculture and the Food Industry
3. **Timing and Duration** 16–20 June 2014 (five days)
4. **Venue** Colombo, Sri Lanka
5. **Implementing Organizations**

Ministry of Agriculture, Sri Lanka
Govijana Mandiraya, No. 80/5, Rajamalwatte Avenue
Baththaramulla, Sri Lanka
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Fax: 94-11-2888910
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National Productivity Secretariat
10th Floor, Sethsiripaya 2nd Stage
Baththaramulla, Sri Lanka
Phone: 94-11-3094085
Fax: 94-11-2186025
e-Mail: nposlanka@gmail.com
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Thailand, and Vietnam.

Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat. (See 12. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 30 April 2014
9. **Objectives**
 - a. To examine different models of and approaches in promoting partnerships among stakeholders to develop local agriculture and the food industry; and
 - b. To develop a framework and action plan for establishing sustainable partnerships in agriculture and the food industry in member countries.

10. Background

In many developing countries in Asia, agriculture remains the main engine fueling the growth of the national economy and reducing poverty. The sector still accounts for about 33% to 76% of total employment in more than half of APO members. For Asia as a whole, agriculture accounted for 40% of total employment in 2010. Similarly, in many APO members, the manufacturing sector also relies upon agriculture for raw materials. At least for seven APO members, food products, beverages, and tobacco accounted for 22% to 51% of manufacturing's total value added in 2010.

Many of the economic activities in developing countries are intrinsically linked to agriculture. Thus, it is important to enhance its productivity and increase agricultural production. This maybe a tall order for many developing countries, where farms are generally small and farmers usually operate independently, which makes them highly vulnerable to the vagaries of nature and the market. Their production systems are inefficient, resulting in low productivity. Several efforts have been made to organize small farmers into cooperatives and farmers' associations for mutual support and cooperative endeavors. The success rates of such endeavors have declined over time, however. Similarly, different models of partnerships among stakeholders were introduced in the last three decades, particularly those linking small farmers with food processors/manufacturers and exporters under various arrangements. Such schemes enabled pooling resources, while sharing technology, skills, and expertise in defined terms and achieving economies of scale. Some of those initiatives were successful while others were not. Considering the potential synergies of capacities and capabilities under various partnership arrangements, it may be useful to examine which of these models would still be relevant to the development of local agriculture and the food industry under the current market regime. It is also important to examine the role of government and academic institutions in providing a conducive policy environment and technological support to catalyze the development of such partnerships.

11. Scope and Methodology

The tentative modules to be covered are:

- a. Trends in agriculture and food industry development in Asia;
- b. Revitalization of local rural economies through agricultural development;
- c. Selected models of partnerships in agriculture and the food industry;
- d. Cluster approach to the development of agriculture and the food industry;
- e. Contract farming and other outsourcing schemes;
- f. Public-private partnerships in agribusiness;
- g. Roles of R&D centers in the development of local agriculture and the food industry;
- h. Case studies of sustainable partnerships in the development of local agriculture and the food industry; and
- i. Framework for developing greater synergy between local agriculture and the food industry.

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

The tentative program of the workshop is given below:

Date/Time	Activity
Sun., 15 June 2014	Arrival of participants in Colombo
Mon., 16 June	Opening session Presentation of resource papers
Tues., 17 June	Presentation of country papers
Wed., 18 June	Field visits to relevant farms, companies, or organizations

Thurs., 19 June	Presentation of country papers Group exercise
Fri., 20 June	Presentation of group discussion output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sat., 21 June	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of government responsible for local development planning and implementation of agribusiness and agroindustrial projects and those providing services to agribusiness investors and farmers' organizations; academics and officials of research institutes providing support to farmers and the local food industry; and officials of food industry associations or CEOs and managers of food-processing companies.
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	Preferably between 35 and 50 years.
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

- 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 Colombo. 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 informed 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.

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."

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).



Mari Amano
Secretary-General