



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

22 February 2016

1. **Project Code** 16-AG-09-GE-WSP-B
2. **Title** Advanced Agribusiness Management Course for Executives and Managers
3. **Timing and Duration** 25–29 July 2016 (five days)
4. **Venue** Bangkok, Thailand
5. **Implementing Organization** Thailand Productivity Institute (FTPI)
12-15th Floor Yakult Building, 1025 Pahonyothin Road
Samsennai, Phayathai, Bangkok 10400, Thailand
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Fax: 66-2-619-8099
e-Mail: liaison@ftpi.or.th
6. **Cosponsor** Cornell International Institute for Food, Agriculture and Development, Cornell University, Ithaca, NY, USA
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Vietnam. However, other member countries with special interest in this project may nominate candidates upon consultation with the Secretariat.
8. **Number of Local Participants** Up to six qualified participants
9. **Closing Date for Nominations** 30 May 2016

10. Objectives

To enhance participants' knowledge of recent and emerging developments in global and regional agribusinesses and best practices in the management of agribusiness issues.

11. Background

Opportunities in agribusiness have substantially expanded due to the globalization of trade, the region's rising incomes, and increasing population. These developments have led to increasing interest in this sector and are opening up various opportunities as well as numerous challenges. Efforts to expand agribusiness operations must deal with emerging agroclimatic challenges including the progressive decimation of agricultural lands due to conversion to residential, industrial, and other nonagricultural uses. The challenge to the sector is further exacerbated by the aging of the farming population and the migration of the young labor force to urban areas. In many rural communities in Asia, the farming landscape is changing

with women and the elderly working on the farms. The rapid rate of urbanization of many Asian countries poses both opportunities and challenges for the sector. According to the World Health Organization, the global urban population is expected to grow at an annual rate of approximately 1.84% between 2015 and 2020, 1.63% between 2020 and 2025, and 1.44% between 2025 and 2030. It is estimated that by 2030, Asia will have more than 2.6 billion urban residents, more than half of the world's urban population. The future of the agribusiness in the region will be shaped by these trends, but a looming question is how agriculture can meet the food requirements of the future. In this workshop, the emphasis will be on assessing the future of food and agribusiness in the region.

12. Scope and Methodology

- a. The future of food supply and demand in Asia;
- b. Key players in global food markets;
- c. Food consumption and consumer buying behavior trends;
- d. Food quality and safety issues;
- e. Innovations in food production to increase productivity and sustainability;
- f. Food distribution channels and food marketing systems;
- g. Value addition to food products;
- h. R&D on processed food;
- i. Achieving food security in the future; and
- j. Selected agribusiness case studies.

The workshop will be held back to back with a one-day international open seminar and feature interactive sessions on theme presentations, case studies, group workshop, and company visits.

The tentative program of the workshop is given below:

Date/Time	Activity
Sun., 24 July 2016	Arrival of participants in Bangkok
Mon., 25 July 2016	International open seminar
Tues., 26 July 2016	Presentation of resource papers
Wed., 27 July 2016	Presentation of country case studies Group workshop exercise
Thurs., 28 July 2016	Visits to agribusiness companies Group workshop exercise
Fri., 29 July 2016	Presentation of group discussion output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sat., 30 July 2016	Departure of participants

13. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	CEOs and managers of agribusinesses and academics, consultants or trainers of industry associations.
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 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

14. 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 Cornell University

- a. All assignment costs of one international resource person.

To be borne by the APO

- a. All assignment costs of overseas resource persons other than the one assigned by Cornell University.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Bangkok. 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 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 costs will be borne by the APO for up to two additional overseas participants for up to six days at the rate to be prescribed later.

15. 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 13 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 workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

16. 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.

17. Project Preparation

Case studies and materials will be shared with participants for advance reading. Selected participants may be invited to prepare case studies of their companies related to the theme of this workshop prior to departure.

18. 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.

19. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

20. 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