

# Asian Productivity Organization

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## PROJECT NOTIFICATION

3 April 2012

1. **Project Code** 12-AG-11-GE-TRC-B
2. **Title** Training Course on Value Addition to Agricultural Products for Greater Access to New Markets
3. **Duration** 9–14 July 2012 (six days)
4. **Venue** Manila, Philippines
5. **Implementing Organizations**  
Development Academy of the Philippines (DAP)  
P.O. Box 12788, Ortigas Center, Pasig  
Metro Manila, Philippines  
Phone: (63-2) 631-2143  
Fax: (63-2) 632-2123  
Website: www.dap.edu.ph
6. **Cosponsor** Colombo Plan Secretariat
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam (see 13. Qualifications of Participants)
8. **Number of Local Participants** Up to six qualified participants (see 13. Qualifications of Participants)
9. **Closing Date for Nominations** 31 May 2012
10. **Objectives**
  - 1) To enhance participants' knowledge and understanding of the concepts and various approaches in value addition to agricultural products; and
  - 2) To enable participants to acquire skills in analyzing market opportunities and formulating strategies for enhanced acceptance of agricultural and food products in international markets.

## **11. Background**

The demand for agricultural and food products, both raw and processed, is expected to increase substantially, especially in emerging and growth-leading economies. This trend provides opportunities for agribusinesses in most Asian developing countries to diversify their products and expand their exports. To optimize incomes, both producers and exporters need to explore possibilities for adding value to their products rather than exporting them as traditional raw commodities or unprocessed items.

In agribusiness, value addition may involve the initial processing of raw commodities from farms into intermediate items that are subsequently processed in further stages, adding market value at each stage. It can also refer to other processes that add market value through product differentiation. For example, food grown and processed organically or in eco-friendly ways, regionally branded food products, hormone/antibiotic-free meat, farm by-products or waste processed into goods, and certification of products that meet the specific requirements of consumers can also constitute agricultural value-added processes.

New allied enterprises can be created through value-adding activities such as storing, packaging, crating, labeling, and other postharvest handling which generates employment opportunities. The value addition concept and techniques need to be promoted in the region to improve productivity and create new, diversified enterprises.

## **12. Scope and Methodology**

The course will include interactive lectures, case studies, group exercises, and site visits showcasing various techniques and approaches in adding value to agricultural products.

The topics will be clustered into six modules:

### **Module 1. Global Trends in Supply of and Trade in Agricultural and Food Products**

- Global trends in trade in, supply of, and demand for agricultural and food products
- Opportunities for and challenges in entering overseas markets

### **Module 2. Basics of Value Addition to Agricultural Products**

- Concepts and principles of value addition
- Tools and techniques for value addition

### **Module 3. Development of New Products and Use of By-products**

- Processing and development of new products and by-products
- Utilization of by-products and farm waste

### **Module 4. Adding Value through Packaging and Labeling**

- Food packaging techniques, design, and principles
- Labeling and branding principles and regulations

### **Module 5. Creating Value through Innovative Marketing and Customer Services**

- Different marketing tools and techniques (niche marketing, direct marketing, e-marketing, etc.)
- Customized consumer services

## Module 6. Value Addition through Quality and Safety Assurance Certification

- GHP, GMP, GAP, organic, halal, kosher certification, etc.

At the end of this course, participants are expected to present action plans on how they will disseminate or use the knowledge and/or skills acquired in their company or organizations.

### 13. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Managers and officers of food-processing companies; or officials of governmental and nongovernmental organizations including academia involved in providing training, consultancy, and advisory services to SMEs, cooperatives, and farmers' associations on agricultural production, processing, and marketing.
- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the training course are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. *Those who are not proficient in English need not apply.*
- (f) Health: Physically and mentally fit to attend an intensive training course requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all six days of the training course to qualify for the certificate of attendance.

### 14. Financial Arrangements

#### a) To be borne by the APO:

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Manila for

participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants should purchase discounted tickets. Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries

**b) To be borne by participants or participating countries:**

i) For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal

- 1) Round-trip international airfare between the member country and Manila.
- 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

ii) For all participants

- 1) *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 Philippines.* This insurance requirement is **in addition to** existing government insurance coverage in some member countries. In case 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.

- 2) All expenses related to visa fees and airport taxes.
- 3) 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 on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

**c) To be borne by the host country (Philippines)**

- i) Per diem allowances and hotel accommodation for up to seven days for overseas participants except for those sponsored by the Colombo Plan Secretariat.
- ii) All other local implementation costs.

**d) To be borne by the Colombo Plan Secretariat**

- i) Per diem allowances and hotel accommodation for up to seven days for up to 15 overseas participants from Colombo Plan members.

## 15. Actions by Member Countries

### Nominations

- (a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above.
- (b) Please note that when a candidate is nominated it does not follow that he/she is considered selected. Selection is at the discretion of the Screening Committee. 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. Sometimes candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

### Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
  - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from [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: 81-3-5226-3954).
  - ii) **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 enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in (d)-i), there is no need to send the original by postal mail. 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 specify the candidate's name and the project code on the reverse side of the photograph.

#### Nomination Deadline

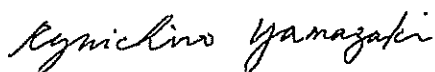
- (f) Member countries are requested to abide by the nomination deadline of 31 May 2012. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

#### Others

- (h) The most qualified participant(s) from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should 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.
- (i) Member countries 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. Further, if they become unable to attend the project, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPOs in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO training course.

#### **16. Other Conditions**

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 homepage (<http://www.apo-tokyo.org>) and will be sent to the selected participants.



Ryuichiro Yamazaki  
Secretary-General