



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

2 August 2016

1. **Project Code** 16-AG-02-GE-CON-A
2. **Project Title** Asian Food and Agribusiness Conference: Innovations for Enhancing the Productivity and Sustainability of Enterprises in Agribusiness and the Food Industry
3. **Duration:** 2–5 August 2016 (four days)
4. **Venue:** Kandy, Sri Lanka
5. **Addendum No.** 2
6. **Reference:** APO Project Notification 16-AG-02-GE-CON-A dated 4 March 2016 and Project Notification Addendum dated 23 June 2016
7. **Details:** Changes in Project Notification Item No. 4 “Venue”

### 7-1 Change in Item 4 Venue

At the request of the Ministry of Agriculture, Sri Lanka, the venue of the project has been changed to **Katunayake**, a suburb of Negombo city in the Western Province.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 4 March 2016 and Project Notification Addendum dated 23 June 2016 pertaining to this conference remain valid.

Any inconvenience due to this change is regretted.

Mari Amano  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

23 June 2016

1. **Project Code** 16-AG-02-GE-CON-A
2. **Project Title** Asian Food and Agribusiness Conference: Innovations for Enhancing the Productivity and Sustainability of Enterprises in Agribusiness and the Food Industry
3. **Duration:** 2–5 August 2016 (four days)
4. **Venue:** Colombo, Sri Lanka
5. **Addendum No.** 1
6. **Reference:** APO Project Notification 16-AG-02-GE-CON-A dated 4 March 2016
7. **Details:** Changes in Project Notification Item No. 4 “Venue”

### 7-1 Change in Item 4 Venue

At the request of the Ministry of Agriculture, Sri Lanka, the venue of the project has been changed to **Kandy**.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 4 March 2016 pertaining to this conference remain valid.

Any inconvenience due to this change is regretted.

Mari Amano  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

04 March 2016

- 1. Project Code** 16-AG-02-GE-CON-A
- 2. Title** Asian Food and Agribusiness Conference: Innovations for Enhancing the Productivity and Sustainability of Enterprises in Agribusiness and the Food Industry
- 3. Timing and Duration** 2–5 August 2016 (four days)
- 4. Venue** Colombo, Sri Lanka
- 5. Implementing Organizations**  
Ministry of Agriculture  
Govijanamandiraya  
80/5, Rajamalwatta Avenue  
Battaramulla.  
Sri Lanka  
Tel: 0094-11-2868918  
Fax: 0094-11-2888910  
e-Mail: moaprojects@gmail.com  
  
National Productivity Secretariat  
10th Floor, Sethsiripaya 2nd stage  
Baththaramulla  
Tel: 91-11-2186026/2186030  
Fax: 91-11-286025  
e-Mail: nposlanka@gmail.com
- 6. Number of Overseas Participants** Up to 36 qualified participants  
(See 12. Qualifications of Participants)
- 7. Number of Local Participants** 12 or more qualified participants  
(See 12. Qualifications of Participants)
- 8. Closing Date for Nominations** 03 June 2016

### 9. Objectives

The Asian Food and Agribusiness Conference aims to provide a unique forum for leaders from the public and private sectors to discuss current and emerging topics of significance for advances in the agribusiness and food industry in Asia. Leaders, policymakers, and stakeholders from the agribusiness and food industry will share and learn about successful models of innovation to enhance the productivity and sustainability of entrepreneurial efforts, particularly agrifood SMEs. These successful models can be promoted in member countries to enable them to enhance the productivity and sustainability of their SMEs in agribusiness and the food industry.

## **10. Background**

The main challenge for the agrifood industry is to guarantee the availability of safe, healthy food for a world population of more than 10 billion by 2050. The industry must achieve this target in the face of increasing consumer demands for high quality product, sustainability concerns, and resource demands for bio-based applications in an era of climate change, intensified competition for fresh water and land, and shifts in dietary patterns. Globally, the majority of farms and food enterprises are small, privately owned, family operations. Thus, there is an urgent need to innovate to support growth, build up the collective capacity of smaller agribusinesses and food enterprises to become efficient and competitive within and across borders, and enable them to operate sustainably.

Key impediments in the transformation of agrifood SMEs into competitive, productive, sustainable entities include their inability to build scale and secure market access, ensure compliance with food safety regulations, improve energy efficiency and reduce waste, manage logistics with reduced effort and cost, and obtain adequate financial resources. The adoption of innovative methods and modern technologies is needed to compete successfully in an increasingly competitive food and agribusiness market environment. Sound policies and programs, appropriate institutional settings, a conducive business environment, resource-efficient technologies, the integration of SMEs into value chains, and other efforts will be needed.

The APO, in line with its strategic direction of catalyzing innovation-led productivity growth in the Asia-Pacific region, is organizing this conference to bring together key stakeholders in the agribusiness and food industry to deliberate issues and challenges and determine a common agenda for adopting innovations to enhance the productivity and sustainability of Asian agrifood SMEs.

## **11. Scope and Methodology**

The four-day conference will consist of plenary thematic sessions with expert presentations, country case models, panel discussion sessions, and site visits.

The tentative themes for the sessions are:

- Session 1: Global and regional trends in models of innovation in agribusiness and the food industry;
- Session 2: Successful models of innovation in agrifood SMEs in Asia;
- Session 3: Emerging markets for innovative Asian agrifood products and services, and SME entry strategies;
- Session 4: e-Business and online marketing in the agrifood industry: Opportunities and innovation challenges for SMEs;
- Session 5: Integrating Asian agrifood SMEs into global value chains through innovation and internationalization;
- Session 6: Greening the food chain and achieving sustainable growth: Cleaner technology adoption and improving the environmental quality of agrifood products; and
- Session 7: Creating an enabling environment for innovation by SMEs in agribusiness and the food industry.

The tentative program of the conference is given below:

<b>Date/Time</b>	<b>Activity</b>
Monday, 1 August 2016	Arrival of participants in Colombo
Tuesday, 2 August 2016	Opening session Sessions 1–2: Presentations and discussions
Wednesday, 3 August 2016	Sessions 3–6: Presentations and discussions
Thursday, 4 August 2016	Field visit to relevant farms, companies, or organizations Session 7: Presentations and discussions
Friday, 5 August 2016	Panel discussions Formulation of strategic recommendations Program evaluation Summing-up session Closing session
Saturday, 6 August 2016	Departure of participants

## **12. Qualifications of Candidates**

The participants in this conference are expected to possess the following qualifications:

Present Position	Senior policymakers and planners, agricultural professionals, and CEOs and managers of agribusinesses and agricultural financing institutions; officials of government or agribusiness/food industry associations; and academics in charge of promoting agribusiness development.
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 conference 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 program 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 35 and 55 years of age.
APO Certificate	Participants must attend all four days of the conference to qualify for the 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 on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

#### **To be borne by the host country (Sri Lanka)**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to five 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 participant's place of work and Colombo, Sri Lanka. 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. Per diem allowances and hotel accommodations for up to 18 overseas participants not covered by the host country for up to five days at the rate to be specified later.

### **14. Actions by Member Countries**

- a. Each country is requested to nominate four or more candidates in the order of preference. Please ensure the candidates come from the different sectors, and 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 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 enumerated 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 conference.

- l. NPOs should inform participants that they must attend all three days of the project to qualify for the certificate of attendance.
- m. Self-financed participants may apply directly to the APO Secretariat provided that they meet the required qualifications in section 12.

#### **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. If there are multiple participants from the same country, they are encouraged to cooperate in preparing one paper on any of the themes of the conference. 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 encouraged to prepare follow-up plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the conference.

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



Mari Amano  
Secretary-General