



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

10 July 2015

1. **Project Code** 15-IN-24-GE-SMN-B
2. **Title** Study Mission to a Nonmember Country on the Use of ICT in Service-sector Firms for Productivity Improvement
3. **Timing and Duration** 9–13 November 2015 (five days)
4. **Venue** San Francisco, CA, USA (Silicon Valley)
5. **Implementing Organizations**

APO Secretariat
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Address: 288 Casitas Bulevar
Los Gatos, CA 95032
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Phone: 1-408-379-6164
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6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, IR 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. **Closing Date for Nominations** 30 September 2015
8. **Objectives**
 - a. To learn and exchange information and experiences on the innovative use of information and communication technology (ICT) in the service sector for accelerated productivity growth and improvement in the quality and cost of services;
 - b. To gather new knowledge on ICT applications in the service industry for increasing productivity and competitiveness; and

- c. To establish networks with experts and professionals working in this field.

9. Background

Advances in ICT have given rise to multimedia and online phenomena that hold great promise for productivity promotion and enhancement, information dissemination, and other applications. ICT can boost productivity in all economic sectors in different ways. The ICT sector has grown rapidly since the early 1990s, and recent advances, especially in software, have made the sector a hotbed of innovation and technological progress. The Internet, interactive platforms/websites, new technologies, smart phones, etc. have direct/indirect impacts on productivity in the industry and service sectors. In the service sector, four subsectors have particularly great potential for ICT use to raise productivity: wholesale and retail trade; hotels and restaurants; transport, storage, and communications; and finance, real estate, and business activities.

In February 2013, a workshop was organized in IR Iran focusing on the impact of ICT on the service sector, which generated higher levels of awareness of its significance for service-sector productivity. This was followed by a workshop on the Effects of Advances in ICT on Total Factor Productivity in Seoul, ROK. The impact of ICT on SMEs was also discussed in the APO's Top Management Forum organized in the same year.

This study mission to a nonmember country will focus on ICT best practices in the service sector in general, which may narrow depending upon the interest of participants. It will expose participants to new, innovative ICT applications in the service sector and their results. It will also provide participants with opportunities to visit ICT businesses and interact with ICT experts and professionals.

10. Scope and Methodology

This study mission will consist of presentations by ICT experts, academics, and professionals on ICT-related policies; ICT for the service sector; techniques for storage, retrieval, manipulation, transmission, or receipt of digital data; the impact of ICT on service-sector productivity; and visits to ICT businesses in Silicon Valley.

The tentative program of the study mission is given below:

Date/Time	Activity
Sun., 8 November 2015	Arrival of participants in San Francisco
Mon., 9 November 2015	Opening session Presentation of resource papers on ICT
Tues., 10 November 2015	Introduction of ICT uses in the service sector in Silicon Valley and ICT company visit
Wed., 11 November 2015	Visit to Stanford University and its business school Visit to ICT company
Thurs., 12 November 2015	Study visit to logistics company/hotel
Fri., 13 November 2015	Study visit to Microsoft/Google Program evaluation by participants, resource

Sat., 14 November 2015

persons, and implementing organizations
Summing-up session
Closing session
Departure of participants

11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	ICT experts/professionals or productivity practitioners with suitable IT backgrounds including industrial engineers, industrial managers, ICT policymakers, and service-sector representatives using specific ICT tools.
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 expected to participate in discussions and make 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 55 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

12. Financial Arrangements

To be borne by participants or participating countries

- a. International airfare between the international airport nearest to the participant's place of work and San Francisco, CA, USA.
- b. Any travel expenses related to visa fees, and airport taxes.
- c. Participants' insurance premiums: All participants must 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.

- d. 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.

To be borne by the APO

- 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 assignment costs of resource persons.
- c. All local implementation costs.

13. 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 11 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 Industry Department, APO Secretariat (e-mail: ind@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 study mission.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

14. 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.

15. Postproject Actions

All participants are required to prepare action plans based on their learning from the study mission for follow-up and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the study mission.

16. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be

reported to the APO director concerned.

17. 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).

A handwritten signature in black ink, appearing to read 'Mari Amano', with a stylized flourish at the end.

Mari Amano
Secretary-General