



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

13 November 2014

1. **Project Code** 15-IN-39-GE-WSP-B
2. **Title** Workshop on Market Access for SMEs in the Service Sector
3. **Duration and Timing** 10–13 March 2015 (four days)
4. **Venue** Seoul, Republic of Korea
5. **Implementing Organization** Korea Productivity Center (KPC)  
57-1 Sajik-ro, Jongno-gu, Seoul 110-751  
Republic of Korea  
Phone: 82-2-724-1180  
Tax: 82-2-737-9140
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, ROC, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam. However, other member countries with special interest in the subject are also encouraged to apply.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 30 January 2015
9. **Objectives**

To learn about global market access strategies, promote market access by sharing success stories, and understand laws and regulations governing SMEs in the service sector.

### 10. Background

In the dynamic world of today, intense global competition in market access and rapid changes in the business environment are forcing enterprises to become more agile. Realizing the importance of productivity improvement of SMEs in the global business environment, the APO organized a workshop on Market Access for SMEs in 2011. The service industry plays

an important role in the economies of most countries in the Asia-Pacific region not only because of their sheer numbers but also the variety of their activities. In 2015, the APO is organizing this workshop to enable participants to understand the global market access situation and provide an overview of challenges faced by SMEs seeking greater market access in the service sector.

This workshop aims to share information on global market access strategies and best practices for global competitiveness adopted and promoted by prominent companies from advanced countries in the service sector. At the end of this workshop, participants are expected to prepare action plans on how to increase the global market access of their organizations based on what they learned and discussed.

## **11. Scope and Methodology**

### **Scope**

- a. The present status of and new trends in global market access strategies and management;
- b. Best practices and successful examples of global market access in the service sector; and
- c. Obstacles to and opportunities for increased market access.

### **Methodology**

Presentations and lectures, site visits, group discussions, country paper presentations, and action plan presentation.

#### **The tentative program of the workshop is:**

<b>Date/Time</b>	<b>Activity</b>
Mon., 9 March 2015	Arrival of participants
Tues., 10 March	Opening session Presentation (1)
Wed., 11 March	Presentations (2), Country paper presentations
Thurs., 12 March	Site visits
Fri., 13 March	Group discussion, action plan presentations, and closing session
Sat., 14 March	Departure of participants

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	SME owners, entrepreneurs, and government officials/NPO consultants involved in increasing market access in the service sector.
Experience	Substantial work experience in relevant areas.

Education	Bachelor's degree from a university or equivalent qualification as a minimum requirement, and preferably a graduate degree.
Language	Proficiency in written and spoken English is essential.
Health	Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.
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.

### **13. Financial Arrangements**

#### **To be borne by participants or participating countries**

- a. Participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum of US\$10,000.00 for the entire duration of the project and travel and must submit to the APO a copy of the comprehensive travel insurance certificate before participation. Such insurance must be valid in the countries to be visited. If a participant is unable to arrange for insurance coverage in the host country at the start of the project, he/she must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization 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, late departure or rerouting of air tickets, for example, due to either limited available flights or any other reason.

#### **To be borne by the host country**

- a. Hotel accommodations and per diem allowances for 18 overseas participants for five days at the rate to be prescribed later.
- b. All local implementation costs.

#### **To be borne by the APO**

- a. All assignment costs for 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 Seoul, Republic of Korea. 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](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 Industry Department, APO Secretariat (e-mail: [ind@apo-tokyo.org](mailto: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 program.
- l. NPOs should inform participants that they must attend all four 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**

Prior to departure for the project venue, the selected participants will be required to submit a written country paper on Market Access for SMEs in the Service Sector. The guidelines will be provided later.

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



Mari Amano  
Secretary-General