



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

22 April 2014

1. **Project Code** 14-IN-24-GE-WSP-A
2. **Title** Workshop on Innovation in Information and Communication Technology and Productivity Growth: Sharing of Evidence from Service-sector Firms
3. **Timing and Duration** 16–19 September 2014 (four days)
4. **Venue** Seoul, Republic of Korea
5. **Implementing Organization** Korea Productivity Center
57-1 Sajik-ro, Jongno-gu
Seoul 110-751, ROK
Phone: 82-2-724-1180
Fax: 82-2-737-9140
e-Mail: syohan@kpc.or.kr
6. **Number of Overseas Participants** Up to 18 qualified participants
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 7 July 2014
9. **Objectives**

To share and exchange information on and experience in the innovative use of information and communication technology (ICT) in the service sector for accelerated productivity growth and improvement in the quality of services and promote the use of ICT in the sector.

10. Background

The service sector plays a vital role in a country's economic growth. This has become especially evident recently in the Asia-Pacific region. The service sector is one of the major contributors to the GDP of many APO member countries. There has been increasing demand to improve productivity in the service sector, although this is challenging. Service-sector innovation can result in quantum leaps in productivity and involves harnessing the creativity of employees to increase effectiveness and enhance overall productivity.

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 the service sector. The ICT sector has been growing rapidly since the early 1990s, and recent advances, especially in software, have made the service sector a hotbed of innovation and technological progress. The Internet, interactive platforms/websites, IT, smartphones, etc. have direct/indirect impacts on productivity in the service sector. This workshop will discuss the effects of ICT on service-sector productivity, analyze current ICT policies of APO members, and examine likely future

trends in ICT development and their relationship with service-sector productivity.

11. Scope and Methodology

Scope

The tentative modules to be covered are:

- a. Latest ICT policies and techniques for the service sector;
- b. ICT impact on service-sector productivity; and
- c. ICT for continuous innovation and overall productivity growth in the service sector.

Methodology

Expert and individual presentations, sharing of best practices and success stories, group discussions, and observational site visits.

The tentative program of the workshop is given below:

Date/Time	Activity
Mon., 15 September 2014	Arrival of participants in Seoul
Tues., 16 September	Opening session Presentation of resource papers
Wed., 17 September	Presentation of resource papers Presentation of country papers
Thurs., 18 September	Presentation of country papers Group exercise Presentation of group discussion output
Fri., 19 September	Field visits to relevant organizations Program evaluation by participants, resource persons, and implementing organization
Sat., 20 September	Summing-up and closing session Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Managers from the service sector with suitable IT backgrounds, representatives of service-sector firms with ICT applications, ICT experts/professionals, productivity practitioners with suitable IT backgrounds, and NPO and service-sector staff using specific ICT tools.
Experience	Preferably five to 10 years of experience in a related field.
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 likely to be between 35 and 55 years.
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' 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 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 participants' place of work and Seoul. 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). 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 send the originals of the documents to the APO Secretariat by postal mail 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.

1. 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

Each selected candidate is requested to prepare a country paper following the guidelines to be provided later.

17. Postproject Actions

All participants are obligated to prepare action plans and share the plans with their NPOs.

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 website (www.apo-tokyo.org).



Mari Amano
Secretary-General