

Asian Productivity Organization

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PROJECT NOTIFICATION

14 December 2011

1. **Project Code:** 12-IN-42-GE-TRC-B
2. **Project Title:** **Training Course on Knowledge Management for the Service Sector**
3. **Duration:** 11–14 September 2012 (four days)
4. **Venue:** Seoul, Republic of Korea
5. **Implementing Organization:** **Korea Productivity Center (KPC)**
Address: 57-1 Sajik-ro, Jongno-gu
Seoul 110-751, ROK
Telephone: (82) 2-724-1180
Facsimile: (82) 2-737-9140
6. **Number of Overseas Participants:** Up to 18 qualified participants from Bangladesh, Cambodia, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam. 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:** 10 August 2012

All nominations along with the **completed biodata** form and medical certificate of the nominees should reach the APO Secretariat by the above date. Selection of participants will be completed immediately after this date. Member countries are requested to inform the APO Secretariat as soon as possible if they decide not to nominate anyone for the project.
9. **Objective:**
 - To learn about the emerging strategies for successful application of knowledge management (KM) in the service sector;
 - To share experience in implementing such strategies in service sector;

- To study the best practices, tools and technique of KM in service sector; and
- To study KM framework for promoting and implementing KM in the service sector in APO member countries.

10. Background

Today, the service sector is one of the major contributors to the GDP of many APO member countries. However, the overall productivity level of the service sector, including that in developed APO member countries, is not very high. Generally, the service sector has been slow in embracing KM and does not fully understand its benefits.

This training course aims to train managers of service enterprises and facilitators in the APO KM framework and approach and introduce a variety of basic and advanced KM tools and techniques for the service sector. By training service sector professionals, consultants, and managers, it is hoped that they will be able to utilize APO KM framework and approach to implement KM in simple, practical ways enhancing overall productivity. The APO organized an e-learning course on KM for service sector in 2011 which was well received indicating high interest of service sector organizations in KM. In this view, this intensive training course on the same topic has been planned in 2012. This course will be developed based on the combination of basic and advanced information on KM for service sector. The course will include site visit(s) to learn practical aspects of KM implementation in service sector and relevant practice oriented case studies and group exercises. It is expected that this course will enable participants to strengthen the institutional capacity of their organizations in service sector by adopting KM.

11. Tentative Scope and Methodology

Scope

- a) The what and why of KM;
- b) APO KM framework;
- c) APO KM implementation approach, training materials, and curriculum;
- d) Basic and advanced KM tools and techniques for the service sector; and
- e) Essential skills for facilitators, consultants, and trainers in service sector.

Methodology

Lectures, case studies, presentations, syndicate exercises, interactive discussions, and assessment test.

12. Requirements of Candidates

- a) Age: Preferably between 30 and 45 years.
- b) Education: Preferably university degree or equivalent qualification.
- c) Present Position: Managers of service enterprises implementing KM in their operations and management systems, experts from universities or research institutes, KM management consultants, or NPO trainers dealing with the service sector.
- d) Experience: At least five years of experience in a related field.

- e) Language: Proficiency in written and spoken English is essential.
Proficiency
- f) Health: Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.

13. Financial Arrangements

a) To be borne by the APO

i) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Seoul, ROK, for participants for all participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from nonprofit organizations and SMEs from other member countries. As far as practicable, all participants should purchase discount tickets (following IATA PEX or other applicable discount fares). Please note that arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Project Participants" dated 7 July 2006, which will be sent to the selected participants and is available from APO Liaison Officers in member countries.

ii) All assignment costs of overseas resource persons.

b) To be borne by the host country—Republic of Korea

i) Expenses for hotel accommodations for 18 overseas participants for five days;

ii) Per diem allowances for all overseas participants for up to five days; and

iii) Other local implementation costs.

c) To be borne by participants or participating countries

i) For participants from profit-making organizations, except for 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 Seoul; and
- 2) Participating Country Expenses at US\$50 per participant, payable to the APO in convertible currency.

ii) For all participants:

1) Participants must be fully insured against accident and illness (including hospitalization) 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.

2) 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.

3) Any expenses related to visa fees and airport taxes.

14. Actions by Participating Countries

a) Each member country is requested to nominate two or more candidates for selection. Please ensure that candidates nominated meet the qualifications specified above.

b) We will not accept any form of self-nomination. All nominations must be endorsed and submitted by an APO Director, Alternate Director, Liaison Officer, or their designated officer.

c) Please note that nomination does not necessarily guarantee that a candidate 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. Sometimes candidates are not selected because they are overqualified.

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 candidates' 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. 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.

ii) 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 for this particular project self-declaration is sufficient for candidates without any of the 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) Member countries are encouraged to submit the necessary documents electronically as mentioned in (d)-(i). 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 Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

f) Member countries are requested to abide by the nomination deadline specified in Section 8 on the first page. The APO 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) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.

h) Member countries are requested to inform candidates that, once selected, 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 should become unable to take part, the NPOs concerned are requested to inform the APO and the host country promptly of their reason for withdrawal.

i) Each selected candidate is required 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 project.

15. 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 (http://www.apo-tokyo.org/05part_guide.htm).



Ryuichiro Yamazaki
Secretary-General