



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

14 June 2013

1. **Project Code** 13-AG-03-GE-WSP-B
2. **Title** Workshop on Private Food Safety and Quality Standards for Enhancing Market Access
3. **Duration** 4–8 November 2013 (five days)
4. **Venue** Taipei, Republic of China
5. **Implementing Organization** China Productivity Center
6. **Number of Overseas Participants** **Up to 18 qualified participants from** Bangladesh, Cambodia, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam (see 12. Qualifications of Participants)  
  
Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.
7. **Number of Local Participants** Up to six qualified participants (See 12. Qualifications of Participants)
8. **Closing Date for Nominations** 2 September 2013
9. **Objectives**
  - 1) To study the features of different private food safety and quality standards;
  - 2) To identify issues and challenges faced by farmers and SMEs in the agrifood industry in meeting the requirements for certification in private food standards; and
  - 3) Identify strategies to enable SMEs in the agrifood industry to meet such requirements.

### 10. Background

Private food standards in agrifood chains have become increasingly important due to the power and influence of retailers in the food industry. These standards were developed and are operated not by the public sector but by associations of private enterprises, mainly in the retail industry and mostly used in B2B transactions. They are diverse in their forms and contents depending on targeted products, objectives, and owners of the standards. There are some international private food standards aimed at ensuring food safety as exemplified by GlobalGap, ISO 22000, FSSC 22000, BRC, and IFS. There are also some private food standards that focus on the quality aspects of food and agricultural products in terms of production and process methods. There is no legal obligation for exporters to obtain

certification under private food standards, but business partners in the food supply chain may require suppliers to be certified by third parties. The certification entails costs, and the proliferation of such standards is becoming an obstacle for exporters in the agriculture and food sectors in developing countries. In response to concerns about the emergence of many different but similar standards, the Global Food Safety Initiative has been conducting benchmarking activities for private food standards.

Producers and exporters of agrifood products in APO member countries need to know and understand the standards and requirements for certification. It is also important to understand the issues faced by SMEs and farmers in complying with such standards. The lack of inclusiveness in the standard development process, complicated nature of the standards, and high cost of certification are among the typical challenges for SMEs and farmers in the Asian region.

This workshop will provide opportunities for participants from government, food industry associations, producers' associations, and private companies to review and study private food standards and consider appropriate strategies to meet their requirements.

## **11. Scope and Methodology**

The workshop will consist of resource and country paper presentations, group workshops, and visits to selected agrifood-processing companies that are certified by private food standards. The tentative topics to be covered are:

- 1) Overview and comparison of the features of different private food standards;
- 2) Certification requirements and process under each private food standard;
- 3) Issues arising from complying with standards experienced by SMEs in APO member countries; and
- 4) Best practices to respond to the requirements of private food standards.

## **12. Qualifications of Participants**

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

- (a) Age: Preferably between 35 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Representatives of associations in the food-processing industry, government officers responsible for standards or export promotion, researchers, or exporters of food and agricultural products.
- (d) Experience: At least three years of experience in the position described in (c) above.
- (e) Language: All proceedings of the workshop 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 need not apply.

- (f) **Health:** Physically and mentally fit to attend an intensive workshop requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental stress).
- (g) **Attendance:** Participants must attend all five days of the workshop to qualify for the certificate of attendance.
- (h) **Postproject:** 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.

### **13. Financial Arrangements**

#### **a) To be borne by the APO:**

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Taipei. As far as practicable, all participants should purchase discounted tickets. Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

#### **b) To be borne by participants or participating countries:**

##### *For all participants*

- i) *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 Republic of China.* 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.

- ii) All expenses related to visa fees and airport taxes.
- iii) 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.

#### **c) To be borne by the host country (Republic of China):**

- i) Per diem allowances and hotel accommodation for up to 18 overseas participants for

- ii) up to six days at the rate to be specified later.  
All local implementation costs.

#### 14. Actions by Member Countries

##### Nominations

- (a) Each selected country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above.
- (b) Please note that when a candidate is nominated it does not follow that he/she is considered selected. Selection is at the discretion of the Screening Committee. 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 the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

##### Required Documents

- (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 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).
  - ii) **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.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, participating countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, participating countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in d)-i), there is no need to send the original by postal mail. 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 specify the candidate's name and the project code on the reverse side of the photograph.

### Nomination Deadline

- (f) Member countries are requested to abide by the **nomination deadline of 2 September 2013**. 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.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence 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.

### Others

- (h) Should some candidates fail to qualify or be unable to participate after selection, or should 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.
- (i) Member countries 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. Further, if they become unable to attend the project, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPOs in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO workshop.

## **15. Country Paper Preparation**

The participants are required to prepare a brief case study prior to departure for the project venue for presentation during the workshop. In preparing the country paper, they are expected to follow the attached "Guidelines for Preparation of Country Papers."

## **16. Other Conditions**

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)) and will also be sent to the selected participants.



Ryuichiro Yamazaki  
Secretary-General

## Workshop on Private Food Safety and Quality Standards for Enhancing Market Access

Guidelines for Preparation of Country Paper

Each participant in the workshop is required to submit a **country paper**. The paper should be typewritten, single-spaced on standard A4-size bond paper, and be between 3 and 5 pages in length, excluding tables/figures. A copy of the paper should reach the APO Secretariat, Japan, and the CPC, no later than 4 October 2013.

The country paper may be written in the personal capacity of the participant but must be substantiated with references/a bibliography to acknowledge previously published material cited.

Participants are also required to prepare a **summary or abstract of their paper not exceeding 300 words**. It should contain only the salient points of the country paper. Participants are strongly advised to use PowerPoint for the presentation of their papers.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the case studies but rather to encourage the inclusion of the most relevant information to make them more substantial and meaningful.

**TOPICAL OUTLINE**

1. If food business associations or farmers' associations in your country have established any private food standard aimed at ensuring food safety or product quality or other socioeconomic objectives, please specify and explain in detail.
2. If there are examples of food-processing companies or farmers (and primary product growers and their processing industry) that have obtained certification under private standards required by their business counterparts, please give detailed information on those private standards.
3. If there is any opinion of exporters of processed food, agricultural, or fishery and forestry products, or of food safety experts in academia or the public sector on the global trend for the proliferation of private standards, please give explanations of those opinions.