



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

26 July 2013

- 1. Project Code:** 13-AG-07-GE-TRC-B
- 2. Title:** e-Learning Course on Export Promotion and Market Access for Agriculture and Food Products from Asia  
(Based on the Global Development Learning Network of the World Bank Platform)
- 3. Addendum No.:** 2
- 4. Reference** APO Project Notification 13-AG-07-GE-TRC-B dated 5 April 2013 and Project Notification Addendum No. 1 dated 12 July 2013

### 5. Details

- a) Item No. 4 “Venues” will change as follows:

Session 1: Cambodia, Fiji, Mongolia, and the Philippines  
Session 2: India, Nepal, Pakistan, and Sri Lanka  
Session 3: Bangladesh, Indonesia, IR Iran, Thailand, and Vietnam

- c) Item No. 5 “Implementing Organizations” will change as follows:

Session 1:  
1) Cambodia: National Productivity Centre of Cambodia  
2) Fiji: National Training & Productivity Centre, Fiji National University  
3) Mongolia: Mongolian Productivity Center  
4) Philippines: Development Academy of the Philippines

Session 2:  
1) India: National Productivity Council  
2) Nepal : National Productivity and Economic Development Centre  
3) Pakistan: National Productivity Organization  
4) Sri Lanka: National Productivity Secretariat

Session 3:  
1) Bangladesh: National Productivity Organisation  
2) Indonesia: Ministry of Manpower and Transmigration  
3) IR Iran: National Iranian Productivity Organization  
4) Thailand: Thailand Productivity Institute  
5) Vietnam: Vietnam Productivity Centre

Unless otherwise modified by the APO in writing, the other provisions of the Project Notification dated 5 April 2013 and Project Notification Addendum No. 1 dated 12 July 2013 pertaining to this e-Learning Course will remain valid.

*Ryuichiro Yamazaki*

Ryuichiro Yamazaki  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

12 July 2013

- 1. Project Code:** 13-AG-07-GE-TRC-B
- 2. Title:** e-Learning Course on Export Promotion and Market Access for Agriculture and Food Products from Asia  
(Based on the Global Development Learning Network of the World Bank Platform)
- 3. Addendum No.:** 1
- 4. Reference** APO Project Notification 13-AG-07-GE-TRC-B dated 5 April 2013

### 5. Details

- a) Item No. 3 "Duration" will change as follows:

Session 1: 3–5 September 2013  
Session 2: 17–19 September 2013  
Session 3: 19–21 November 2013

- b) Item No. 4 "Venues" will change as follows:

Session 1: Cambodia, Fiji, Mongolia, and the Philippines  
Session 2: India, IR Iran, Nepal, Pakistan, and Sri Lanka  
Session 3: Bangladesh, Indonesia, Thailand, and Vietnam

- c) Item No. 5 "Implementing Organizations" will change as follows:

#### Session 1:

- 1) Cambodia: National Productivity Centre of Cambodia
- 2) Fiji: National Training & Productivity Centre, Fiji National University
- 3) Mongolia: Mongolian Productivity Center
- 4) Philippines: Development Academy of the Philippines

#### Session 2:

- 1) India: National Productivity Council
- 2) IR Iran: National Iranian Productivity Organization
- 3) Nepal: National Productivity and Economic Development Centre
- 4) Pakistan: National Productivity Organization
- 5) Sri Lanka: National Productivity Secretariat

Session 3:

- 1) Bangladesh: National Productivity Organisation
- 2) Indonesia: Ministry of Manpower and Transmigration
- 3) Thailand: Thailand Productivity Institute
- 4) Vietnam: Vietnam Productivity Centre

b) Item 7. "Closing Date for Nominations" will change as follows:

- |            |                 |
|------------|-----------------|
| Session 1: | 2 August 2013   |
| Session 2: | 16 August 2013  |
| Session 3: | 21 October 2013 |

Unless otherwise modified by the APO in writing, the other provisions of the Project Notification dated 5 April 2013 pertaining to this e-Learning Course will remain valid.



Ryuichiro Yamazaki  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

5 April 2013

1. **Project Code:** 13-AG-07-GE-TRC-B
2. **Title:** e-Learning Course on Export Promotion and Market Access for Agriculture and Food Products from Asia  
(Based on the Global Development Learning Network of the World Bank Platform)
3. **Duration**

Session 1:	20–22 August 2013
Session 2:	3–5 September 2013
Session 3:	17–19 September 2013
4. **Venues**

Session 1:	Bangladesh, Indonesia, Thailand, and Vietnam
Session 2:	Cambodia, Fiji, Mongolia, and the Philippines
Session 3:	India, IR Iran, Nepal, Pakistan, and Sri Lanka
5. **Implementing Organizations**

APO Secretariat and the following NPOs:

Session 1:	Bangladesh:	National Productivity Organisation
	Indonesia:	Ministry of Manpower and Transmigration
	Thailand:	Thailand Productivity Institute
	Vietnam:	Vietnam Productivity Centre
Session 2:	Cambodia:	National Productivity Centre of Cambodia
	Fiji:	National Training & Productivity Centre, Fiji National University
	Mongolia:	Mongolian Productivity Organization
	Philippines:	Development Academy of the Philippines
Session 3:	India:	National Productivity Council
	IR Iran:	National Iranian Productivity Organization
	Nepal:	National Productivity and Economic Development Center
	Pakistan:	National Productivity Organization
	Sri Lanka:	National Productivity Secretariat
6. **Number of Participants** More than 20 participants from each participating country

**7. Closing Date  
For Nominations**

Session 1: 19 July 2013  
Session 2: 2 August 2013  
Session 3: 16 August 2013

**8. Objectives**

- a) To review the key strategies of the export promotion and development programs of governments in member countries and assess the extent to which these are supporting productivity improvement and competitiveness enhancement among SMEs in the agrifood exporting business;
- b) To enhance understanding of current rules, procedures, and requirements for exporting agrifood products to selected international markets and assess opportunities for SMEs from Asia; and
- c) To identify capacity development needs of SMEs in the food exporting business to improve their productivity and competitiveness in overseas markets.

**9. Background**

Most governments, especially in Asia, make export promotion and development a priority in their national development strategies to help them achieve specific economic development goals. Those goals include increasing foreign exchange earnings to achieve balance-of-payments equilibrium or even increasing the balance-of-payments surplus and full employment. Increased export growth is believed to also trigger productivity consciousness, as companies that want to penetrate new markets or those who want to maintain their share in the current export market must improve their operational efficiency and overall productivity to stay competitive. Thus, in many countries, both the government and private sector are working together in developing appropriate strategies to support exporters and achieve national export targets. Some governments provide a package of technical assistance, including the creation of trade promotion missions and/or trade attachés in their overseas missions to look for new markets and identify customers in those markets.

In many cases where government support is inadequate, private companies must develop their own export promotion strategies. It is noted that current information and communication technologies, especially the Internet, make it easier for private companies to connect with individuals and businesses worldwide. However, it is still difficult for SMEs to attract potential customers and meet documentary and other regulatory requirements for export transactions. Also, most information on overseas markets is not readily available. The lack of knowledge about how to market abroad effectively and how to meet the regulatory requirements prevents many SMEs from venturing into exporting business or, if already in it, to increase their exports.

Governments and private businesses should explore new export markets and/or identify and develop products still in demand in traditional markets. The current situation requires that efforts be made not only to diversify markets but also to diversify the product composition in the export basket. It is also important for potential exporters to understand the rules and procedures governing agrifood product imports to such markets and develop appropriate promotion strategies to gain access to various markets.

## 10. Modality of Implementation

This course is offered through videoconferencing using the World Bank's Global Development Learning Network (GDLN) platform. GDLN centers in participating countries will be used for this purpose. In countries where World Bank facilities are not available, other service providers will be tapped. *Professional experts will conduct the training course.* The course will be implemented in three sessions as described above. Each country team will make presentations to share their experience in export promotion which will be moderated by a local coordinator. On the last day, a written examination will be conducted to test the participants' learning from the course. Performance in the examination will be one of the criteria for selection of the participants for the subsequent follow-up training course.

### *Follow-up face-to-face course*

The APO will organize a multicountry face-to-face program on international export promotion in 2014. One or two of the best-performing participants in this e-learning course from each country might be selected to attend through the concerned NPO.

## 11. Scope and Methodology

### *Scope:*

The tentative main topics to be covered are:

- a) Overview of the export promotion and development program in selected countries
- b) The dynamics of the agrifood export business: Opportunities, issues and challenges
- c) Market trends and opportunities for Asian agrifood products in major global markets;
- d) Key regulations governing the entry of food products in major markets (USA, Japan, PR China, others);
- e) Formulation of export promotion strategies for new products and/or new markets;
- f) Development of business intelligence and other support programs for exporters in member countries; and
- g) Capacity development needs of agrifood exporters in member countries.

### *Methodology:*

The course will comprise a combination of videoconferencing and offline sessions such as online lectures, online discussions, and online presentations of case studies; group exercises, and individual assignments.

## 12. Qualification of Participants

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present position: Executives, managers, and staff of agrifood-exporting companies; officials of agriculture and trade promotion agencies and related organizations, food industry associations, and exporters'

associations; and academics involved in research and extension related to export promotion and management of export programs.

- (d) Experience: At least one year of experience in a related field.
- (e) Language Proficiency: Proficiency in written and spoken English is essential.

### **13. Financial Arrangements**

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

- i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- ii) Rental and other charges of the GDLN/videoconferencing centers in participating countries and Japan.
- iii) Honorarium for a local coordinator in each participating country.

#### **(b) To be borne by participating countries**

- i) Any other local implementing costs not covered by the APO.

### **14. Actions by Participating Member Countries:**

The NPO of each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. Please adhere to the nomination deadlines given in section 7 of this document and ensure that candidates nominated meet the qualifications prescribed above.

Each NPO will identify an appropriate local coordinator. The coordinator will moderate all technical sessions including group exercises/individual assignments in consultation with the NPO and chief resource person identified by the APO. The group exercises will include experience sharing, views of participants on international export promotion, and review of online sessions. The coordinator will also make all necessary arrangements with the local GDLN/videoconferencing centers prior to commencement of the training course to ensure that the facility is ready for the training sessions.



Ryuichiro Yamazaki  
Secretary-General