



PROJECT NOTIFICATION

Ref. No.: 22-CP-31-GE-WSP-A-PN2200052-001

Date of Issue	08 August 2022
Project Code	22-CP-31-GE-WSP-A
Title	Workshop on Business Models for the Recovery Phase in the Service Industry
Timing and Duration	27–29 September 2022 (three days)
Hosting Country(ies)	Singapore
Modality	Digital Multicountry
Implementing Organization(s)	Singapore Productivity Centre and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Government officials in charge of service-sector productivity policy, consultants or trainers from National Productivity Organizations or firms, and representatives of industrial associations or enterprises in the service sector, responsible for developing productivity improvement and business recovery programs
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	12 September 2022

1. Objectives

- a. Examine effective business models for enhancing service-sector productivity.
- b. Discuss framework and strategy for business recovery in the service industry.
- c. Share best practices and exchange information on productivity enhancement initiatives in the services industry in APO members.

2. Background

In July 2021, the Word Travel and Tourism Council reported the largest recorded decline in the GDP contribution by the travel and tourism sector in the Asia-Pacific region due to COVID-19. GDP in the region fell more than 53% compared with the global fall of 49%. The council also reported a 74% decrease in spending by foreign travelers due to closures of international borders.

This year, although most countries in the Asia-Pacific have reopened their borders, international travel is expected to remain restricted due to varying levels of infection risk, vaccination rates, and quarantine requirements. In a report published in early 2022, the ADB forecast that international travel in Asia would be “tentative and sporadic” amid concerns about new COVID-19 variants in destinations and fears of their spread by infected travelers upon returning home.

The pandemic has therefore created drastic changes in the business environment of the service sector, especially hotels, aviation, retail, tourism, and food and beverages. These changes may likely persist over the long term, requiring players in this sector to rethink their business models to adjust to the new normal. Considering the importance of this industry to most APO members, it is vital to assist them in selecting the most effective business recovery models.

This workshop will discuss how the services industry can recover from the pandemic by reviewing current issues, challenges, and new opportunities and sharing recent best practices in APO members.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Overview of service-sector postpandemic
- Future of the postpandemic services industry
- Business recovery models for the services industry

Day 2:

- Business frameworks to formulate strategies for recovery
- Digitalization and the changing landscape in the services industry
- Workforce and talent development strategies

Day 3:

- Sharing of best practices from selected member
- Challenges and opportunities for the services industry

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.

- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read "Mochtan".

Dr. AKP Mochtan
Secretary-General