



## PROJECT NOTIFICATION

Reference No.: 42

<b>Date of Issue</b>	10 March 2023
<b>Project Code</b>	23-CP-32-GE-WSP-A
<b>Title</b>	Workshop on Reskilling of the Workforce in the Service Sector
<b>Timing</b>	16 May 2023–18 May 2023
<b>Hosting Country(ies)</b>	Pakistan
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	National Productivity Organization, Pakistan and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	24 April 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Introduce the concept of reskilling in the service sector to increase productivity for meeting corporate needs; discuss methods for reskilling of the workforce and incorporating digitalization; and share global approaches to reskilling and case studies from member economies to advance reskilling efforts.
<b>Rationale</b>	The introduction of automation and digitalization has significantly changed the customer experience and contactless operations in the service sector. Thus, employee reskilling to meet the demands of digitalization is an urgent task for service enterprises in many APO members to remain relevant and productive.
<b>Background</b>	<p>The service sector is already a significant driver of economic output, growth, and employment in many APO member economies, although there is still plenty of room for improvement because repetitive, face-to-face service operations are especially vulnerable to replacement by AI. Boosting service-sector productivity requires addressing a wide range of policy distortions and investments in human capital.</p> <p>A World Economic Forum study in 2020 showed that 75 million jobs would be lost to automation by 2025, while 133 million new ones would be created by the introduction of Industry 4.0. This indicates that there are many opportunities for employees who are willing to learn new skills to remain relevant in the workforce. It is a valuable investment for companies to train existing employees to expand their capabilities. Hiring new staff with appropriate skills who cannot be replaced by technologies is also a key to successful human resources management.</p>
<b>Topics</b>	Reskilling methods; skills needed for future work; next-generation technologies to enhance service productivity; and discussions of reskilling initiatives and case studies.
<b>Outcome</b>	Participants will learn about reskilling in the service sector, hiring the “right-skilled workers,” and enhancing existing employees’ abilities.
<b>Qualifications</b>	SME executives, representatives of industrial associations, consultants providing training for SMEs in the service sector, and government officials and policy research officers involved in industrial policy and development strategies for SMEs.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata  
Secretary-General