PROJECT NOTIFICATION

Reference No.: 251

Date of Issue	19 December 2023
Project Code	23-CP-51-GE-WSP-A
Title	Workshop on Technological Capacity Enhancement of Businesses
Timing	29 January 2024–31 January 2024
Hosting Country(ies)	Pakistan
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	National Productivity Organization, Pakistan and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	19 January 2024
Remarks	Not Applicable

Objectives	Examine trends influencing businesses in the context of digital transformation, especially implications for SMEs and manufacturers; identify key competencies and technological capabilities required for productivity enhancement; and share good practices of capability building for innovation and productivity improvement in businesses.
Rationale	One goal of the APO Vision 2025 is supporting smart transformation in its members, including raising awareness and adoption of suitable technologies and building capabilities of businesses for innovation and productivity enhancement. This workshop aims to assist APO members' efforts to build the capabilities and resilience of businesses for their smart transformation.
Background	The Fourth Industrial Revolution, led by digitalization, connectivity, and the internet, has brought significant challenges and opportunities to businesses. According to a WEF survey in 2021 on SMEs in ASEAN members, more than 85% of SME owners considered digitalization crucial for business performance and that digitalization had a "flywheel" effect that facilitated upgrading because of internalized technological competency and its benefits. However, SMEs are usually constrained by the lack of awareness, strategies, resources, and technical capacities, requiring assistance to initiate meaningful digital upgrading in response to trends in the environment and build capabilities in management and adoption of technologies. This workshop will provide references for digital transformation strategies to strengthen the resilience and productivity of businesses.
Topics	Trends and core technologies influencing businesses and manufacturers; Strategies and steps for digital upgrading; Connectivity and the IoT; Understanding data and their benefits; and Building capabilities in businesses.
Outcome	Target areas of digital upgrading in businesses are identified, references for competence development in businesses are available, and practical steps for digital upgrading are established.
Qualifications	SME executives, representatives of industrial associations, consultants and productivity practitioners with experience in digital upgrading, and government officials and policy researchers involved in development strategies for SMEs and manufacturers.

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

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Secretary-General