



PROJECT NOTIFICATION

Reference No.: 263

Date of Issue	23 January 2024
Project Code	23-CP-11-GE-CON-A
Title	Conference on the Digital Food and Beverage Industry
Timing	7 March 2024
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	100
Local Participants	30
Closing Date	22 February 2024
Remarks	Not Applicable

Objectives	Introduce methods and technologies to improve linkages between digital technology and the food and beverage industry; examine ways to improve productivity, food safety, and consumer satisfaction; and share good practices and models in utilizing those methods and technologies in APO members.
Rationale	Advances in digital technology are driving innovation in the food and beverage industry. Technologies such as data analytics, AI, and the IoT are being used from farm to fork to ensure quality and improve productivity and sustainability with accurate, real-time information. Linking technology with industry is aligned with the Smart Transformation goal in APO Vision 2025.
Background	<p>Digital transformation in the food and beverage sector can take many forms: adopting collaborative cloud-based platforms; updating to industrial IoT infrastructure, and deploying AI to understand customer needs (Harvard Business Review, 2023).</p> <p>Digital technology has contributed to modernizing food and beverage business models and creating new opportunities and challenges. ICT-based agricultural production, processing, manufacturing, packaging, transportation, marketing, and customer data are analyzed to identify preferences, reduce operating costs, and maximize profits.</p> <p>This conference will examine the benefits and potential of digitalization in the food and beverage industry, review case studies, and analyze opportunities to improve productivity in the food and beverage sector in APO members.</p>
Topics	Overview of the modern food and beverage industry; ICT and automation in food and beverage supply chain traceability; Models to improve productivity and consumer satisfaction and reduce operating cost; and Case studies of opportunities and challenges for digitalization in APO members.
Outcome	Enhanced knowledge and understanding of methods and technologies to improve productivity in the digital food and beverage industry and best practices shared among APO members.
Qualifications	Government officials, policymakers, executives of agribusiness associations, academics, and consultants involved in the food and beverage industry.

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



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