



## PROJECT NOTIFICATION

Reference No.: 591

<b>Date of Issue</b>	26 May 2025
<b>Project Code</b>	25-IP-28-GE-WSP-A
<b>Title</b>	Workshop on Service Innovation in the Food and Beverage Industry
<b>Timing</b>	30 September 2025–3 October 2025
<b>Hosting Country(ies)</b>	Republic of China
<b>Venue City(ies)</b>	Taipei
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	China Productivity Center
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	28 July 2025
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Introduce methods and technologies to improve service management in the food and beverage industry; examine ways to improve productivity, food safety, and consumer satisfaction while reducing costs; and share good practices and models in utilizing those methods and technologies in APO members.
<b>Rationale</b>	Advances in methods and technologies 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 technologies with the industry is aligned with the Smart Transformation goal in the APO Vision 2025.
<b>Background</b>	<p>The latest 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. AI-powered chatbots and virtual assistants are used for taking orders, resolving issues, or making recommendations, and robots are serving food. Personalization and customer experience are also enhanced through data-driven customization and experience-focused concepts.</p> <p>In addition, sustainability and ethical practices are conducted such as eco-friendly packaging and zero-waste initiatives, sourcing transparency, and local produce and carbon labeling.</p> <p>This workshop will examine the benefits and potential of service innovation in the food and beverage industry and analyze opportunities to improve productivity in the sector in APO members.</p>
<b>Topics</b>	ICT and automation in the food and beverage industry; Future models to improve productivity and consumer satisfaction and reduce operating costs; and Case studies of opportunities and challenges for digitalization in APO members.
<b>Outcome</b>	Knowledge and understanding of methods and technologies to improve service in the food and beverage industry are enhanced and best practices shared among APO members.
<b>Qualifications</b>	Government officials, policymakers, executives of associations, academics, SME business owners, and consultants involved in the food and beverage industry.

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



Dr. Indra Pradana Singawinata  
Secretary-General