



PROJECT NOTIFICATION

Reference No.: 715

Date of Issue	7 October 2025
Project Code	25-SN-04-GE-DMP-C
Title	Development of Demonstration Companies (DMP)
Timing	1 January 2025–31 December 2026
Hosting Country(ies)	All Member Countries
Venue City(ies)	All Member Countries
Modality	Hybrid
Implementing Organization(s)	National Productivity Organizations and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	31 March 2025
Remarks	This PN supersedes the version issued on 27 January 2025 (Reference No. 517) to update the program timing. The extension is necessary to ensure the successful implementation of the ongoing projects under the 25-SN-04-GE-DMP-C.

Objectives	Develop model companies/organizations in applying productivity principles, tools, techniques, and methodologies to demonstrate productivity's benefits and promote its adoption; and establish benchmarks or reference models of specific productivity improvement efforts for further replication across APO members.
Rationale	Enhancing productivity at the organizational and industry levels is crucial to driving competitiveness and sustainable growth. By developing model companies/organizations, showcasing tangible benefits, and establishing benchmarks, it can inspire broader adoption, address inefficiencies, and promote industry-wide transformation.
Background	The APO Development of Demonstration Companies (DMP) Program offers members unique opportunities to apply productivity concepts, tools, and technologies across various sectors. By creating model companies/organizations, the program showcases the successful implementation of productivity improvement initiatives, demonstrating their tangible benefits and promoting wider adoption. Demonstration companies/organizations serve as catalysts, sharing their experiences to inspire others and drive productivity enhancement. Additionally, the program enables NPOs to manage their own initiatives by involving them in all stages of DMP projects. This process helps develop productivity practitioners who contribute to the national and regional productivity movements through sharing their experiences and knowledge.
Topics	A broad range of topics addresses APO members' needs for practical solutions at the organizational and/or industry level, aligning with the APO Vision 2025's goals to promote inclusive, innovation-led productivity. A focus on the application of new productivity tools and technologies such as AI and GP 2.0 is also encouraged to drive sustainable growth.
Outcome	Increased capacity of participating organizations and industries to achieve their goals through the application of productivity tools and methodologies; dissemination of successful implementation of productivity improvement initiatives and promotion of its replication among APO members.
Qualifications	Up to five companies/public-sector organizations meeting requirements outlined in the implementation procedures.

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



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