



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

14 March 2017

- 1. Project Code** 17-AG-13-GE-CON-A
- 2. Title** Asian Food and Agribusiness Conference: Enhancing Exports of Organic Products
- 3. Timing and Duration** 13–15 September 2017 (three days)
- 4. Venue** Manila, Philippines
- 5. Implementing Organizations**  
Development Academy of the Philippines  
DAP Bldg., San Miguel Ave., Ortigas Center  
Pasig City, Philippines  
Phone: 63-2-631-2126/2129/2137  
Fax: 63-2-631-2137  
e-Mail: apolu@dap.edu.ph; apolugrantees@yahoo.com.ph
- 6. Number of Overseas Participants** Up to 36 qualified participants  
(See 12. Qualifications of Participants)
- 7. Number of Local Participants** 12 or more qualified participants  
(See 12. Qualifications of Participants)
- 8. Closing Date for Nominations** 16 June 2017

### 9. Objectives

The Asian Food and Agribusiness Conference aims to provide a unique platform to leaders from the organic sectors to deliberate emerging trends, as well as issues and challenges, and determine a common agenda for enhancing exports of organic products from the member countries to the major global markets to enrich the productivity and sustainability of Asian organic agrifood SMEs. The specific objectives are:

- a) To bring together key stakeholders in the organic agribusiness and food industry to discuss current and emerging topics of significance for advances in the organic industry in Asia.
- b) To share successful cases of SMEs exporting organic products, as well as the salient issues and challenges in, and strategies for enhancing export of the organic products to high-end markets; ;
- c) To enhance understanding of export opportunities for agribusiness and food industry SMEs and key success factors in enhancing market access of organic products to

international markets; and

- d) To strengthen SMEs for promoting inclusive growth in member countries.

## **10. Background**

The global organic market has been steadily expanding due to consumer awareness, health concerns, and environmental issues. Today there are 70 million ha of certified organically managed land, and the global organic market has reached US\$70 billion. Organic agriculture and organic markets are well developed in Europe and North America. Asian organic markets are growing fast and are expected to catch up in the future. The demand for organic food products is expected to continue growing robustly in major markets like the USA, Japan and European Union. To take advantage of this growing export market, however, there is a need to understand the latest advancement, opportunities, organic standard and requirements of the buyers.

In many developing countries, especially those where organic food production and processing are only beginning to emerge as viable commercial ventures, there is no harmonized standard and hence organic product labeling and certification may be unreliable. This issue needs to be addressed if developing countries in Asia seek to benefit from the expanding international markets for these products. To take advantage of this growing export market, however, there is a need to establish credible systems of organic standards and strengthen organic certification bodies.

There is a need to sensitize senior policymakers and planners, agricultural professionals, and executives and managers of agribusiness and food industry SMEs on these and other emerging trends, issues, challenges, and strategies for modernizing organic industry in member countries to enhance export of organic products to international markets, as well as promote sustainable productivity and profitability of agribusiness and food industry SMEs, and inclusive growth.

## **11. Scope and Methodology**

The three-day conference will consist of plenary thematic sessions with expert presentations, panel discussions, open forums, exhibition and site visits.

The tentative themes for the sessions are:

- a) Emerging global and regional trends, opportunities, and challenges in organic agribusiness and the food industry;
- b) Major global markets for Asian organic products;
- c) Key regulations governing the entry of organic food products in major markets (such as USA, Japan, Europe);
- d) Formulation of export promotion strategies for new organic products and/or new markets;
- e) Development of business intelligence, certification system, and other support programs for organic exporters in member countries;
- f) Digital technology for developing smart organic product value-chains; and
- g) Successful models of organic agribusiness and food industry SMEs.

The tentative program of the conference is given below:

<b>Date/Time</b>	<b>Activity</b>
Tuesday, 12 September 2017	Arrival of participants in Manila
Wednesday, 13 September	Opening session Sessions 1–3: Presentations and discussions
Thursday, 14 September	Sessions 4–5: Presentations and discussions Panel discussions Formulation of strategic recommendations
Friday, 15 September	Summing-up session Program evaluation Closing session Site visit to relevant farms, companies, or organizations
Saturday, 16 September	Departure of participants

## **12. Qualifications of Candidates**

The participants in this conference are expected to possess the following qualifications:

Present Position	Senior policymakers and planners, agricultural professionals, and CEOs and managers of agribusinesses SMEs and agricultural financing institutions; officials of government and/or agribusiness/food industry associations; and academics in charge of supporting SMEs in development and export of organic agricultural and food products.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the conference are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive program requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.

Age	Candidates who meet the qualifications above are generally between 35 and 55 years of age.
APO Certificate	Participants must attend all three days of the conference to qualify for the certificate of attendance.

### **13. Financial Arrangements**

#### **To be borne by participants or participating countries**

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.
- d. Any cancellation charges for airfare and hotel arising from withdrawals after letters of acceptance have been issued by the APO.

#### **To be borne by the host country (Philippines)**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to four days at the rate to be specified later.
- b. All local implementation costs.

#### **To be borne by the APO**

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Manila, the Philippines. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.
- c. Per diem allowances and hotel accommodations for up to 18 overseas participants not covered by the host country for up to four days at the rate to be specified later.



#### **14. Actions by Member Countries**

- a. Each country is requested to nominate four or more candidates in the order of preference. Please ensure the candidates come from the different sectors, and meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with passport-sized photograph. The biodata form can be downloaded from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: [agr@apo-tokyo.org](mailto:agr@apo-tokyo.org), fax: 81-3-5840-5324).
- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family

members or to engage in any private business activities during the entire duration of the project.

- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO conference.
- l. NPOs should inform participants that they must attend all three days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13d.

#### **15. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **16. Project Preparation**

The participants are required to prepare a paper prior to departure for the project venue. If there are multiple participants from the same country, they are encouraged to cooperate in preparing one paper on any of the themes of the conference. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Country Papers" to be provided later.

#### **17. Postproject Actions**

All participants are encouraged to prepare follow-up plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the conference.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, this will be reported to the APO director concerned.

#### **19. Guide for Participants**

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: [www.apo-tokyo.org](http://www.apo-tokyo.org)).



Santhi Kanoktanaporn  
Secretary-General