



## International Workshop on "Value Added Agriculture" (18 to 22 November 2019)

### OVERVIEW:

National Productivity Organization (NPO), Ministry of Industries & Production in collaboration with Asian Productivity Organization (APO), Japan announces five days international workshop on "Value Added Agriculture", from 18 to 22 November 2019 at Islamabad.

### DESIGNED FOR:

Managers, Professionals and Officers of Agriculture Sector. Senior Government Officers, representatives of farmer's/producers associations or agribusiness enterprise associations, senior consultants who are involved in the development of Value Added Agriculture and agrifood value chains and academicians.

### OBJECTIVES:

- To review recent developments and emerging global trends in value added agriculture (VAA)
- To assess policies and programs as well as new technologies and successful models of value addition to agricultural commodities for making efficient use of raw materials
- To identify key challenges in promoting VAA in member countries and possible solutions as well as formulate strategic action plans for the dissemination and adoption of successful VAA models.
- To contribute to increasing farm business productivity, profitability and competitiveness while promoting inclusive growth in member countries.

### COURSE CONTENTS:

- Key concepts in VAA.
- Recent developments and global trends.
- Challenges and opportunities.
- Production processes for value added agrifood products.
- Manufacturing processes for value added agrifood products.
- Packaging, labeling and branding for value added agrifood products.
- Marketing strategies for value addition.
- Keys to success in VAA.

### LEARNING METHODS

- In house session
- Themed presentations
- Sharing of country experiences
- Individual exercises
- Group exercises
- Field Visit
- Action plans by individual participants

**Only Six seats  
for Pakistani  
Participants**

**Register by 15 October 2019**

**Participation Fee:** PKR 30,000/- Only  
(Includes Course Material, Lunch, two Teas, Site Visit and Certificate will be issued by APO-Japan)

**Timing:** 09:00 AM – 05:00 PM

**Venue:** Islamabad

**For Registration please contact:**

1. Mr. M. Sohaib, 0332-5490277, sohaib@npo.gov.pk
2. Mr. Rashid Hassan, 0321-5335274 rashid@npo.gov.pk



### LEARN WITH INTERNATIONAL RESOURCE PERSONS AND PARTICIPANTS

- Resource Persons from Malaysia, Sri Lanka, Bangladesh and Pakistan.
- 18 Participants from different countries.

**National Productivity Organization**  
Ministry of Industries & Production, Government of Pakistan