



## PROJECT NOTIFICATION

Ref. No.: 21-CP-16-GE-TRC-A-PN2100083-001

<b>Date of Issue</b>	27 September 2021
<b>Project Code</b>	21-CP-16-GE-TRC-A
<b>Title</b>	Training Course on Service-sector Productivity Specialists
<b>Timing and Duration</b>	10–12 November 2021 (three days)
<b>Hosting Country(ies)</b>	Singapore
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Singapore Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	Professionals from National Productivity Organizations (NPOs) involved in service-sector training and consultancy or associate consultants assigned by NPOs working on e-government systems, digital public services, administrative process innovation, management information systems, R&D, and ICT
<b>Nomination of Participants</b>	All nominations must be submitted through NPOs of member countries
<b>Closing Date for Nominations</b>	22 October 2021

## 1. Objectives

- a. Explain the role of service-sector productivity specialists.
- b. Enhance the competencies of NPO professionals by upgrading their theoretical and practical knowledge of improvement strategies for the service sector.
- c. Apply skills and tools to review, diagnose, and continuously improve service businesses.

## 2. Background

In view of the important role of service-sector productivity in national development and competitiveness, the APO conducts projects to build productivity and quality improvement capability in the sector, train specialists in NPOs, share know-how and best practices in productivity improvement techniques and methods, and increase the number of service-sector productivity experts. According to an article published in Asian Pacific Economic Literature of Wiley Online Library on “Service sector development in Asia: an important instrument of growth” (Jungsuk Kim, Jacob Wood, 3 March 2020), the service sector has contributed greatly to output, employment, and growth in developing Asia. As the share of services in output and employment tends to rise with income, and as regional income is rising quickly, services will inevitably become an even more important driver of economic performance.

The service sector is a key enabler of national economies, encompassing a broad spectrum of enterprises, including startups and SMEs. With emerging technologies like artificial intelligence and advanced interfaces become more accessible, services will be designed around customer needs, allowing predictable, seamless experiences. Service providers have evolved from providing manual services (Service 1.0) to efficient ones enabled by automation and the internet (Service 2.0), and to more productive self-service models enabled by mobile, wireless, cloud-based technologies (Service 3.0).

One good example of the growing importance of the service sector can be observed in Japan. The service sector accounts for approximately 70% of Japan's GDP and approximately 75% of employment, so developments in this sector have a large impact on Japan's economy as a whole, according to the Research Institute of Economy, Trade and Industry, Japan. This trend is not confined to Japan; growing attention is being paid to the service sector by all other countries given its function of encouraging regional economies.

In light of the importance of the sector, it is vital to train service-sector productivity specialists to contribute to the development of APO member countries' economies. The APO has assisted member countries in promoting the use of service-sector productivity tools, best practices, and technical support through workshops, training courses, and consultancy projects. This course will develop trainers and consultants capable of leading service-sector productivity enhancement activities in core areas.

## 3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

### Day 1:

- Concept of service-sector productivity to enhance business growth
- Knowing your customer
- Building brand stories

### Day 2:

- Service productivity consultation models, frameworks, and tools
- Reinventing business models inside companies

### Day 3:

- Business finance and productivity measurement

- Challenges and opportunities for service-sector productivity specialists in member countries

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **4. Financial Arrangements**

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

#### **5. Implementation Procedures**

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan  
Secretary-General