



PROJECT NOTIFICATION

18 January 2019

1. **Project Code** 19-AG-04-GE-WSP-B
2. **Title** Workshop on Innovations in Agribusiness for Young Entrepreneurs
3. **Timing and Duration** 1–5 July 2019 (five days)
4. **Venue** Taipei, Republic of China
5. **Implementing Organization** China Productivity Center (CPC)
2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi Dist.
New Taipei City 221, Republic of China
Phone: 886-2-2698-5881
Fax: 886-2-2698-297
6. **Number of Overseas Participants** Up to 18 qualified participants from Fiji, India, Indonesia, IR Iran, Japan, Republic of Korea, Malaysia, Pakistan, Philippines, Sri Lanka, Singapore, Thailand, and Vietnam

However, other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat. (See 12. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 15 May 2019
9. **Objectives**
 - a. To raise awareness of innovations in agribusiness and advances in agritechnologies as opportunities for young entrepreneurs;
 - b. To review emerging startups in the agrifood industry and develop business insights for young agripreneurs at the forefront of transformation in the sector; and
 - c. To discuss policy recommendations on creating a conducive environment for young entrepreneurs in APO member countries.

10. Background

Young people are generally regarded as more innovative, creative, and unbiased compared with older generations. They are not bound to past practices and like to think outside of the box, provide fresh perspectives for issue analysis, and come up with new solutions. In recent years, as the baby-boomer generation has started to retire, young people represented by the millennials are taking leading social and economic positions. The millennials who were born from around the early 1980s to the early 2000s are emerging as main industrial players in their societies. They are “digital natives” who grew up using the Internet and multiple devices.

Their natural digital sense affects the way they understand social phenomena and undertake economic activities.

Entering the era of Industry 4.0, agriculture has become more digitized and scaled up. Processes across agricultural supply chains from production to sales have become hyperconnected among industries, which allows innovations and entrepreneurialization. This provides tremendous opportunities to the young people at the forefront of these trends to lead the transformation with their digital literacy.

In this context, today many young entrepreneurs are jumping into agricultural and food startups. They are disrupting agrifood supply chains by developing new technologies for rural and urban farming and contributing to a more sustainable agricultural environment by reducing waste. Their unique insights and challenging mindsets can revolutionize business models in agriculture as well. This is a meaningful signal. While some parts of the world are struggling with massive migration of rural youth to urban areas, in other parts of the world many talented youth with IT and other professional and educational backgrounds are going back to agribusiness.

Many researchers have made positive forecasts for the future of agricultural jobs. Particularly, the demand for those who can fill technology-based jobs such as agricultural operational managers and engineers is expected to increase. In this way, farmers with the traditional image of manual labor will be viewed as digital-savvy experts or professional entrepreneurs in established facility systems. This workshop will review the agribusiness success of young entrepreneurs for the lessons learned and insights gained and discuss conducive business environments for young agripreneurs in APO member countries.

11. Scope and Methodology

The workshop will consist of presentations by resource persons, sharing of country experiences by participants, individual/group exercises, and field visits.

The tentative program is given below:

Date/ Time	Activity
Sunday, 30 June	Arrival of participants in Taipei
Monday, 1 July	Opening session
	Session 1: Introduction to innovations, entrepreneurship, and the young generation
	Presentation 1: Understanding innovation and entrepreneurship: how to create innovation and links to entrepreneurship
	Presentation 2: Youth characteristics and entrepreneurship development: attracting the young to the agriculture and food business
	Session 2: Agribusiness through youth entrepreneurship
	Presentation 1: Innovative agritech businesses across agriculture supply chains: cloud-based management systems, in-house farming, urban farming, waste management technologies, etc.
	Presentation 2: Exceptional food businesses: infusing value in alternative food sources

	Presentation 3: Agriculture-based service business: agritourism product/program development
Tuesday, 2 July	<p>Session 2 (cont'd.)</p> <p>Presentation 4: Business model innovation: who, what, and how to sell for young entrepreneurs' business success</p> <p>Group exercise conducted for mini business model planning</p> <p>Session 3: Accelerating youth entrepreneurship through systemic facilitation</p> <p>Presentation 1: Finance procurement for startups: public/private schemes, crowdfunding, etc.</p> <p>Presentation 2: Snapshots of regulations on youth entrepreneurship: setting or abolishing regulations, the regulatory sandbox, etc.</p> <p>Presentation 3: Facilitating collective actions for youth: institutions, young farmers' organizations, etc.</p>
Wednesday, 3 July	Field/company visits
Thursday, 4 July	<p>Session 4: Sharing country experiences</p> <p>Successful cases of agristartups/entrepreneurship and/or initiatives/ policies for youth entrepreneurship development to nurture future agriculture leaders in APO member countries</p> <p>Group breakout session:</p> <p>Review of current policies/initiatives/practices for young entrepreneurs and recommendations on strategic actions for nurturing agristartups and agripreneurs</p>
Friday, 5 July	<p>Presentation of group discussion output</p> <p>Program evaluation by participants, resource persons, and implementing organization</p> <p>Formulation of follow-up action plans by individual participants</p> <p>Summing-up and closing session</p>
Saturday, 6 July	Departure of participants from Taipei

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior public officials in ministries and/or local governments responsible for young entrepreneurship development in the agrifood industry; and professionals, consultants, and academics engaged in innovative agriculture business development for the youth.
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 course are conducted in English, and

participants are frequently required to make oral and written English 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 project 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 fit the above profile are typically between 30 and 50 years of age.
Attendance	Participants are required to attend the entire program.

13. Financial Arrangements

a. Airfare

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Taipei, ROC.

The APO will only reimburse discount air tickets for the most direct route. Participants should 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 and is also available on the APO website and from APO Liaison Officers in member countries.

b. Insurance Coverage

Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 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 organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

c. Cost Sharing

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Round-trip economy-class international airfare (refer to paragraph 13a)	No	No	Yes
Participating Country Expenses (PCEs)	NA	NA	NA
Hotel accommodation in Taipei	No	Yes	No
Per diem allowance in Taipei	No	Yes	No
Transportation costs to and from hotel and airport in Taipei	No	Yes	No
Insurance coverage in the ROC (refer to paragraph 13b)	Yes	No	No
Any expenses related to visa fees and airport taxes	Yes	No	No
All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation	Yes	No	No
Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance	Yes	No	No
Assignment costs of international resource persons	NA	No	Yes
Assignment costs of local resource persons	NA	Yes	No
All local implementation costs including but not limited to: a. Meeting rooms b. Documentation c. Preparatory costs	NA	Yes	No

14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated 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 selection committee 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 a passport-sized photograph. The biodata form can be downloaded from the APO website (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, 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 listed 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, 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 workshop.

- l. NPOs should inform participants that they must attend all five days of the project.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal or no-show of participants as provided for under item 13c.

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. 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 required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

18. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these 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 website (www.apo-tokyo.org).

20. Dress Code

Participants are required to wear business attire during the project. Other instructions will be provided in the circular for participants.



Dr. Santhi Kanoktanaporn
Secretary-General

