



The APO's new mission, vision, and strategic directions for the next decade

Secretary-General Ryuichiro Yamazaki

I am pleased to announce that the APO Governing Body at its recent 53rd session (GBM) in Kuala Lumpur held 19 to 21 April 2011 endorsed the new APO mission and vision statements and strategic directions for 2020. The APO's founding mission in 1961 was "to contribute to the socioeconomic development of Asia and the Pacific through enhancing productivity." No vision statement had been formalized previously. There were five thrust areas aligned with that mission: Knowledge Management, Green Productivity, Strengthening of SMEs, Integrated Community Development, and Development of NPOs. These thrust areas were supported by the program of action comprising projects implemented by the APO.

The APO's current thrust and subject areas were discussed at last year's GBM by the APO Directors. That was followed up at the Workshop Meeting of Heads of NPOs (WSM), which discussed the current as well as new thrust areas at the strategic planning session chaired by NPO Head for the Philippines Antonio D. Kalaw, Jr. Subsequently, the Secretariat consolidated the inputs from the GBM and WSM and, under the guidance of an expert advisory panel, identified new strategies and modified existing ones to ensure that the new strategic plan remains relevant to the economic development needs of members.

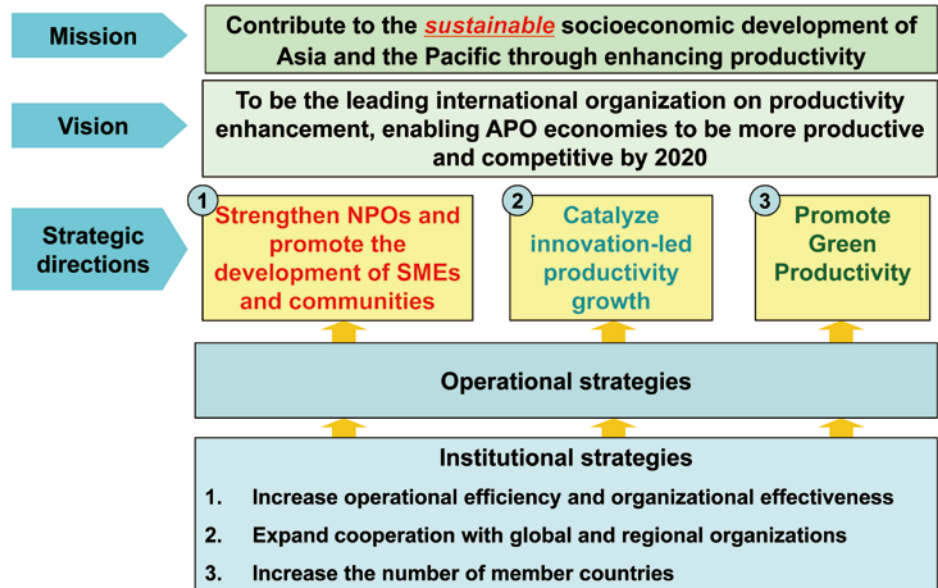
The new APO mission

In the modified mission statement, "...contribute to the sustainable socioeconomic development of Asia and the Pacific through enhancing productivity," emphasis is placed on the sustainable development of members.

The APO vision

The APO's new vision statement, which will help unite and inspire the APO membership is: "To be the leading international organization on productivity enhancement, enabling APO economies to be more productive and competitive by 2020."

Mission, vision & strategic directions



APO thrust areas

The thrust areas are now streamlined into three strategic directions. Two of the thrust areas, Knowledge Management and Integrated Community Development, have been subsumed under the other strategic directions. The three strategic directions are:

1. **Strengthen NPOs and promote the development of SMEs and communities.** NPOs are the backbone of the APO and thus need to be strengthened to lead national productivity initiatives. We also recognize that SMEs play a crucial role in the economies of all member countries and are aiming to improve the productivity of targeted segments of SMEs and communities through supply chain and cluster-based approaches.
2. **Catalyze innovation-led productivity growth.** Productivity improvement is not limited only to increased ef-

iciency. It also includes innovation-led gains that increase the quality and performance of products and services.

3. **Promoting Green Productivity** is the third strategic direction critical to achieving sustainable economic development. The APO will work with member countries to promote green technologies and create demand for green products and services. In addition, special effort will be directed to promoting sustainable practices in the agriculture sector.

The new APO mission statement, new vision statement, and strategic directions are intended to address the needs and key challenges of members. The next step is even more critical. The APO Secretariat will be working closely with NPOs to translate these strategies into detailed action plans for 2013 and 2014. In addition, a set of indicators will also be developed to track the action plans so that APO can effectively assess the impact of the new strategic plan. 🔄