



Spreading the word: MPC e-newsletter


Improving the visibility of the APO is part of an overall effort to share the benefits of its activities with as many stakeholders as possible. It is thus encouraging that many national productivity organizations (NPOs) have publicized APO projects hosted in their countries through various channels.

The recent issue of the *MPC International e-Newsletter* published by the Malaysia Productivity Corporation (MPC), the NPO of Malaysia, features an APO training course on the Development of Productivity Practitioners: Advanced Program, held in Malaysia, 2–20 November 2009. The entire issue was devoted to the training course. The newsletter includes the full text of the welcoming speech delivered by MPC Director General Mohd. Razali Hussain and the introductory remarks delivered by APO Secretary-General Shigeo Takenaka at the opening ceremony of the course. A brief summary of the contents of the course and participants' comments on it were also featured along with project photos of activities during the three-week course.

The e-newsletter is a collective effort of the MPC Publication House Division. The overall objective of this division is to position the MPC as the epicenter of knowledge in the area of productivity, quality, innovation, and competitiveness. It

is dedicated to the collection, consolidation, and dissemination of knowledge to industry players, the MPC's global partners, and the

public at large. To date, three issues of this newsletter have been produced and published. "The third issue is dedicated to detailing the APO training course on the Development of Productivity Practitioners: Advanced to enhance networking among APO participants and instill a sense of togetherness among all participants," explained Wan Ariff Wan Hussain, MPC Publication House.

The APO believes that this type of effort will create wider awareness of the APO and its endeavors as well as publicize the contributions of NPOs to the development of the Asia-Pacific region. The APO thanks the MPC for its efforts and hopes that more NPOs will undertake similar promotional activities on behalf of the APO and its projects. 



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