

Latest APO program on benchmarking



2003 seminar participants visiting Ingress Engineering

Benchmarking is a recent approach to productivity improvement that has become one of the most popular and widely practiced. It has been defined as a systematic and continuous process of searching, learning, adapting, and

implementing best practices from within the same organization or from other organizations for achieving superior performance. The focus is not on results but on systems and processes. The challenge for an organization undertaking benchmarking is to convert the knowledge gained into a competitive advantage.

Since 1997, the APO has organized a number of programs to help member countries develop benchmarking capabilities. They included a survey in 1998 to study the issues, problems, and success factors in implementing benchmarking. Two books were published in 2001: *Benchmarking for Competitiveness Building* and *Benchmarking: A Quality and Productivity Improvement Tool*. The latest APO offering on benchmarking was a seminar held in Malaysia from 30 June to 4 July 2003. Implemented by the National Productivity Corporation of Malaysia, it was attended by 20 participants from 13 APO member countries. Apart from lecture sessions, participants were taken on observational study visits to Ingress Engineering Berhad and Telekom Malaysia.