

# Entrepreneurship development for revitalizing agriculture and rural communities

Over 66% of the world's population will be urban by 2050; a serious implication will be a declining rural population. To ensure sustainable food production, communities, and natural resources, outmigration from rural areas must be slowed by accelerating their development.

The APO in partnership with the Ministry of Employment, Productivity and Industrial Relations and the National Training & Productivity Centre of Fiji National University organized a training course on Rural Entrepreneurship Development in Nadi, Fiji, 2–6 March. Twenty-four participants from 13 countries, five local observers, and four resource persons from Fiji, India, Pakistan, and the USA attended.

Minister for Employment, Productivity and Industrial Relations Jioji Konusi Konrote, chief guest at the opening ceremony, stated, “The trend today is that rural development is intricately linked with entrepreneurship development to promote employment and create jobs. I am convinced entrepreneurship is a strategic development intervention that has the potential to accelerate the rural development process.” In video-linked welcome remarks, APO Secretary-General Mari Amano noted, “Intensive promotion of entrepreneurship through training and business development interventions



*Participants learning how to sterilize growth media using a simple, cost-effective method to raise healthy seedlings at the Pacific Harvest Co. Ltd. nursery.*

is essential. However, institutions meant to serve this sector require more trained experts.”

Director and Executive Director Steven Chiang, Agribusiness Incubator Program and GoFarm Hawaii, University of Hawaii, “was impressed by the ideas and relevant experiences of the other resource persons.” Chairman Syed Saquib Mohyuddin, Pakistan Enterprise Development Facility, found it “heartening to interact with such an enlightened group of participants.” Participants visited the farm and nursery of the Pacific Harvest Company Limited and made recommendations for promoting rural entrepreneurship. 🌱