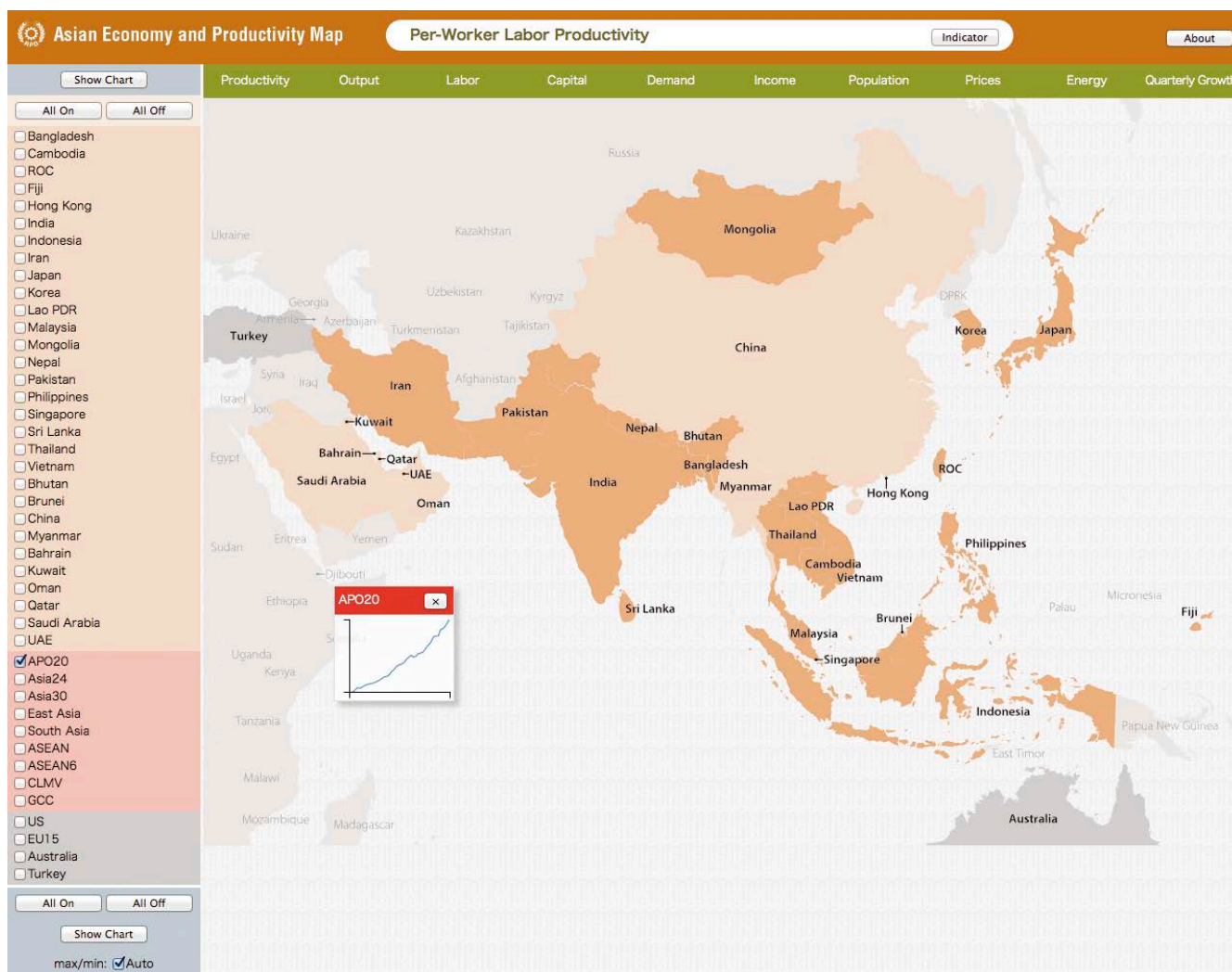


APO launches online productivity data resource tool




In an initiative aiming to accelerate the use of productivity data by stakeholders across the Asia-Pacific region, the APO recently announced the online debut of its Asian Economic Productivity Map (AEPM), an open-data initiative aimed at helping member economies navigate productivity trends in an increasingly digital economy.

The AEPM, a comprehensive online resource on 70 productivity and economic indicators, offers a user-friendly web interface with free access to productivity-related data from 1970 to 2014, covering 30 Asian economies and benchmarks from multiple economic groups across the world including ASEAN, South Asia, the Gulf Cooperation Council, EU 15, and USA.

Emphasizing the strategic role that this online initiative can play in an increasingly digitized economic landscape APO Secretary-General Santhi Kanoktanaporn said, "The

need for a digital resource such as the AEPM has long been felt by productivity stakeholders across the region. The power of the AEPM lies in its simplicity and clarity of presentation, which make it a highly effective tool and reference point for governments and NPOs for their varied productivity benchmarking requirements."

The APO Productivity Database project is a joint research effort between the APO and Keio Economic Observatory, of Keio University, Tokyo, Japan. The 40-year timeline makes it highly relevant for a wide range of user groups including but not limited to government planners, policymakers, business analysts, economists, and academics. 

Visit www.apo-tokyo.org/wedo/measurement/aepm to access the AEPM tool.