



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

22 August 2014

1. **Project Code** 14-RP-03-GE-WSP-A
2. **Title** Workshop on Entrepreneurship Promotion and Partnership
3. **Timing and Duration** 15–18 December 2014 (four days)
4. **Venue** Vientiane Capital, Lao PDR
5. **Implementing Organizations** Department of Small and Medium Enterprise Promotion (DOSMEP), Lao National Productivity Organization (LNPO)
Ministry of Industry and Commerce
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6. **Number of Overseas Participants** Up to 18 qualified participants
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 17 October 2014
9. **Objectives**
 - a. To learn from actions taken and challenges faced by successful Asian entrepreneurs to understand key aspects of entrepreneurship promotional activities;
 - b. To learn the best practices of entrepreneurship promotion schemes with an emphasis on unique Asian approaches;
 - c. To share the findings from previous research on entrepreneurship initiatives in APO economies; and
 - d. To draw up a set of recommendations on how to promote entrepreneurship effectively in APO economies.

10. Background

The APO recognizes the importance of entrepreneurship for member countries since it is one of the key drivers of economic growth. Entrepreneurs often stimulate and revitalize national economies by embracing innovation, technology, and creativity, facilitating SME operations, and sometimes even tackling social problems. However, successful entrepreneurship requires proper promotional and partnership support as entrepreneurs are extremely vulnerable with limited access to business resources such as people, goods, capital, and knowledge.

In addition, although technology-driven entrepreneurship has been the mainstream, not all APO economies are necessarily ready for that due to their development stage. Instead, there has been a grassroots-oriented entrepreneurship movement that often focuses on improvement of the quality of life in local communities.

This project will primarily focus on such grassroots-oriented entrepreneurship that could apply to any APO member economy by addressing critical themes in nurturing entrepreneurship such as how to find and scale up promising entrepreneurial activities and how to promote entrepreneurship to make an impact on economic growth. It is also expected that the workshop participants will make recommendations on how the APO could promote entrepreneurship activities in the region to develop innovative start-ups.

11. Scope and Methodology

The tentative modules to be covered are:

- a. Views, activities, and challenges of Asian entrepreneurs;
- b. Entrepreneurship networks and programs;
- c. Best practices of promoting entrepreneurship; and
- d. Effective schemes for promoting entrepreneurship in APO economies.

The workshop will consist of lectures, brainstorming sessions, group discussions, and site visits. To make the discussions lively, several successful entrepreneurs from the APO region will be invited as guest speakers.

The tentative program of the workshop is given below:

Date/Time	Activity
Sun., 14 December 2014	Arrival of participants in Vientiane Capital
Mon., 15 December	Opening session Core lectures
Tues., 16 December	Storytelling by entrepreneurs Best-practice cases of entrepreneurship promotion
Wed., 17 December	Brainstorming session Group exercise
Thurs., 18 December	Site visit Group exercise
Fri., 19 December	Closing session Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Those engaged in entrepreneurship promotion in central and/or local government agencies or entrepreneurs.
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Experience	At least three years of experience in the position described above.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates with the above qualifications are generally between 25 and 45 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by participants or participating countries

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period because of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the host country

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to five days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Vientiane. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of

Air Tickets for APO Participants,” which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate’s biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website (www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Research & Planning Department, APO Secretariat (e-mail: rp@apo-tokyo.org, fax: 81-3-5840-5324).
- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate’s name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO

Secretariat and the host country promptly.

- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all four days of the project to qualify for the certificate of attendance.

15. Actions by the APO Secretariat

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

16. Project Preparation

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the attached "Guidelines for the Preparation of Country Papers."

17. Postproject Actions

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

18. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

19. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website (www.apo-tokyo.org).



Mari Amano
Secretary-General

14-RP-03-GE-WSP-A

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15–18 December 2014, Vientiane Capital, Lao PDR

Guidelines for Preparation of Country Papers

Each selected participant is required to submit a paper keeping in mind the scope and objectives of the workshop and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of the “Promotion and Partnership of Entrepreneurship.” It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 4 and 6 pages in length, excluding tables/figures. A soft copy of the paper should reach the Research and Planning Department of the APO Secretariat no later than 28 November 2014.

Participants are encouraged to provide in their papers as much relevant, useful information as possible but they must avoid including unnecessary general information as well as the profile of their country.

Participants are also required to prepare a summary of their papers not exceeding 300 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the workshop.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

Tentative Topical Outline

1. Describe briefly the status of entrepreneurial activities and promotion of entrepreneurship. What are some key advantages and challenges? In which key industries and/or regions is entrepreneurship particularly needed?
2. What are some critical supports that entrepreneurs in your economy need but lack access to?
3. How might your country better promote entrepreneurship? What are some key changes needed?
4. Give one or two successful examples of entrepreneurial activities in your economy, including some key success factors of the examples.
