



PROJECT NOTIFICATION

Reference No.: 530

Date of Issue	25 January 2025
Project Code	25-RC-25-GE-RES-B
Title	Research on International Benchmarking Studies on Productivity in the Food and Beverage (F&B) Sector
Timing	31 January 2025–31 December 2025
Hosting Country(ies)	Not Applicable
Venue City(ies)	Not Applicable
Modality	Hybrid
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Republic of China, Japan, Republic of Korea, and Singapore
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	28 February 2025
Remarks	The closing date is for the submission of proposals by research institutions. Please refer to the implementation procedures for information.

Objectives	Conduct a benchmarking study on productivity performance of the food and beverage (F&B) sectors in selected cities within and outside APO member economies and provide recommendations to enhance the productivity performance of the F&B sector.
Rationale	APO member economies represent a diverse range of cultural, economic, and social conditions. This diversity provides a rich dataset for benchmarking, allowing businesses to compare themselves against a wide variety of practices and identify opportunities for improvement. Through this benchmarking study, the APO can help its member economies enhance their competitiveness and improve the overall performance of their food service industries against global standards.
Background	<p>The APO's regional focus can facilitate collaboration and knowledge exchange among member economies. This can lead to the development of regional standards and best practices, promoting harmonization and efficiency within the Asian food service industry.</p> <p>The F&B sector in APO member economies has been a cornerstone of economic growth and development. This region, known for its rich culinary heritage and diverse food preferences, has witnessed a significant surge in the F&B sector in recent decades, with significant growth due to urbanization, rising incomes, and changing consumer preferences. The growth has created new opportunities for businesses and contributed to economic prosperity across different economies in the region. This research therefore will explore and benchmark the performance of the F&B sector in advanced member economies such as the Republic of China, Japan, the Republic of Korea, and Singapore along with other major cities outside the region.</p>
Topics	Classification of F&B; F&B productivity indicators; F&B benchmarking performance of key cities; Best practices of advanced F&B businesses/sectors; and Policy implications to advance F&B sectors in the region.
Outcome	Research publication on analysis of overall productivity levels and key challenges faced by the F&B sectors in advanced APO members and reference cities beyond the region, including areas for improvement and recommended strategies to improve F&B productivity.
Qualifications	Research institutions with extensive knowledge of productivity research and key performance indexes in the F&B sector, including English publications on key F&B performance indexes.

Please refer to the implementation procedures circulated with this document for further details.



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