



## PROJECT NOTIFICATION

Reference No.: 526

<b>Date of Issue</b>	17 January 2025
<b>Project Code</b>	25-RC-03-GE-DLN-A
<b>Title</b>	APO Productivity Talks
<b>Timing</b>	1 January 2025–31 December 2025
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Digital Learning
<b>Implementing Organization(s)</b>	APO Secretariat
<b>Participating Country(ies)</b>	Not Applicable
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Discuss emerging trends in productivity and innovation in various economic sectors through digital platforms; share exemplary applications of productivity enhancement tools and techniques; disseminate and provide insights from selected APO projects; and report inspiring productivity success stories and case studies.
<b>Rationale</b>	A comprehensive understanding of the latest productivity trends and innovations through digital platforms, discussions, and sharing of tools, techniques, and research findings will help participants apply strategies for improvement. This will also showcase the APO's role in promoting productivity globally and foster a collaborative environment for knowledge sharing and learning.
<b>Background</b>	<p>Tapping the digital platform, the P-Talks share insights on productivity-related topics, followed by interactive discussions with moderators and viewers. In 2025, the APO P-Talk Program will have the new theme "Intelligent Technologies for Sustained Productivity Growth" focusing on leveraging cutting-edge technologies like AI, automation, and advanced analytics, combined with human expertise, to enhance productivity, optimize resource utilization, and achieve sustainable, adaptable economic growth.</p> <p>2025 P-Talks will continue bringing together experts, business leaders, senior officials, policymakers, and academics from around the world to share their views and perspectives on productivity-related topics. Aiming to maximize APO digital capabilities and raise its visibility as the leading international organization in productivity, the P-Talks will be broadcast live or recorded on the APO YouTube channel.</p>
<b>Topics</b>	P-Talks in 2025 will focus on "Intelligent Technologies for Sustained Productivity Growth" involving relevant resource persons, business leaders, and entrepreneurs. A new category of talks will be introduced, encapsulating emerging productivity trends and key developments. P-Insights reports will also be published to provide deeper analysis and documentation by the APO.
<b>Outcome</b>	Understanding of emerging trends in productivity enhancement and innovation, improved knowledge and skills related to productivity tools and techniques, and greater collaboration and knowledge sharing among participants and stakeholders through the digital platform and publication of reports.
<b>Qualifications</b>	Open to all participants in APO members and nonmembers.

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



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